

# OUTSTANDING BRANDS

TO LOOK OUT FOR IN 2024

PART II



**ESTABLISHING AND MAINTAINING** 

RELEVANGE IN THE GLOBAL MARKETPLACE



# Encounter with a vulcaniser ... branding lessons for MSMEs

By Bernard Kelvin CLIVE

very business has its ups and downs, but learning how to maximise each moment can help the business thrive and grow. You see, the ability to adapt and embrace new technologies is not just an advantage—it's essential for survival and growth.

This realisation came to me vividly during a seemingly mundane visit to a local vulcaniser because of a car tire issue. The vulcaniser, an expert in his field, impressed me with his knowledge and skill.

I learnt that he had been doing this for the past decade and he is the go-to guy in the hood. However, despite his expertise, I noticed his reliance on outdated technology and traditional methods in his operations.

A critical lesson for small business owners can be learnt from this experience: investing in modern tools and technology will enhance efficiency, effectiveness and ultimately, business success.

The vulcaniser, with nearly a decade of experience, was proficient in his work. His business was thriving, with a steady stream of customers benefitting from his expertise. Yet, his reliance on old systems and methods, such as a gas system for tire repair, reflected a broader issue many small businesses face. Despite having access to modern car tires and understanding current market needs, his equipment remained traditional, mirroring what many Ghanaian artisans use.

Considering this situation, I wonder why he hadn't invested in modern equipment, such as hydraulic jacks or other advanced gadgets, that could have created further revenue opportunities.

This reluctance to embrace new technology is not unique to him, but is a common trait among many small business owners who become complacent with their current success and expertise. Many fail to realise how technology can streamline traditional processes, increasing efficiency and competitiveness. In today's digital age, where advancements like artificial intelligence are revolutionising various sectors, failing to keep up with technological trends can leave businesses at a significant disadvantage.

The truth is that investing in new technologies and tools is more than just an upgrade; it's a strategic move that can dramatically enhance a business' operational efficiency and customer satisfaction. Modern equipment can speed up service delivery, improve the quality of work, and attract a broader customer base looking for quicker, more reliable services.

The thing is that adopting modern vulcanising tools can significantly transform the vulcaniser's business by making tire repairs and changes faster and more efficient. Hydraulic jacks, for instance, speed up the process of lifting vehicles, allowing for quicker service while impact wrenches make removing and tightening lug nuts

# Quick lessons and next steps for MSMEs and brand

Technological advancements shift

 Action step: Conduct an audit of your current operations and identify areas where technology can improve efficiency, quality and customer satisfaction. Research and invest in relevant tools, software or machinery that align with your business goals.

Continuous learning and Innovation

 Action step: Dedicate time for continuous education by attending workshops, webinars and industry conferences. Stay informed about the latest trends and technologies in your sector. Implement a culture of innovation within your team, encouraging them to bring new ideas and solutions to the table.

Networking and community engagement

 Action step: Join industry associations, local business groups and online communities relevant to your field. Networking with peers can provide valuable insights, and collaborative opportunities, and expose you to new strategies and technologies.

Strategic investment in branding and marketing

Action step: Evaluate your current branding and marketing efforts. Consider how new technologies, such as digital marketing tools, social media platforms and SEO strategies, can enhance your visibility and attract more customers.

Customer-centric approach

◆ Action step: Use technology to better understand and serve your customers. Implement customer relationship management (CRM) systems to tailor your services to customer needs and preferences, enhancing their overall experience with your brand

Process documentation and strategic planning

 Action step: Document your business processes and review them regularly to identify inefficiencies and areas for improvement. Use this documentation as a basis for strategic planning, setting clear objectives for integrating technology into your business operations.

Seek advice and mentorship

 Action Step: Find a mentor or advisor who has successfully navigated the digital transformation in your industry. Their experience and advice can guide you in making informed decisions about technology investments and business strategies.

