

# Personal Branding and Your Communication



- Practical tips on your visual, vocal & verbal skills:
  - how to clarify your messages focusing on your audience
  - how to “read” people’s subtle signals
  - how to become more confident, align expectations & make more of an impact all around when communicating
- Practical tips on developing your personal branding and interpersonal skills



**Guest Speaker:**  
**MÔNICA ZIONEDE HALL**  
Director, FELIZ Consulting

**2 November, THU**  
**12:15 – 14:00**  
**Smart-Space 3F**  
Level 9, Core F, Cyberport 3

## Registration:



OR Email to [facility@cyberport.hk](mailto:facility@cyberport.hk)  
(Subject “2Nov”, name, co. name, job title)

**Free light lunch & drinks available**

## About the Guest Speaker: MÔNICA ZIONEDE HALL

Director, Corporate Trainer and Coach

Originally from Brazil, Mônica carries with her a unique passion for people. She is a dynamic, engaging and committed consultant. In addition to Brazil, she has lived in New York, Hong Kong and Singapore and has called Hong Kong home (for the third time) since 2013. Mônica believes that coaching, training, learning and development is not only about the workplace, but also how we carry the skills and learning forward in our day-to-day lives.

She is passionate about her work, helping develop people and improve performance. She has over twelve years of experience in the learning and development area, assisting a variety of clients particularly in the financial, legal and hospitality industries. She is an enthusiastic facilitator in presentation skills, communication, personal branding, professional image, executive presence, compliance measures and risk management.

One of Mônica's strengths is that she can make a subject come alive with her interactive teaching style and energetic personality. As part of this, she is able to "translate" the occasional "big" or complicated topic into bitesize, practical lessons and show how they may be applicable to day-to-day work.

She has the ability to look deep into the client's needs, understand multicultural environments, listen carefully, then engage and deliver training workshops that are both interactive and results-focused.

Mônica works with a few consulting companies, and before re-establishing Feliz Consulting, she was heading the Learning and Development Academy of a global compliance firm headquartered in Hong Kong, with over 75% of its clients being Fortune 500 companies. Mônica organised and conducted regular induction workshops on compliance, risk management, due diligence process, communication skills training, management, teaching the key issues of compliance - including anti-money laundering, anti-corruption, conflicts of interest, environment, fraud and data privacy - all focusing on its impact in business. In this role, Mônica worked closely with all departments, including sales, finance, IT and the technology teams in an effort to bring the whole firm together through good communication and to create more alignment generally.

Mônica holds a Bachelor of Arts with First Class Honours in International Relations, Politics and Public Administration from The University of Hong Kong. Mônica is also an accredited consultant with a variety of psychometrical tools, including Team Management Systems (TMS) of Australia, Team Management Profile Questionnaire (TMPQ), Opportunities-Obstacles Profile (QO2) and DiSC Profiling. She has also completed the course, 'Mindfulness Fundamentals,' with Mindful Schools, which can be a powerful tool in stress management. On the image side, she is a fully certified Image Consultant with The Australia Image Company (TAIC).

She is also an active volunteer with Justice Centre Hong Kong, a non-profit organization working to protect the rights of Hong Kong's migrant refugees.

Over the last twelve years, Mônica has helped a variety of clients in the business skills development areas, including Swiss Re, Templeton Investments, Citigroup, International Financial Corporation, Bank of Brazil, UBS, HSBC, Caterpillar, BlackRock, Club Med, OSM Group and Singapore Institute of Management, as well as several leading international law firms. She feels lucky to be in the learning and development field and knows how powerful this work can be in positively changing behavior, improving communication, presentation skills, accepting and embracing diversity, supporting inclusion and the overall individual and team performance.

On the personal side, Mônica is married and has two children, both of whom were born in Hong Kong. When she is not working, she loves travelling, doing yoga, reading a book and spending time with her family and friends.

*(provide by FELIZ Consulting)*