



## Certified Online Training at The NYCICA

In response to the pandemic, the NYCICA has closed all classroom training and offers only online training and coaching to ensure our service will continue without interruption.

Below are the programs approved by the Association of Image Consultant International (AICI) for Continue Education Units (CEU). **All classes are open to schedule for small groups (4-6 people) private training. Please email us for availability!**

- **"Steps to Your Best Coloring"** – an 8-hour advance color analysis program (0.7 AICI CEUs)
- **"Everything about Dressing Men"** – an 8-hour men's consulting pro program (0.7 AICI CEUs)
- **"Become a Soft Skills Trainer"** – a 24-hour Train-the-Trainer program (2.4 AICI CEUs)
- **"Professional Image Building – online series"** – a 20-hour with ten image related subjects in 10 sessions (2.0 AICI CEU)

### Why choose us?

- **Learn from the best.** Our training programs are intense and the most comprehensive one available, led by Color, Fashion, and Image/Etiquette Expert Shanna Pecoraro, AICI CIP.
- **Go hands-on.** Our programs take you through skill-building foundations to a hands-on application, business development, and offer **post-graduate support**.
- **We're quick!** All online programs provide time flexibility that many savvy learners seek
- **Small class setting.** For the most effective results, we take no more than ten students in one session. We love questions and getting to know each student individually throughout the program.
- **We're accredited.** Our online programs are the Association of Image Consultant International (AICI) accredited Training Courses (AICI CEUs).

### Who Should Attend?

- Personal stylists, personal shoppers, fashion retailers who want to increase credibility, potential income stream, and deliver a life-transforming service.
- Those who want to be an image consultant/personal stylist/professional shopper.
- Those who have a desire to help others look and feel their best
- Those who need image advice to help you reach your career goals.
- Those who want self-improvement
- Those who are engaging in any of the image consulting subjects
- Those who want to build a successful consulting business

**Classes schedule:** please email us for the program starting date.

- **"Steps to Your Best Coloring"** – 2 ½ hour a session, class meet on Wednesday for 3-week.
- **"Everything about Dressing Men"** – 2 ½ hour a session, class meet on Saturday for 3-week.
- **"Become a Soft Skills Trainer"** – 3-hour a session, class meet on Monday & Thursday for 4-week.

- **"Professional Image Building"** – 2-hour a session, class meet on Tuesday & Friday for 5-week.

\*\*\* Please note that these courses are training approved by the Association of Image Consultants International (AICI). Certification, earned through the trainer upon completing this course, is entirely independent from AICI's professional certification programs. (If you wish to pursue AICI Certification, please refer to AICI's website at <http://www.aici.org/>) \*\*\*

## **"Steps to Your Best Coloring" – (0.7 AICI CEUs) US \$750**

The NYCICA principle trainer Shanna Pecoraro designed the **"Steps to Your Best Coloring"** for image professionals who want to begin their color consulting business instantly and apply the skills and methodology of such service with confidence to get the best results. In this 3-session color analysis program, you'll learn all of Shanna's unique techniques and steps needed to be successful in conducting color consultations

By the end of the program, participants will be able to:

- Define the three properties of the personal coloring
- Identify the best color palette for each client
- Identify the differences between right and wrong color effects on a person
- Name the critical characteristics of each color palette
- Name the 3-step of color analysis

## **"Everything about Dressing Men" – (AICI 0.7 CEUS) \$ 750**

The program is for image professionals who want to add men's fashion styling into their existing image consulting service, creating their income source for solutions. The class provides an in-depth study of the consultant role, emphasizing men's wear, fashion styling, and accessories and dress for the occasion. The program is highly interactive, with creative assignments.

