

RETAIL PROFESSIONAL TRAINING PROGRAMS

"Education is not the learning of facts, but the training of the mind to think!" – Albert Einstein

> Passion in Fashion in Action WORLD MODE SINGAPORE

ABOUT US

As part of Japan's leading fashion retail consultancy, World Mode Holdings Group, World Mode Singapore aims to elevate the retail industry and change perceptions of retail roles in Singapore.

We offer comprehensive and practical solutions for both employers and talents, ranging from recruitment, training programmes, in-store assessments and more.



An Array Of Courses Offered

Digitalization Programs

- 1. <u>Engage and Sell Faster!</u> (Interactive Video Technology Workshop)
- 2. <u>Engage the E-way!</u> (E-Learning Content Development Workshop)

Personal Development

- 1. Skincare Hacks Vs Skincare Facts
- 2. Gorgeous Makeup 1,2,3!
- 3. <u>Better Skin for Better Makeup</u>
- 4. Digital Personal Branding

Skills Conversion

- 1. <u>Skincare Consultation Basics</u>
- 2. <u>Makeup Artistry Basics</u>
- 3. <u>Makeup Artistry Intermediate 1</u>
- 4. <u>Makeup Artistry Intermediate 2</u>
- 5. <u>Makeup Artistry Advanced</u>
- 6. <u>Makeup Artistry Pro</u>
- 7. Fragrance Journey Basics

Customer Success

- 1. <u>Strengths Discovery</u>
- 2. <u>Building High Performance Team</u>
- 3. Strengths Based Leadership
- 4. Luxury Workshop
- 5. Visual Merchandising
- 6. Leading Effectively
- 7. The BIG Shift in Retail
- 8. Driving Customer Loyalty in the New Norm

• Join the #1 E-Learning platform

Follow World Mode Singapore

Engage And Sell Faster

Course Objectives: Learn ecommerce trends in current retail landscape and the latest retail technology from Japan! Drive meaningful online engagement and increase sales conversion with Tig - Interactive Video Technology. Included hands-on workshop, service support and certificate upon completion after submission of project.

Learning Outcome: At the end of the lesson, participants will be able to use TIG software to create, record/convert, tag and promote product sales on social digital platforms.

Duration of course: 1 day, 7 hours per day

Fees: \$1800 per pax (SkillsFuture credit and/or NTUC UTap claimable)

Recommended for:

• EC entrepreneurs, brand managers, sales managers, digital marketeers, store managers

Course Program Outline

- Retail technology trends in current retail landscape
- The new customer journey
- E-commerce trends and how to convert sales
- Intro to TIG Technology: Shoot, Transform & Convert Sales
- Hands-on practice and facilitator guidance
- Included TIG Software Technology for 60 days use, service support and more! (worth > \$5120)
- Participants need to submit 1 completed project to be certified
- Certification: TIG, World Mode Singapore, e2i

Watch TIG video: https://youtu.be/J3KkP81AJmA

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Engage The E-Way!

Course Objectives: Get updates about digital learning journey and E-learning trends. Create, Learn & Engage your students anywhere, anytime! Enhance their learning journey in 15 minutes. Included hands-on workshop, digital knowledge platform, service support and certificate upon completion after submission of project.

Learning Outcome: At the end of this training, participants will be able to immediately bring to life micro learning contents to engage their staffs.

Duration of course: 1 day, 7 hours per day

Fees: \$1200 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• Brand managers, training managers, educators

Course Program Outline

- Retail technology trends in current retail landscape
- The digital learning journey
- Staff development & E-learning trends; how to enhance their learning journey with mobile experience
- Intro to E-learning using SmartUp: Create, Learn & Engage anytime, anywhere!
- Hands-on practice and facilitator guidance
- Included SmartUp Digital Knowledge platform for 90 days use, service support and more!
- Participants need to submit 1 completed project (10 minutes learning module) to be certified
- Certification: World Mode Singapore, e2i

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Skincare Hacks vs Skincare Facts

Course Objectives: The purpose of this course is to equip learners with basic skincare knowledge, skincare trends, product application and basic facial massage techniques valuable to strengthen one's capabilities in terms of elevating knowledge and offering consultation.

Learning Outcome: At the end of the lesson, you will be understanding skin science and why products work differently on various skin types. You will also gain a deeper understanding of what encompasses as a clean skincare brand/product as well as the difference between J and K beauty! Ultimately, enjoy a personal shopper experience to find skincare products that would greatly benefit your skin!