Adaptability and resilience

◆ Action step: Develop an adaptable business model that can quickly respond to market changes and technological advancements. Building resilience into your business plan ensures you can face future challenges with confidence.

Customer feedback and innovation loop

 Action step: Implement mechanisms to regularly collect customer feedback. Use this feedback to iterate and improve your products, services and processes. Creating a feedback loop fosters innovation and ensures your offerings meet evolving customer needs.

Invest in your online presence

 Action step: Don't overlook digital marketing. Enhance your online presence through a professional website, active social media profiles and engaging content. An effective online strategy can expand your reach, attract a larger audience and build your brand's reputation.

Lastly, invest in ads to promote your services.

much faster than manual methods.

This efficiency means a vulcaniser can serve more customers in a day, increasing business turnover. You see their tonnes of them, tools like modern tire changers and wheel balancers ensure that tires are fitted

and balanced with precision, enhancing the quality of service. Such efficiency and accuracy not only boost customer satisfaction but also reduce the likelihood of errors, making the service more reliable.

Here again, the use of

advanced equipment like high-quality air compressors for inflating tires to the correct pressure and vulcanising machines for effective puncture repairs ensures that the job is done right the first time. This level of professionalism and quality attracts customers who value their time and vehicle safety, potentially allowing the vulcaniser to charge a premium for superior service. Safety is another critical benefit, as modern tools are designed to protect both the worker and the vehicle during repairs, minimising the risk of accidents and damage.

Just by delving a little bit deeper, one can find so many ways of stepping up their businesses in ways to be more efficient and profitable.

However, the challenge for many small business owners lies in recognising the need for such investments and overcoming the inertia of satisfaction with the status quo. It's crucial to understand that expertise and traditional methods, while valuable, need to be complemented with innovation and technology to stay relevant and competitive. This is where the importance of continuous learning and networking comes into play.

Joining industry associations, attending workshops and participating in networking groups can provide small business owners with insights into new technologies and trends in their field. These platforms offer opportunities for learning, sharing experiences and getting advice from peers and experts who have successfully integrated new tools and methods into their operations. Such engagement can inspire and motivate owners to explore and adopt technologies that can transform their business models.

Moreover, businessowners need to surround themselves with advisors,

mentors and colleagues who are knowledgeable a b o u t technological advancements and can provide guidance on strategic investments. These relationships can help identify whic technologies will be most beneficial for their specific operations and how to implement them effectively.

Reflecting on the future, small business owners mustask themselves: What tools and technologies have I overlooked in the past few years that

could enhance my business? And what investments are necessary to take my business to the next level? Whether it's upgrading equipment, adopting new software or leveraging digital marketing strategies, the key is to identify and invest in technologies that will drive growth and sustainability.

As the business landscape continues to change, documenting processes and regularly reviewing business strategies become imperative. This practice helps in identifying areas where technology can make a significant impact, streamline operations, and create new avenues for revenue. It's about rethinking how things have been done and being open to changing them for the better.

In essence, this is a call for small business owners to up their game. And not only rely on their expertise and traditional methods but actively seek and embrace technological advancements that can propel their businesses forward. It is my belief that small businesses can succeed in today's dynamic market if they invest in the right tools and create a culture of continuous learning and innovation. As we move forward, let's embrace technology not as an option, but as an integral part of our growth strategy.

So, thinking through the vulcaniser and the broader implications for small business owners, several key actionable branding and business lessons came up. Let's delve into these basic lessons and actionable steps to help.

I recommend that you get my book 'Simple Branding Guide for Small Business Owners'. Visit https://selar.co/brandsme

All the best! Keep me posted!



**Bernard** is a multi-talented individual who has made a name for himself as a leading authority on personal branding and digital book publishing in Africa

As a brand strategist at BKC Consulting, he runs the monthly Branding & Publishing Masterclass, helping individuals take their personal and professional brands to new heights. To learn more about Bernard and his work, visit www.BKC.name.





