



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI



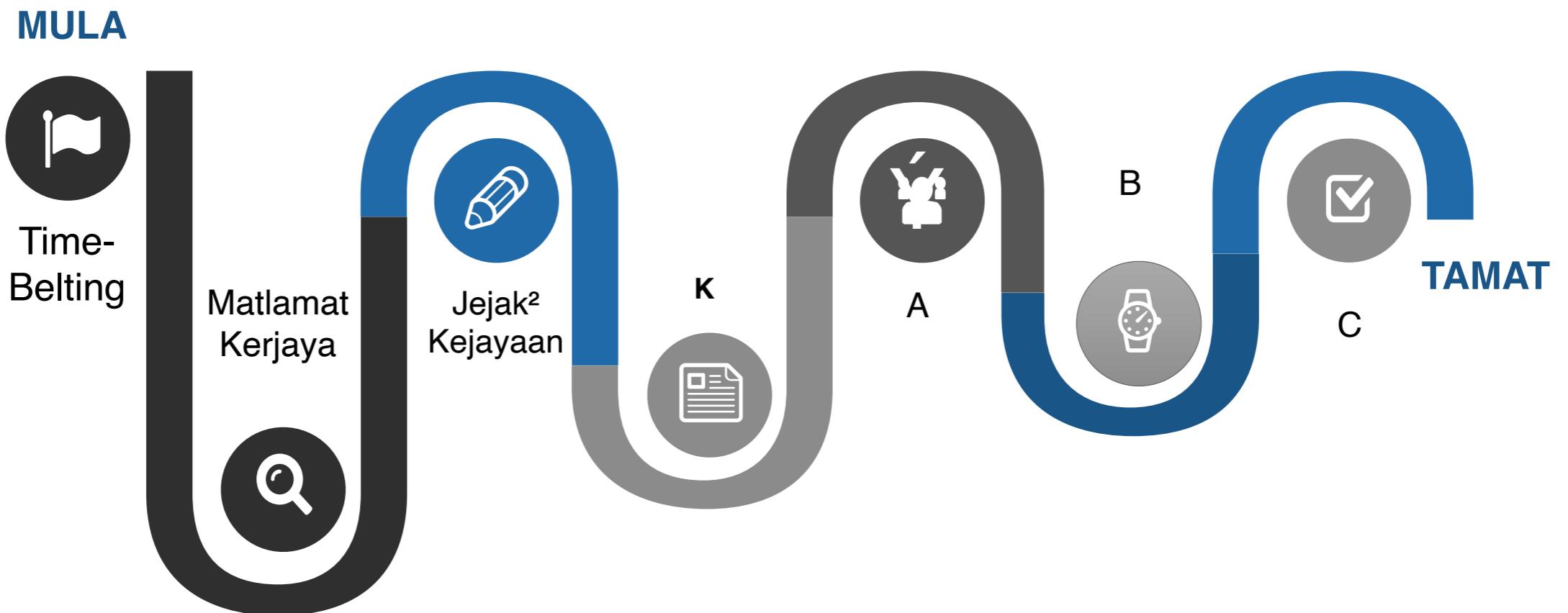
**PROGRAM KECEMERLANGAN
PENTADBIR MUDA 2021: SAHSIAH DIRI
'BERILMU BERBAKTI'**

LUDINATA BIN MISNUN
*Pusat Pembangunan Keusahawanan
& Kebolehpasaran Graduan (CEM)*

