

# EUNICE TAN:

## *Minding Your Ps & Qs*

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EVERYBODY KNOWS THAT FIRST IMPRESSIONS ARE CRUCIAL BECAUSE IT TAKES JUST 7 SECONDS TO SET SOMEONE'S OPINION OF YOU IN STONE. BUT FOR EUNICE TAN, INTERNATIONALLY RECOGNISED EXPERT IN PERSONAL GROOMING AND BUSINESS ETIQUETTE, THE KEY LIES IN THE COMPLETE PACKAGE: ETIQUETTE, PERSONAL GROOMING, AND RELATIONSHIP BUILDING.



## TELL US A LITTLE BIT ABOUT YOURSELF.

Before I established my first company, I was a flight attendant with Singapore Airlines for about 9 years. In 2006 after I was certified as an Image consultant and as a professional make-up artist, I launched my first company called Image Flair Academy of Modern Etiquette ([www.ImageFlair.com.sg](http://www.ImageFlair.com.sg)).

In 2013, I launched my second company, called Etiquette Plus Academy ([www.etiquetteplusacademy.com](http://www.etiquetteplusacademy.com)) focusing on teaching children's character, confidence and courtesy for age 3 to 12 years old. In 2014, I partnered with my sister, Joyce Tan, to start a skincare company called **M & O SkinCo** ([www.MOSkinCo.com](http://www.MOSkinCo.com)); we are the official dealers of Korean brand skincare range products called **MED-LINE™**.

I am an internationally recognised expert in personal grooming, business etiquette, and civility training that focuses on social intelligence. I have been a contributor providing tips for a range of magazines and media outlets. My articles on ***Mind Your Body and Mind Your Child's Manners*** have been featured in the Sunday Times and Strait Times in Singapore as well.

I am also an author of ***Etiquette Plus***, a widely available e-book advising parents on how to raise their children with good manners and social graces. With a passionate, lifelong belief in the power of good manners and the knowledge that positive presentation can affect real changes in a person's work and personal life, my client base includes people of all age groups and professions. This includes students, retirees, stay-at-home mothers, corporate executives, and media giants.

I am personally coached and mentored by Lew Bayer of Civility Experts Worldwide in delivering civility training for children, adults, and organisations. In 2009, I became one of **only eight Master Certified Civility Trainers** in the world. I was recently awarded Culture Coach® status by the Center for Organisational Cultural Competence and in November 2014, based on my achievements as a mentor in cultural competence and Master Civility Trainer, I was elected to the 2016 Certification Board for International Civility Trainers' Consortium.

Among my most popular Train-the-Trainer courses are **Children's Character, Confidence, and Courtesy Coach®** and **Elite Certified Etiquette Professional®**. I have trained many successful people in Singapore, Malaysia, India, Indonesia, China and Hong Kong in building their children and adult etiquette businesses.

I believe it is my expertise and commitment to personal grooming, relationship building, and business etiquette that has underpinned my growing recognition as an Elite Certified Trainer and credentialed expert in my field.

## WHAT DO YOU THINK HAS BEEN THE MOST SIGNIFICANT BARRIER FOR YOU SO FAR?

As most women in business might attest, balance is a constant struggle. But since the beginning I made a conscious decision to put my family first and my business second. I take care of my family myself without a maid, so I have to plan my time and schedule wisely. My husband travels a lot too so I have to make sure I am there for my daughter when she needs me. For me, spending quality time with my family is extremely important.

Another barrier that I faced in the beginning was having no experience in business, and none of my family members and friends was an entrepreneur. I was fearful, worried, excited, and hopeful all at the same time. Starting my business was not easy—the learning curve was extremely difficult.

I had people telling me they would not sign up for my training programmes and consultations because my company was new. I felt sad, but did not let this discourage me. I strongly believe in Steven Covey's 90/10 principle and this became my personal guiding principle. So what is this principle?

10% of life is made up of what happens to us. 90% of life is decided by how we react. What does this mean? This means that we really have no control over 10 percent of what happens to us. However, we can control the 90 percent, which is by our reaction. So for me, instead of feeling sad and worried, I used my time and energy to find new business opportunities. I started calling companies and telling them that I would like to conduct training for their employees. My perseverance paid off when I was given the opportunity to conduct training for some of the organisations.

Now I'm moving forward with MED-LINE™ Singapore, but as we are still very new to the market, I have to start building this new business from scratch since no one has heard of MED-LINE™ yet. It is

not easy and will take lot of hard work. However, I am confident that as long as we are passionate in doing our jobs and being proactive, we will succeed and we are also thankful to all our customers and friends for their support.

### **ON TOP OF BEING ONE OF 8 MASTER CERTIFIED CIVILITY TRAINERS IN THE WORLD, YOU HAVE ALSO LAUNCHED A LINE OF BEAUTY PRODUCTS THAT DOESN'T CONTAIN 7 HARMFUL TOXINS LIKE SYNTHETIC FRAGRANCES, WHY MADE YOU DECIDE TO TAKE SUCH A STEP?**

When I conduct school/corporate trainings or Train the Train-the Trainer programmes, I have trainees/participants asking me to advise them on the best skincare products to use. My daughter also had hypersensitive skin. I bought many products in the market for her but my daughter could not use it as her face will have rashes or become itchy due to her sensitive skin and eczema.