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# A decade of greatness, here for a lifetime

# - Old Mutual Ghana

s a global business known for changing lives and championing mutually positive futures through an array of innovative solutions, Old Mutual has established itself as a formidable force in the insurance industry. With over 178 years of global experience, it has successfully established its footprints in over 13 countries, providing financial solutions to individuals, small and mediumsized businesses, and corporates in Africa and beyond.

In 2013, Old Mutual entered the Ghanaian market through an acquisition of a local company. Today, it is one of Ghana's leading financial institutions, offering innovative life insurance and pension solutions, with presence in nine regions of the country. With a mandate to be the customer's first choice to sustain, grow, and protect their prosperity, Old Mutual has exhibited unwavering commitment to meeting needs and staying relevant to customers throughout their life moments.

For a brand to be outstanding, it must be able to establish and maintain its relevance. Old Mutual, through innovation, being customercentric, and embracing an agile way of working, has continuously worked its way to the hearts of customers with relevant offerings that lead them to financial freedom. The business does not just promise security and protection but is committed to delivering the utmost

value to its customers, bringing to life the tagline of doing great things every day.

With a robust claims settlement process, the business ensures that customers get the needed support promptly when the unexpected and unfortunate happen by delivering within at least 48 hours.

Through its corporate business, Old Mutual has paid out claims of over US\$4million to individuals in corporate institutions over a period of 3 years. This has not only given the corporate business the footing it needs but also solidified its position within the group life assurance space, giving it an enviable rank of 2nd in the

The company's unique Group Life policy safeguards the lives of employees, offering them peace of mind to give off their best while providing comfort that their families will be well taken care of when they are no more. Additionally, it offers employers the competitive advantage of being the ones of choice within their industries.

In its quest to be a lifestyle brand, Old Mutual engages customers through strategic sponsorships and wellness programs covering health screening, physical wellness, and financial education. Last year, the company provided free wellness programs to over 20 corporate clients

The company's flagship financial education program, On the Money, focuses on helping customers prepare for the future and attain financial freedom. Additionally, Old Mutual extends support to fellow industry players through the Old Mutual Financial Services Monitor, a study on the financial behaviours, attitudes, and perceptions of working Ghanaians, providing valuable insights for decision-making.

Insights have been the bedrock of the business, making it a pacesetter in driving innovative products and services while providing ease and convenience. This is evident in being the first to launch Annuity, a retirement salary aimed at providing a secured and guaranteed retirement for all retirees, as well as the first to launch WhatsApp Insurance, which offers a more convenient way of doing great things with customers.

Another milestone worth mentioning is the extension of its call center operation to 16 hours every day, except weekends and holidays. This does not only make the business available and accessible when needed but also equips it to provide extended and enhanced support to customers.

Old Mutual's decade-long journey in Ghana exemplifies the essence of an outstanding brand. With a legacy of over 178 years of global experience and a relentless commitment to excellence, the company has contributed to setting new standards within the insurance industry through collaborations with regulators, thought leadership programs, building talented and



Tavona-Biza, CEO of Old Mutual Ghana

diverse team of professionals. By championing customers and delivering innovative solutions with unwavering integrity, Old Mutual has earned the reputation of being a reliable partner and a certain friend in uncertain times.

# **About Old** Mutual Ghana

Old Mutual Ghana is one of Ghana's leading financial institutions offering innovative Life insurance and Pensions solutions. Founded in South Africa, Old Mutual has been consistent in championing mutually

positive futures by offering excellent financial services to a wide range of customers across the African

The company established a branch in Ghana in 2013. It operates with a skilled knowledge of the Ghanaian market, backed by the expertise of an international brand. In Ghana, the company is currently made up of Old Mutual Life Assurance Company Limited and Old Mutual Pensions Trust, offering a diverse portfolio of financial solutions including, Savings plans, Group life benefits, Funeral plans, Travel insurance and Pensions

# 5 Stand-Out Features of Personal Branding for Small business You Should Know

ne success of businesses is hinged on their reputation. Most companies if not all have public relations understand their reputation and their brand identity matter. As an entrepreneur its important to present yourself in a way that reflects positively on your craft. Because when you network ,you present as your brand, you sell your ideas, and your vision to the next person. That is why I believe, personal branding should be one of the core aspects of entrepreneurship.

