

# Poise, polish, panache ... that's Janet Adetu

BY BISI ALABI WILLIAMS

**J**ANET Adetu is the founder and director of JSK Etiquette Consortium. She is an expert in corporate etiquette. As a certified corporate image consultant, Adetu says, "manners, poise, image, style and leadership distinguish us from the rest. Our daily lives are encompassed in the way we behave, relate to others and conduct our team spirit. The 'Panache Advantage' is the way to go in this 21st century; to provide added confidence and self esteem to our growing children, maturing teenagers, promising young professionals and established individuals."

Interestingly, JSK Etiquette Consortium, which started in 2010, originally had its headquarters in Nairobi, Kenya, before moving to Nigeria. Today, it has grown into a big firm, with three training centres in Lagos alone, providing business interaction, workplace civility, multicultural diversity, team building and development, professional etiquette, international protocol, business brand development, leadership potential and image enhancement.

According to the lady, she started "from an innate passion and desire to do things well. As an auditor working for KPMG, I soon realised how image played a huge role in how credible, trustworthy and approachable I appeared to my clients. In executing my duties, it was important that my clients could depend on my capability to deliver, to make them feel at ease and my general demeanour toward my job."

When she started, her passion was to build leadership potential among employees, branding their personal and corporate image and positioning them for the panache advantage.

"Our speciality is to assist corporate organisations to leverage their human capital through personal and professional image projection, branding, impression management and leadership. The objective is for our clients to experience essential behavioural changes and an enhanced image that will set them apart and give them competitive advantage, which JSK calls the Panache Advantage," she says.

**H**ER upbringing played a huge role in moulding her as a lady of style and elegance. "My parents insisted on social manners and proper behaviour. Those were hallmarks of my upbringing, and indeed, a crucial aspect of my childhood. Table manners, speaking manners, courtesy, civility and respect were non-negotiable traits