

# BUSINESS DAY

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## WORK&LEARNING 29

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### Executive chat

#### Career path

I started my career as a chartered accountant working as an external auditor for two top accounting firms KPMG and Ernst & Young. I hold a B.Sc in Economics and an MBA. I am a fellow of the Association of Certified Chartered Accountants (ACCA).

I later realised I had a passion to add value and impact other lives, so went on to train and certify as a corporate business etiquette, professional image and international protocol consultant.

I have been delivering training seminars, workshops and keynotes in Nairobi, Kenya, London and recently Lagos for the past three years. I work with corporate organisations, professionals, expatriates, diplomats, individuals and youths trying to add value by improving their social graces, image, style and soft skills.

In addition, I am a very simple lady, easy to work with and fun to be around. Sometimes I am seen as being gentle to a fault but I am working on that. I love entertaining, cooking, listening to music and collecting orchids. I am inspired to try new things all the time, to improve my intellect.

#### Motivation in life and career

I am motivated in life by the need to make a difference. I am personally driven by my own passion to succeed. I am willing to try new inspiring things that improve me as a person and enrich my community. I like to be considered as a pacesetter. Also, I believe so much in excellence, I judge myself and my outputs based on the highest standards.

I am also inspired by my husband and kids as well as by new information, knowledge, styles, trends and philosophies.

#### About JSK Etiquette Consortium

JSK Etiquette Consortium is a corporate business etiquette training and image consulting firm. Our business development and training specialities include workshops, seminars, curriculum development and customised coaching. The company is certified in the area of protocol, etiquette and image consultancy.

As certified consul-

## 'Image management key to any organisation's success'

JANET ADETU is the executive director of JSK Etiquette Consortium Limited, a corporate business etiquette training and image consultancy firm. The professional image and international protocol consultant in this interview with KELECHI EWUZIE, stresses that organisations must show value, capability and professionalism in image management if they hope to remain competitive. Excerpt:



Janet Adetu

etiquette, international protocol, business brand development and image enhancement.

The JSK Etiquette process includes assessments, surveys, consulting, training and one on one coaching. Our organisation has delivered successful programmes to corporations, executives, entrepreneurs, business groups, undergraduates and youths across Africa.

Impact of services to

against time, organisations are facing stiff competition like never before. The image a company portrays is directly affected by the image of its employees who are indeed

the face of that company. In order to exhibit that competitive advantage, organisations must show value, capability and professionalism.

It is equally becoming

### Incivility in our society today it is having a huge impact on values, perceptions and general attitudes

more apparent nowadays that to get a job, keep a job and thrive in a job takes more than just technical skills. What I mean by this is simple; it is not enough to have a first class degree, or be a massive technocrat. To be perceived as a professional with leadership traits you need to master the art of soft skills that form simple guidelines and effective tools to propel you for future progress and success.

To many on the surface etiquette, manners, poise, image and style has no significance to them, either because it sounds too petty, they could not be bothered or they simply feel it is just for the rich and famous. As we experience high bouts of rudeness and incivility in our society today it is having a huge impact on values, perceptions and general attitude to life, work and overall business.

Believe it or not corporate organisations due to incivility are losing millions in lost contracts, client retention and relationship building. It is important for me to say that for them to stay in the race they will need to invest well in their prized assets (Staff) to portray that 'Panache & Image'.

Likewise authorities and business owners are looking for the total package, the tangibles and the intangibles; this is where we come in as an organisation. We groom people and organisations to be different, special and better.

#### Take on the need for talent management in organisations

Talent management is key to the success of any organisation. At the end of the day, it is the employees that deliver service and performance as well as help protect the image of the company. Therefore they need to be super engaged, well

support organisations by training and grooming their staff to polish their professionalism, enhance their interpersonal skills and operate at their personal best.

#### Leadership style

I believe in strong team spirit. I am very collaborative in my approach. I also create the conditions for my staff to succeed and grow. I encourage them to be their best always and to use their initiative and creativity in a way that is effective and efficient. I lead by inspiration, sharing my vision as well as trying to be a good role model. I manage by setting goals and deliverable tasks as I am a result oriented individual. Hard work is the secret to success any day.

#### Prospects

The future is indeed very bright. By the special grace of God our vision is to be the number 1 partner to most blue chip organisations in transforming their talent to have that extra panache that enables them deliver extra-ordinary performances that will outclass their competition. We aspire to become admired as an excellent institution for life skills training, image and etiquette consulting both locally and internationally.

#### Work life and family life balance

That's a great one; incidentally I have a family that is truly on the fast lane. I know I am extremely busy but believe me, I have a husband who is not any less busy. There is always a debate about who has the moral grounds to tell the other person to slow down.

Anyway, I am blessed to have a supportive family, I am now at the point where my kids are my friends and operate on a platform that is beyond mother and child. I discovered that parenting