Most rooms I have been in where they train entrepreneurs /entreprenership,much emphasis is put on the craft, refining it and marketing it.Little effort is applied to helping entrepreneurs, business owners and students alike present themselves in ways that position them in favor of their target audience/market. I had to learn this the hard way and I hope this newsletter will help someone avoid the mistakes I made.

If you are a professional ,a business owner, an entrepreneur and a student, at the end of this article you

position yourself in a way that communicates your vision and goals

know where to improve in your personal branding journey

have an understanding of what personal branding is and how to get

### What is personal branding?

Personal branding refers to the art of how you present yourself to your target market.Personal branding is essentially the way that one brands themselves best suited for entrepreneurs, small business owners, startup founders freelancers, students, or and infuencers. The aim of personal branding is to help one stand out from the rest, to create a unique experience and engagement for clients. How one presents themselves in business environments should be reflective of their work ethic, professional values and

Branding is giving your business, your products, oneself value, through allowing target markets to connect in a way that is defined by the business. Branding is more than a simple logo, a social media account, engagement here

and there, it makes use of the designs and messaging to set one apart. However these tools help one to convey the message and vision to pave way for the following:

# Benefits of personal branding

1. Increased Visibility:

Personal branding can help entrepreneurs to become more visible within their industries, leading to more recognition and potential customers.

### 2. Greater Credibility:

By establishing a strong personal brand, entrepreneurs can demonstrate their expertise and knowledge, and build trust with potential customers. With growing dominance of influencer marketing, presenting oneself as an authentic and credible professional goes a long way in cementing ones's position in the market.

# 3. Increased Professional Network:

Personal branding can help entrepreneurs to build relationships with other industry professionals and develop a powerful network for business growth. This enhances chances of employment for professionals and

# 4. Improved Reputation:

Personal branding can help entrepreneurs to build a positive reputation and maintain it in the long run.Reputation is important in personal branding because it represents one in rooms without physically showing up, it drives collaborations, partnerships and

## 5. Increased Profitability:

By creating a strong personal brand, entrepreneurs can attract more customers and increase their profitability. Loyalty is built through personal branding rooted in authenticity and good customer care.

# Quick essentials guide to personal branding

Focus on authenticity: Authenticity speaks volumes in the business world. No one wants to risk associating themselves with someone of dodgy behaviour or tendencies. It is important for one to present themselves as authentic and the real deal.

Define your position: There is no harm in admitting that you're a beginner and learning your way through your field of choice. With how fast the world is changing, we are all learners and admiting this builds on to ones's credibility and authenticity. Because we are human, we live and we learn.

Be consistent: Consistency is rooted in discipline because it will keep you is not enough to make you show up. The phrase 'Rome was not built in a day' makes reference to how far consistency takes one.

Work on refining your craft: One of the best phrases, borrowed from my LinkedIn community is 'learn,unlearn,relearn'. That is the only way to make it in the professional world, chasing relevance and upskilling.

Master networking: Someone once told me that networking will get you in rooms that degrees can not.Mastering networking will also help one to refine their communication skills and how they present themselves to industry experts.

Remember entrepreneurs;

'everything you say and do represents your brand

Be successful

Hazvineyi Zinyowa **Digital Marketing Consultant** 





# Fidelity Bank

# Pioneering financial empowerment across borders

n today's dynamic financial landscape where borders are increasingly blurred and customer demands transcend local confines, only institutions with a forward-thinking global perspective can truly thrive. Fidelity Bank, Ghana's foremost privately-owned bank, exemplifies this ethos, consistently surpassing local standard while making its mark on the global stage.