Duration of course: 1 day, 7 hours per day

Fees: \$480 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public

Course Program Outline

- Understanding Skin Overview And Skin Changes Via Skin Anatomy, Skin Types, Skin Concerns And Skin Conditions
- What Are The Different Skincare Product Types, Textures And Basic Massage Techniques; Why Do These Matter
- Understanding Skincare Trends; The Difference Between J Beauty Or K Beauty, Clean Skincare And Skincare Trends And How Skin Changes With The Environment
- Experience Skincare Application Practice Session
- A Personal Guided Shopping Experience
- Evaluation And Certification

Gorgeous Makeup 1,2,3!

Course Objectives: The purpose of this course is to equip learners with basic makeup knowledge as well as product application techniques, choice of good products and textures to create the everyday makeup look.

Learning Outcome: Create your own expression through appropriate colour placement by selecting the right makeup products and application techniques that bring out the best in you. Learn to easily transform your look from day to night glamour!

Duration of course: 1 day, 7 hours per day

Fees: \$450 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public

Course Program Outline

- Introduction To The Latest Makeup Trends
- Differentiating Types Of Makeup Products, Textures, Application Tools
- Finding The Perfect Foundation And Concealer Shade
- Choosing The Right Colors That Complements Your Skin Tone, Beautiful Eye Colors, Shades And Textures And PRO Techniques
- What Are The Different Makeup Themes And How To Transform Easy Day Makeup Looks To Red Carpet Night Glamour!
- Artistry Demonstration With False Eyelash Demonstration And Hands-On Practice
- Personal Guided Shopping Experience
- Evaluation And Certification

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Better Skin For Better Makeup

Course Objectives: The purpose of this course is to equip learners with beauty trends in basic makeup and skincare. Boost knowledge and application techniques that will promote achievement of good skin for good makeup days.

Learning Outcome: Your key takeaway from this course would include beauty trends and valuable insights on why one should invest in proper skincare, as well as enhancing your features with makeup products, tools, tips and application techniques. Our facilitator with vast skills and experience will provide you with 1-1 hands-on practice and guidance, as well as personal tips suited for you.

Duration of course: 2 days, 7 hours per day

Fees: \$800 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public

Course Program Outline

- Introduction To The Beauty Universe
- Introduction To Skincare, Skin Types, Skin Concerns And Skin Cell Renewal, Skincare Product Textures And Basic Massage Techniques And How These Play A Part In Growing Healthy Skin And Creating Beautiful Makeup
- Understanding The Nuances Of Skin Tone, Skin Undertones And Skin Types In Relation To Being The Perfect Canvas For Makeup
- Market Trends And PRO tips On Fashion And Colour Coordination To Enhance Facial Features
- Master Makeup Demonstration And Hands-On Practice Session
- Evaluation And Certification

Digital Personal Branding

Course Objectives: Learners would be able to achieve high standards of personal branding such as social media presence and resume portfolio building. This course will help elevate and increase the visibility of your profile.

Learning Outcome: At the end of the lesson, learners would be able to achieve high standards of personal branding such as, social media presence and resume portfolio building. This course will help elevate and increase their visibility of their profile.

Duration of course: 2 days, 7 hours per day

Fees: \$480 per pax (SkillsFuture credit and/or NTUC UTap claimable)

Recommended for:

• General public

Course Program Outline

- Introduction To Personal Branding
- What Are Career Development Plans And Career Goals?
- Creating An A-Star Resume Profile
- Grooming And Etiquettes For An Interview
- Creating Your Profile On Social Media
- How-To: Establish Yourself And Grow Your Network
- Hands-on Session
- Evaluation And Certification

Skincare Consultation - Basics

Course Objectives: To equip learners who are keen to join the retail beautyskincare industry with the basic knowledge and understanding of skin, as well as the skills to perform their job role.

Learning Outcome: Learners will be able to understand the basics of skincare theory such as skin science, learn about the benefits of various skincare products, skin types, skin conditions and many more. At the end of this lesson, learners should be able to analyse customer skin through consultation and recommending appropriate products.

Duration of course: 2 days, 7 hours per day

Fees: \$480 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public, people wanting to join beauty industry, retail professionals

Course Program Outline

- Introduction To Skincare
- Understanding Skin Analysis and Regimen
- How-to: Skincare Consultation and Diagnosis
- Customer Relationship Management and Skills
- Hands-on Session
- Assessment And Certification

Makeup Artistry – Basics

Course Objectives: To equip learners who are keen to join the retail beautymakeup industry with the basic knowledge and skills to engage customers and keep in trend with the beauty industry.