By the end of the session, participants will be able to:

- Point out the difference between three classic men's suit looks
- Choose the right style that fits the client's personality & lifestyle
- List three "FIT" tips that determine to purchase the item for clients
- List three key points to choose suitable fabrics and accessories for clients
- Identify how to advise clients on the appropriate attire for different occasions

## **"Become a Soft Skills Trainer " (2.4 AICI CEUs) \$2,100 AICI member \$1,950,**

The eight sessions step-by-step comprehensive and instructional "Train-the-trainer" program is based on the core competencies requirement by both AICI and ISSTA. The goal is to help you become a successful corporate soft skill trainer or a licensed IITTI trainer.

### **Why should you take this course?**

- To become a corporate trainer or licensed IITTI trainer that is certified by ISSTA.
- To be a member and be listed in the directory of trainers on the ISSTA website.
- To earn the AICI 2.4 CEUs to maintain AICI certification.

- To establish an IITTI training business based on the ISSTA core curriculum.
- To design & conduct a soft skills training program for corporate training.
- To develop your training and presentation skills.

### **Learning outcomes:**

#### Part one: **Design a Great Training Program**

- List five soft skills that trainers must have
- Develop a training plan for a specific group
- Write measurable learning outcomes for a training
- Select appropriate instructional strategies for a training session
- Write a training plan before this course finishes

#### Part two: **How to Conduct an Effective Training Session**

- Design the activities that are integrated and suitable for the subject.
- Use the appropriate body language to enhance teaching effectiveness
- Use three teaching tips in a teaching brief by the end of the program.
- Write a training proposal by the end of this course.
- Conduct a dining etiquette training independently within three months

#### Part three: **Building Your Professional Brand That Has Impact**

- Name three qualities of being an excellent professional.
- Write a vision statement before the end of this course.
- Identify their brand value/qualities by the end of this session.
- List three levels of professional attire.
- Demonstrate three key learning points in your final 15 mins presentation.

This course will provide a completed and comprehensive business dining etiquette PPT slides and teaching materials for the participants to deliver a successful training.

## **"Professional Image Building – online series." (2.0 AICI CEUs)**

### **Topics:**

1. How to Build Your Professional Brands
2. Uncover Your Color DNA.
3. Own Your Style
4. Secrets of Slim Dressing
5. Dressing Professional Men
6. Choosing Hairstyle, Makeup, and Glasses
7. Essentials of Business Etiquette
8. Business Dining Tutorial
9. Dress for Occasions
10. Body languages for professional

## **Learning Outcomes:**

### **Session one:**

- Name the three steps to build a strong professional brand
- Evaluate their brand attributes for different purposes
- Demonstrate the communication ABBD to convey with your target audience

### **Session two:**

- Identify the difference between the right and wrong color effects on a person.
- Define the three properties of personal coloring.
- Name at least three tips to identify your or other's color value & intensity.

### **Session three:**

- Name the seven fashion styles and identify your own style
- Identify the difference between appropriate & inappropriate dressing
- Choose the right professional outfits and postures to project confidence.

### **Session fours:**

- List three clothing elements to dress and have a slimmer look
- Identify the right clothing proportions which match the wearer's body shape
- State the principle of dressing ABC in everyday outfits.

### **Session five:**

- Point out the difference between the three classic men's suit looks.
- Identify the right shirts, pants, and suit styles for yourself.
- List three "Fit" tips that determine to purchase the item for yourself or others.

### **Session six:**

- Determine your face shape and choose your hairstyle.
- Use the three makeup tips to balance your facial proportions.
- Choose eyeglasses that fit your facial characteristics.

### **Session seven:**

- Name three benefits of etiquette learning.
- Practice the people skills that were learned from this session in everyday life.
- List at least 3 Do & Don't of online communications

### **Session eight:**

- Identify how many courses they are going to have by the table setting
- Apply basic dining etiquette guidelines in any business gathering
- List at least three host and guest duties

### **Session nine:**

- List five-level of professional dressing
- Choose the right accessory and makeup to complete a professional look
- Identify the unappropriated outfits on different occasions

### **Session ten:**

- Practice positive body language purposely.
- Use nonverbal cues to communicate and get the reaction you want
- List three positive body languages that will increase your authority.