Seamless banking solutions for a connected world At the heart of Fidelity's commitment to global reach lies its mobile banking application, dubbed the Fidelity Mobile App which serves as a ubiquitous companion accessible anywhere, anytime from any smart phone or device. This user-friendly platform defies geographical constraints, allowing secure transactions and payments across borders.

Whether managing accounts, transferring funds internationally or leveraging self-registration, the app empowers customers with unparalleled control over their finances, no matter their location - making it a trusted companion for the global citizen.

The Fidelity Mobile App has consistently ranked among the top 2 banking apps in Ghana, and is often ranked among the top 10 most-used and loved apps in Ghana. The app enjoys widespread usage among Ghanaians in

the diaspora as it enables extreme ease and convenience of transactions.

# Platinum access, global reach

But Fidelity's ambition extends beyond mere accessibility. For those seeking added convenience and prestige, the Visa Platinum Debit Card unlocks a world of possibilities.

Imagine traversing continents with one card, available in multi-currency options - USD, GBP, EUR, enjoying over 200 exclusive visa offers, including international concierge services, travel insurance and lounge access.

Indeed, it empowers globe-

trotters to explore with confidence.

More than just convenience, this platinum card also symbolises trust and global success, as evidenced by Team Wanderlust's remarkable feat last year. Mr. Saka, a Prestige customer of Fidelity Bank, was part of a team of 13 Ghanaian adventurers who captured the imagination of the world with an epic 16-day cross-continental journey from Accra to Ashford, London, in August 2023.

Fuelled by the card's global acceptance and accessibility, their mission to raise funds for education in Ghana's marginalised areas transcended borders, proving the card's ability to connect and facilitate transactions across diverse landscapes and cementing its reputation as a facilitator of global aspirations.

# Beyond transactions: A commitment to global best practices

Fidelity recognises that true global relevance encompasses more than financial services alone. With a steadfast commitment to cyber-security, the bank ensures the utmost protection of customer data, irrespective of location. This dedication to safeguarding information instils confidence in customers, fostering trust on a global scale

# Sustainability

# - A global imperative

However, Fidelity's impacts extend beyond financial excellence, encompassing a dedication to environmental and social responsibility.

The bank champions sustainability, aligning its operations with global standards. A fully-staffed department drives initiatives in sustainable finance, operations and charitable initiatives aligned with the UN's Sustainable Development Goals (SDGs) 5, 8, 12 and 13.

From waste reduction and carbon emission mitigation to community development and responsible consumption, Fidelity recognises its role in shaping a sustainable future for all, a commitment that resonates on a global scale.

In 2023, the department's efforts resulted in a 1.5-tonne reduction in paper waste, a carbon emission reduction of 998 CO<sub>2</sub> and 700 seedlings distributed for afforestation.

# A future without boundaries

As Fidelity Bank continues to evolve and expand its global footprint, its unwavering dedication to exceeding expectations and empowering customers remains steadfast.

By embracing innovation and embracing opportunities, Fidelity is poised to unite communities worldwide, one transaction and one initiative at a time.

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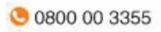


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more than banking





# Essentials of personal grooming and social etiquette

By Dzigbordi KWAKU-DOSOO

n a world where first impressions are made in the blink of an eye, the art of personal grooming and etiquette stands as the silent language of self-respect and consideration for others. This isn't just about choosing the right outfit or mastering the firm handshake; it's an intricate dance of visual cues, subtle behaviors, and the silent conversations we have without uttering a single

As we navigate through various social and professional landscapes, the way we present ourselves and interact with others can open doors, build bridges, and create lasting impressions that go beyond mere appearances.