Learning Outcome: At the end of the lesson, learners will be able to understand the basics of makeup theory, learn different makeup application techniques on various product textures and finishes, as well as creating a basic complete everyday makeup look at the end of the lesson.

Duration of course: 3 days, 7 hours per day

Fees: \$800 per pax (SkillsFuture credit and/or NTUC UTap claimable)

Recommended for:

• General public, People wanting to join beauty industry, Retail professionals

Course Program Outline

- Introduction To Makeup
- What Are Colour Theories?
- Understanding Different Products And Textures
- What Is The Difference Between Skin Tone And Skin Undertone?
- Application Of Basic Complexion Makeup Products
- Learn About Eye And Lip Makeup Application
- Customer Relationship Management And Skills
- Introduction To Personal Branding
- Hands-on Session
- Assessment And Certification

Makeup Artistry – Int. 1

Course Objectives: To equip learners with the appropriate skillset to progress in their job role, and gain career boost for progression.

Learning Outcome: By the end of the course, learners will be able to create a focused makeup look by understanding facial shapes as well as the use of more advanced tools and application techniques.

Duration of course: 3 days, 7 hours per day

Fees: \$800 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

 People with at least a basic makeup knowledge or experience, aspiring makeup artist

Course Program Outline

- Know Your Brushes And Makeup Tools
- Identifying Face, Eyes, Lip And Brow Shape
- Understanding Different Products And Textures
- Learn The Art Of Concealing
- How Applying Powder The Right Way Can Transform Your Makeup Look
- Perfecting Various Looks Such As: Glowy, Natural Matte And Matte Glowy
- Finding The Perfect Eyebrow Shape
- Customer Relationship Management And Skills
- Introduction To Personal Branding
- Hands-on Session
- Assessment And Certification

Makeup Artistry – Int. 2

Course Objectives: To equip learners with the appropriate skillset to progress in their job role, and gain career boost for progression.

Learning Outcome: By the end of the course, learners will be able to create a focused-makeup look by understanding facial shapes as well as the use of more advanced tools and application techniques.

Duration of course: 3 days, 7 hours per day **Fees:** \$800 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

People with at least a basic makeup knowledge or experience. aspiring makeup artist

Course Program Outline

- All About Eye Makeup Application
- Creating The Perfect Red Lip
- Learn To Create Various Thematic Makeup Looks
- Customer Relationship Management And Skills
- Personal Branding Development And Elevating Your Portfolio
- Hands-on Session
- Assessment And Certification

Makeup Artistry – Advance

Course Objectives: To equip learners with advanced techniques for backstage makeup and other creative looks.

Learning Outcome: At the end of the lesson, learners will able to know the difference between everyday makeup look versus creative makeup look, and experience 2 different advanced makeup types.

Duration of course: 3 days, 7 hours per day

Fees: \$800 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• People with at least an intermediate makeup knowledge or experience, aspiring makeup artist

Course Program Outline

- Understanding Facial And Bone Structure
- What Is The Difference Between Everyday Look Versus Creative Makeup Look?
- Knowing Corrective and Advanced Makeup Techniques
- Creating Backstage And Photography Makeup Looks
- Personal Branding Making Your Portfolio Visible
- Hands-on Session
- Assessment And Certification

Makeup Artistry – Pro

Course Objectives: To equip learners with pro artistry skills in creating creative makeup looks.

Learning Outcome: At the end of the lesson, learners would be able to achieve high standards of makeup artistry skills as well as ability to create theatre, SFX, avant garde and even bridal looks.

Duration of course: 3 days, 7 hours per day

Fees: \$800 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• People with at least an advanced makeup knowledge or experience, aspiring makeup artist

Course Program Outline

- Understanding Different Stage Makeup Products
- Creating Stage Makeup For Her And Him
- Eyebrow Shaping
- Short Modules: Themed Makeup Looks
- Personal Branding How To Market Yourself
- Hands-on Session
- Assessment And Certification

Fragrance Journey – Basics

Course Objectives: To equip learners who are keen to join the retail beauty industry with the basic knowledge and understanding of fragrance, fragrance notes and scent layering techniques.

