

Prof. Zenaida Fainsan-Velasco

Professor at the University of Santo Tomas



Biography

Professor Velasco is a motivational speaker and author. She has conducted seminars and workshops in personality development geared towards achieving personal and corporate excellence in more than 200 organizations. She is a celebrity in her own right, having appeared in national television as a resource person.

As an international facilitator of John Robert Powers, she has developed the modules on Personal Growth and Social & Business Etiquette that included Cross-Cultural Etiquette and has conducted workshops to the Top 500 corporations in the Philippines.

She received the recognition as the “GawadGuro” Award from the Faculty Association of the College of Education, University of Santo Tomas and the Outstanding Nutritionist-Dietitian of the Year for 2009.

As a consultant of Nestle Philippines, she pioneered the banner program, Choose Wellness, Choose Nestle. She is currently Avon Philippines nutrition expert and the nutrition consultant of Tupperware Brands on waterless cooking and local standardized recipes.

She is also a part-owner and business development manager of Norain Salon in Brunei Darussalam; CEO of Beauty Scene Salon in Ortigas Center and Ninoy Aquino International Airport Terminal 1.

She has written articles for international publications such as the Scrubs and Market Square.

Topic

“R.I.C.H. PERSONALITY”

Synopsis

Do you have the qualities of a successful leader that can make the difference in your personal and professional success? Be RICH - Responsible, Innovative, Charming and Hopeful by recognizing the value of your Uniqueness and creating your personal brand statement, your ‘Tagline’. Your face to face encounter with different types of people is your Moment of Truth - your make or break. The mental image that you communicate to the other person within the first 11 seconds can leave either a favorable or unfavorable impression. This is called your Image Quotient and is defined by your Visual, Vocal and Verbal Image.

The elements of the R.I.C.H. personality such as Responsible, is to be accountable for one’s ability to take care of oneself and taking responsibility for your actions. Innovative addresses the strategies to successfully promote your product/services including the process and strategy innovations in marketing and consumer behavior. Charming is the power or quality of pleasing or delighting that attracts other people to do business with you while Hopeful is a state of positive expectancy that everything will turn out to be the best. The successful learning formula will bridge the gap in your Roadmap to Success.