But where does one begin in this journey of self-improvement? How do we balance the timeless aspects of traditional etiquette with the everevolving standards of modern society? This article aims to peel back the layers of personal grooming and etiquette, revealing not just the 'how' but the 'why' behind each polished shoe and every thoughtful gesture. From the basics of maintaining a neat appearance to the complexities of digital-age manners, we're about to embark on a transformative journey that promises to elevate not just how the world sees you, but how you see yourself in the world.

Let's first delve into the essentials of personal grooming, a cornerstone of making a positive impression and expressing one's self-respect and attention to detail.

# The Essentials of Personal Grooming

Personal grooming is not merely a routine; it's a reflection of self-esteem and professionalism, influencing perceptions in both personal and professional realms. Research underscores the pivotal role grooming plays in social interactions and opportunities, with well-groomed individuals often perceived as more competent and sociable.

### Key Components of Personal Grooming

- Hygiene: The foundation of personal grooming is hygiene. Regular bathing, oral care, nail care, and hair care are fundamental to maintaining good health and preventing the spread of infections. Hygiene practices not only contribute to a neat appearance but also signal respect for oneself and consideration for the comfort of
- Dress Code: Understanding and adhering to appropriate dress codes for different occasions is a crucial aspect of personal grooming. Whether it's business formal, casual, or cocktail attire, dressing appropriately demonstrates an understanding of social norms and respect for the event or environment. It's also an opportunity to express personal style within the boundaries of these norms.
- Personal Style: Personal grooming extends to cultivating a personal style that reflects an individual's personality and preferences.

This includes choosing clothing, hairstyles, and accessories that enhance one's best features and convey the desired image. Personal style should be authentic and consistent, yet adaptable to different settings and occasions.

# Practical Tips for Personal Grooming

- Skincare Routine: Establish a daily skincare routine tailored to your skin type. This should include cleansing, moisturizing, and sun protection to maintain healthy, vibrant skin.
- Hair Care: Regular haircuts and proper hair maintenance (washing, conditioning, styling) are essential for a neat appearance. Choose hairstyles that suit your face shape and
- Wardrobe Maintenance: Keep your clothes in good condition. This includes regular laundering, ironing, and repairing any wear and tear. Invest in quality pieces that fit well and flatter your body type.
- Mindful Grooming Habits: Be mindful of the finer details, such as ensuring clean and trimmed fingernails, fresh breath, and a subtle, pleasant scent from deodorant or perfume.

# Mastering Etiquette

Etiquette is the set of conventional rules of personal behavior in polite society, often in the form of norms that society has agreed upon to facilitate interactions and avoid conflicts.

While personal grooming focuses on one's physical appearance, etiquette encompasses the spectrum of behavior that determines how we are perceived in social and professional contexts. It's about being aware and considerate of others, ensuring comfortable and respectful interactions.

### The Importance of Etiquette

Good etiquette is essential because it lays the groundwork for building trust and respect among individuals. It makes social interactions smoother and more enjoyable, reduces stress in unfamiliar situations, and can even prevent misunderstandings and conflicts. In professional settings, proper etiquette can enhance communication, foster a positive work environment, and contribute to the success of business

# Key Areas of Etiquette

- **Communication Etiquette:** 
  - This involves the principles of clear, respectful, and considerate communication. It includes listening actively, speaking clearly, maintaining eye contact, and being mindful of body language. Communication etiquette also extends to digital communications, emphasizing the importance of thoughtful and respectful interactions in emails, social media, and text messages.
- Dining Etiquette: Dining etiquette covers the dos and

don'ts of table manners, from using utensils correctly to engaging in polite table talk. It varies significantly across cultures but generally includes practices like chewing with your mouth closed, using napkins appropriately, and understanding the protocol for ordering, passing food, and tipping.

- Online Etiquette: In an increasingly digital world, online etiquette, or "netiquette," has become crucial. This includes being respectful and courteous in online communications, respecting others' privacy, and avoiding cyberbullying. Understanding the tone, context, and appropriate language for various online platforms is also part of online
- Cultural Sensitivity: With global interactions becoming more common, being aware of and sensitive to cultural differences in etiquette is vital. This can range from greeting rituals and gift-giving customs to understanding hierarchy and personal space preferences in different cultures.