Learning Outcome: At the end of the lesson, learners will be able to explore the art of perfumery, understand fragrance families, be an expert in scent layering and learn how scents can affect our mood and emotions.

Duration of course: 2 days, 7 hours per day

Fees: \$600 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public, people wanting to join beauty industry, retail professionals

Course Program Outline

- Introduction To Fragrance
- Understanding Fragrance Families
- What Is The Psychology of Scents?
- What Are Scent Layering Techniques?
- Customer Relationship Management and Skills
- Hands-on Session
- Assessment And Certification

Discover Your Strengths

Course Objectives: This workshop aims to celebrate the unique talents, contributions, and unlock the potentials of team members. The team should feel inspired because as a leader, you invest in their development so they maximize their contributions in their roles and collaborating with others. They lead by example.

Learning Outcome: At the end of the lesson, learners feel confident when empowered to apply their unique talents towards optimizing their performance and goals. Attendees gain a fresh perspective on their careers, become more positive, engaged and productive.

Duration of course: 1 day, 7 hours **Fees:** \$350 - \$680 depending on PMET/non-PMET

(SkillsFuture credit and/or NTUC UTap claimable)

Recommended for:

• General public

Course Program Outline

- Prework assessment to identify top talents and strength
- Learn It Discover the Talent Themes of self and others. Learn what it means to you, how strengths can be applied in engaging oneself and each other.
- Love It Recognise and appreciate your Talent Themes and Strengths, loving how they have been showing up enables you to use them uniquely.
- Live It Commit to apply your Talent Themes towards improving communication, elevating client experience, making an impact.
- Follow up team coaching

Building High Performance Team

Course Objectives: This customizable workshop is based off the module, Strengths Discovery. It is designed to be a fun and interactive experience where team members have opportunities for reflections, team discussion, peer appreciation, individual and creative team art expression.

Learning Outcome: At the end of the lesson, learners can expect to gain mutual understanding of teams' strengths, create a unique identity for the team based on their collective strengths and start a strengths-based culture for greater collaboration and maximizing potentials.

Duration of course: 1 day, 7 hours

Fees: \$350 - \$680 depending on PMET/non-PMET

(<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public

Course Program Outline

- 1. Prework: Top 5 CliftonStrengths[®] Assessment
- 2. Discover Team Strength Summary insights and create team identity
- 3. Foster collaboration through Team-building activity : Art Jamming, Art Therapy, Terrarium/Floral creation
- 4. Follow up team coaching

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Strengths Based Leadership

Course Objectives: This level up workshop is for team leaders who have experience applying their strengths following Strengths Discovery. Team leaders will gain insights from Gallup[®] research on what team needs from their leaders and learn tools to build a strength-based culture focusing on the strengths and celebrating differences of team members.

Learning Outcome:

At the end of the lesson, learners can expect to:

- Elevate your leadership by focusing on your strengths
- Partner and bring out strengths of the team celebrate using each others strengths and differences
- Leverage your strengths to address leadership challenges

Duration of course: 1 day, 7 hours

Fees: \$350 - \$680 depending on PMET/non-PMET

(SkillsFuture credit and/or NTUC UTap claimable)

Recommended for:

General public

Course Program Outline

- 1. Focus on 4 Things teams need from their leaders
- 2. Discover 2 Strengths-based methods to develop & empower your team
- 3. Create a plan for building a strengths-based culture

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Luxury Workshop

Course Objectives: This workshop aims to decode the intricacies of the luxury sphere. Design is customizable for anyone transitioning to luxury retail, service industry or looking for service uplift ideas. Comprising fun and practical sessions in mystery shopping, industry learnings, group trials and discussions.

Learning Outcome:

At the end of the lesson, learners can expect to:

- Describe the parameters behind luxury markets and evolving trends
- Harness insights into luxury retail, luxury beauty & hospitality clients expectations
- Demonstrate & create luxury service uplift examples

Duration of course: 1 – 1.5 day, 7 hours

Fees: \$350 - \$680 depending on PMET/non-PMET

(SkillsFuture credit and/or NTUC UTap claimable)

Recommended for:

• General public

Course Program Outline

- 1. Discover the world of luxury through Mystery shopping & debrief
- 2. Characteristics, evolution and trends of Luxury; expectations of luxury clients; luxe language and gestures
- 3. Case study of luxury retail & hospitality examples, hands-on practice and application of service uplift ideas.