As a parent, I want to make sure the skincare products that my family uses are safe from all toxins and effective because the products that we use will go through our bloodstream. So I began to search online for toxin free skincare products for my family as well as for my trainees.

In July last year, I chanced upon MED-LINE™, a range of skincare products manufactured in Korea. Personally I love Korean skincare products and what attracted me to MED-LINE™ were the principals of the MED-LINE™ philosophy. All products are free from the 7 harmful toxins, are not tested on animals, are not genetically modified, and are free from animal by-products.

Best of all, these products are suitable for all skin types, especially sensitive or inflamed skin. Our products can be safely used by people suffering from Rosacea, Eczema or Psoriasis, and can be used on children/young adults or on those recovering from an illness, or have undergone post-radiation therapy or are immunocompromised due to any reason.

I contacted MED-LINE™ and asked them to send me the samples. I tried the products myself and passed another set to my sister who suffered from hypersensitive skin and eczema. She had been trying other treatments but nothing worked. After trying MED-LINE™, the results were fantastic. My sister has had no reaction to the products. No itches or rashes. So in November last year, we made a trip to Korea and we purchased the rights for the dealership in Singapore.

M & O SkinCo is also responsible for the wholesale, retail, re-sale, and

distributorship of the MED-LINE™ range. One interesting tie-in with the cosmetics line to the other work I do is that when we talk about civility—a big part of it is about the power to choose; to choose how to live, how to be with others and also how to be kind to ourselves.

Part of being your best is taking care of your health and making choices based on your values. The organisational values of MED-LINE™ match the civility and etiquette values where we teach self-respect, and respect for others, care for our environment, and kindness for all living things. It has been amazing for me because all of my interests and professional pursuits are aligned with my personal values and in living my values, I have found success.

### **WHAT DOES LIVING WELL MEAN TO YOU?**

To me, living well means spending quality time with my loved ones and doing what I love. It is also important that while I pursue my dreams and goals, I show respect to others and I don't believe I am living well if I am sacrificing my health or achieving my goals at the expense of my self-respect. I think every person has to define success for him/herself. But for me, living well is balance-balance and living your values. And living this way makes me happy.



*“As a parent, I want to make sure the skincare products that my family uses are safe from all toxins and effective because the products that we use will go through our bloodstream.”*



## WHO OR WHAT HAS BEEN YOUR BEACON OF INSPIRATION IN YOUR LIFE AND WHY?

The 1<sup>st</sup> person has got to be my mum. My mum has inspired me to be grateful for every day and to put family first, and that hard work has its rewards. My mother was stoic and never gave up, she worked extremely hard to provide for us and she made many personal sacrifices.

My father passed away when I was 2 years old and my mum single-handedly brought me and my 2 elder sisters up. It was not easy for her to take care of 3 children and to make sure we completed our studies. Luckily we had our grandmother to help take care of us while she went to work. I can see that my mother had gotten her strength from my grandmother. They were both committed to the family, and are devoted to my siblings and I. Every day I am grateful for the gift of having both of them in my life.

The 2<sup>nd</sup> person who inspired me came about when my daughter was born. The birth of my beautiful daughter was the first of many gifts I've experienced in my life and career. In seeing the world through her eyes, and in imagining all the possibilities that lay before her, I was given the gift of courage to pursue my personal dream of owning a business in fashion, social graces, and beauty, all of which had been interests of



mine for a long time.

The 3<sup>rd</sup> person has to be Lew Bayer, President of Civility Experts Worldwide, who is my mentor and has grown a business that started out just like my etiquette training business. She now has 67 affiliates in 30 countries around the world. She constantly guides and motivates me to do well in my business.

## WHAT KIND OF POSITIVE IMPACT DO YOU THINK YOU HAVE MADE ON YOUR PEERS AND SOCIETY SO FAR?

One of the important things I've learned from my mentor, Lew, is that mentorship is a gift that others give you. Each of us has something of value to offer and we have to learn to embrace and acknowledge our own value and not discredit ourselves. It's truly a privilege to have an opportunity to share with others and so now I am proud to be a mentor who trains and helps others start and build successful businesses. I am inspired by each of them, their courage, and their sacrifices as well.

In addition, most of my family members, friends and past colleagues in

the airline industry were both surprised and proud of me when they learned I had started a business, because they knew me as a quiet person and didn't imagine me as a risk taker. They saw how I started my company without

any business knowledge and when I went on to run three businesses, they tell me I inspire them to take risks and follow their dreams as well.

As I mentioned earlier, one important lesson I learned on my journey is that every day we have the gift of choice—each of us has the power to choose our path, we each have within us what we need to succeed, we just need to choose to listen to our hearts. We need to surround ourselves with people who are optimistic, and forward thinking, and who are not afraid to make a few mistakes or to ask for help along the way.

I also trained many young children in social graces, which builds up their confidence. When their parents share with me how their children have showed improvements in their behaviours, are getting along with their friends and family members, and that the children miss me so much and want to come back for more training, I am humbled and proud. Fostering confidence and building self-esteem can have a tremendous gift and so knowing that I can help people of **all ages** makes me feel happier and more confident. This is what makes my work worthwhile. **W**