# Practical Advice for Practicing Good Etiquette

- Mind Your Manners: Simple phrases like "please," "thank you," "excuse me," and "I'm sorry" go a long way in showing respect and appreciation for others.
- Be Punctual: Time is valuable and being punctual shows respect for other people's time. Whether it's a meeting, a dinner invitation, or a professional appointment, strive to be on
- Learn to Listen: Good etiquette involves not just how you speak but also how well you listen. Give others your full attention, avoid interrupting, and show interest in what they have to

Adapt to Situations: Etiquette is not one-size-fits-all. Be observant and adaptable, adjusting your behavior based on the setting, the company, and cultural expectations.

# Integrating Grooming and **Etiquette into Daily**

The integration of personal grooming and etiquette into daily life is not just about adhering to societal standards but about cultivating a lifestyle that reflects self-respect and respect for others. It's a holistic approach that enhances personal and professional interactions, contributing to overall well-being and success.

1. Consistency: The Key to Integration



Dzigbordi KWAKU-DOSOO

over the years.

Are you ready for TRANSFORMATION? Dzigbordi Kwaku-Dosoo is a Ghanaian multi-disciplinary Business Leader, Entrepreneur,

Consultant, Certified High-Performance Coach (CHPCTM) and global Speaker. She is the Founder and CEO of The DCG Consulting Group. She is the trusted coach to top executives, managers, teams, and entrepreneurs helping them reach

their highest level of performance through the integration of technical skills with human

Her coaching, seminars and training has helped many organizations and individuals to transform their image and impact, elevate their engagement and establish networks leading to

(soft)skills for personal development and professional growth, a recipe for success she has perfected

Consistency is crucial when integrating grooming and etiquette into your daily routine. It's not about occasional efforts but making these practices an integral part of your life. This means establishing routines for personal grooming and making conscious efforts to practice good etiquette in all interactions. Over time, these practices become second nature, reflecting positively on your personal and professional image.

improved and inspired teams, growth and productivity.

### 2. Personal Branding: Crafting Your Image

Your personal grooming and etiquette practices contribute significantly to your personal brand-the unique combination of skills, experience, and personality that you want the world to see in you. A strong personal brand is authentic, consistent, and tailored to your goals. It differentiates you in a crowded field and can open doors to opportunities. Consider how you want to be perceived and ensure your grooming and etiquette align with that

# 3. Adaptability: **Navigating Different Contexts**

While consistency is important, so is adaptability. Different situations may call for different levels of formality in both grooming and etiquette. For instance, the grooming and attire suitable for a business meeting may not be appropriate for a casual social gathering. Similarly, etiquette norms can vary significantly across cultures and settings. Being adaptable means being able to read the room and adjust your behavior accordingly, ensuring that you

are always appropriate and respectful.

# 4. Lifelong Learning: Keeping Abreast with Evolving

The landscape of personal grooming and etiquette is dynamic, reflecting broader societal and cultural shifts. Keeping abreast of these changes is crucial for ensuring your practices remain relevant and respectful. This doesn't imply chasing every new trend; rather, it's about discerning which updates align with your values and personal brand. Engage in lifelong learning by tapping into diverse resources such as professional journals, online forums, cultural seminars, and personal networks. Observing the habits of respected individuals in various fields can also provide valuable insights, enabling you to refine your approach to grooming and etiquette in a way that's both current and authentic.

In conclusion, the intertwining realms of personal grooming and etiquette are not mere superficial concerns but foundational elements that shape our interactions and the impressions we leave on others. By embracing the principles of thorough grooming and mindful etiquette, we not only enhance our outward appearance but also enrich our inner character. This journey of selfimprovement fosters a sense of selfrespect and cultivates an environment of mutual respect in both our personal and professional lives.





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