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Visual Merchandising – Basics

Course Objectives: This workshop aims to assist learners in understanding the importance of visual merchandising with an inside look at the secrets of visual merchandising used by global companies to enhance its brand image, improve merchandising skills and sales. These secrets will be taught and demonstrated through the use of highly effective training tools and techniques.

Learning Outcome: At the end of the lesson, learners will be able to better understand how to differentiate themselves from others and increase their market presence. Learners will get to learn how to structure and create visual merchandising departments based on the latest models being used by some of the world's most successful retailers. Learners will get to experience case studies in groups and work together as a team.

Duration of course: 1 day, 7 hours

Fees: \$480 - \$600 (SkillsFuture credit and/or NTUC UTap claimable)

Recommended for:

• General public, people wanting to join visual merchandising industry, retail professionals, store managers, brand managers, visual merchandisers

Course Program Outline

- Introduction To Visual Merchandising
- Creative Thinking In Visual Merchandising
- What Are The Best Practices In Visual Merchandising?
- Identifying The Different Mediums Used In Visual Merchandising
- Visual Merchandising for E-Commerce
- What Is The Future of Retail?
- Creating Positive Customer Experience And Expectations
- Assessment And Certification
- Includes personal coaching in-store

Leading Effectively

Course Objectives: The purpose of this course is for learners to develop awareness identify leadership strengths of self and others, thereby adopting better communication skills to lead others effectively and drive performance goals.

Learning Outcome: At the end of the lesson, you will learn various leadership skills such as communication, delegation, coaching and developing your team. You will also learn how to be competent in managing your team effectively.

Duration of course: 1 day, 7 hours per day

Fees: \$300 - \$450 (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public, managers

Course Program Outline

- Introduction To Understanding Basic Leadership Fundamentals
- Why Is Communication The Underlying Root Cause Of Poor Or Ineffective Leadership
- Why Is Leading Engaged Employees An Important Factor To Retain Good Employees And Drive Retention
- An Overview Of Communication Styles And Why Do People Have A Preference To Communicate Differently
- Learning Tips And Techniques Are Included Together With Interactive Activities To Aid Understanding Of Effective Listening And Questioning Techniques
- Assessment And Certification
- Includes personal coaching in-store

The Big Shift In Retail

Course Objectives: The purpose of this course is for learners to be able to differentiate between customer journey and customer touchpoints through a variety of activities and understand shoppers even before they step into the store. Understand how this has transformed pre and post covid.

Learning Outcome: This course paves an understanding for learners to identify customer touchpoints on a customer journey by mapping how retail shoppers make their purchase and how pandemic has affected their shopping behaviour. You will also learn to identify and analyze gaps in touchpoints and develop an action plan for post pandemic success.

Duration of course: 1 day, 7 hours per day

Fees: \$300 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public, retail professionals

Course Program Outline

- Introduction To Customer Journey And Touchpoints In Modern Retail Context
- What Are The Differences And Similarities Of The Terminologies Used Online Vs Offline
- Understanding The Shift Of Customer Journey, Touchpoints Impacted By COVID19
- How Do Retail Organizations Cope With The Changes Of Customer Behaviors With And Without E-commerce Readiness
- Activities Includes A Moment To Learn How To Identify, Analyze Gaps In Touchpoints For Both Online And Offline And Develop Plan, Do, Check, Action For Post Pandemic Success
- Assessment And Certification

Driving Customer Loyalty In The New Norm

Course Objectives: The purpose of this course is for the learner to understand the importance of delivering excellent customer service, the way a Champion builds customer relationships, drives engagement and build brand loyalty.

Learning Outcome: At the end of the lesson, you will be able to recognize important of customer loyalty and overcome service challenges with solutions. You will also learn how to craft a service recovery protocol.

Duration of course: 1 day, 7 hours per day

Fees: \$280 per pax (<u>SkillsFuture credit</u> and/or <u>NTUC UTap</u> claimable)

Recommended for:

• General public, retail professionals

Course Program Outline

- Introduction To Customer Service, Importance of CS Experience And How It Has Changed During COVID19
- How does this bring about developing a new customer focused strategy and service delivery in new norm
- Recognizing Importance Of Customer Loyalty, Overcoming Service Challenges And Finding Solutions To Case Studies Activity.
- Methods To Evaluate Effectiveness Of Customer Service Strategy
- A Review On Types Of Market Trends And Opportunities Will Be Discussed
- Working Session To Develop Service Recovery Protocols
- Assessment And Certification

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