17 SEPTEMBER 2021

Road Map

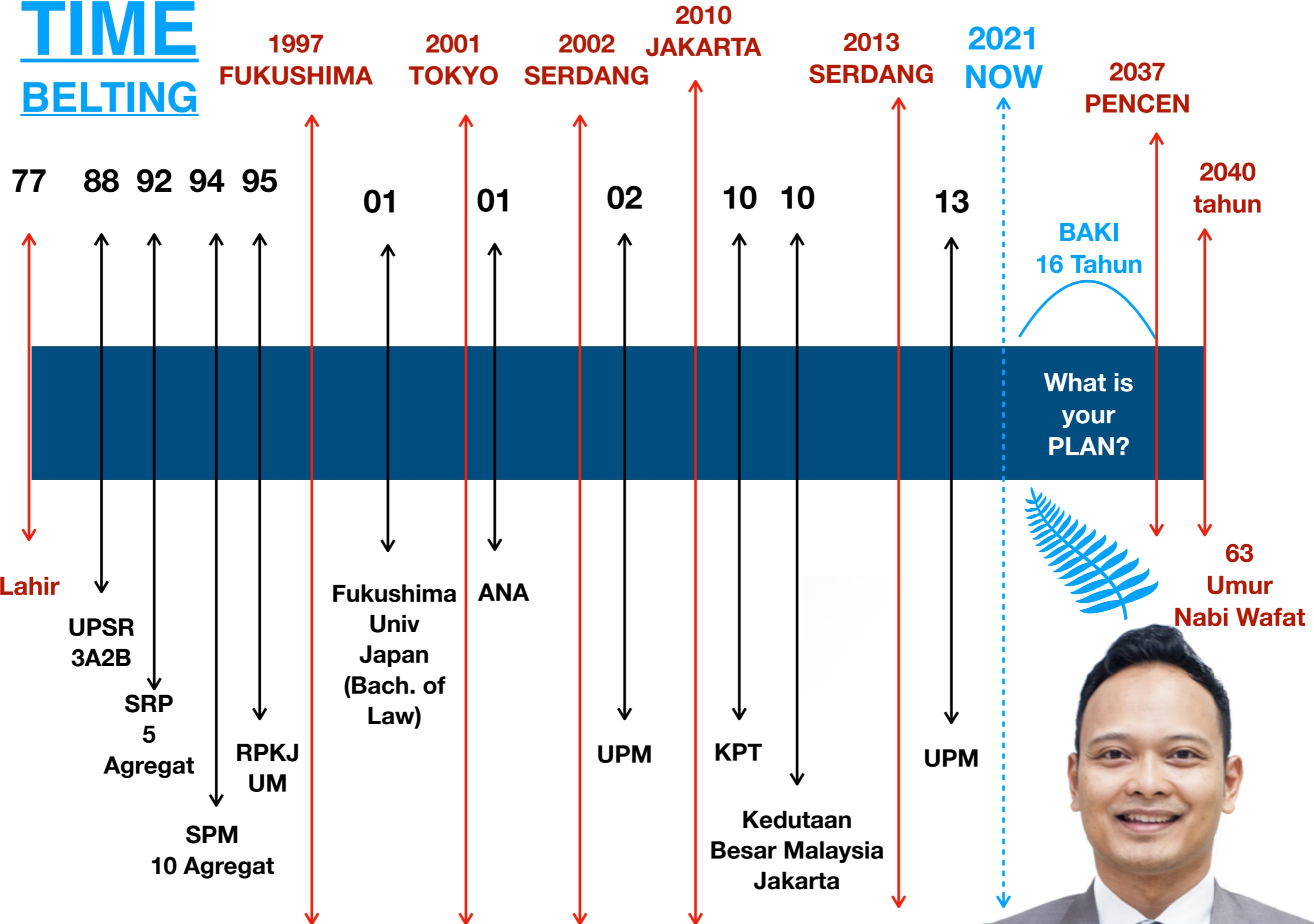
Rudy Ludinata © Berilmu Berbakti





**TALI PINGGANG
MASA**

TIME BELTING





**HIDUP
KERJAYA**

N41

N44

N48

N52

N54





JEJAK-JEJAK KEJAYAAN

*Tinggalkan hasil kerja terbaik sebelum
sebelum berpindah dari PTJ*



Terkenal
Di Langit

MENJADI SEBUTAN & REBUTAN



MAKHLUK



PERSONAL BRANDING

K-ABC

KNOWLEDGE





Kemahiran Asas

Kemahiran Sekunder

Subject Matter Expert

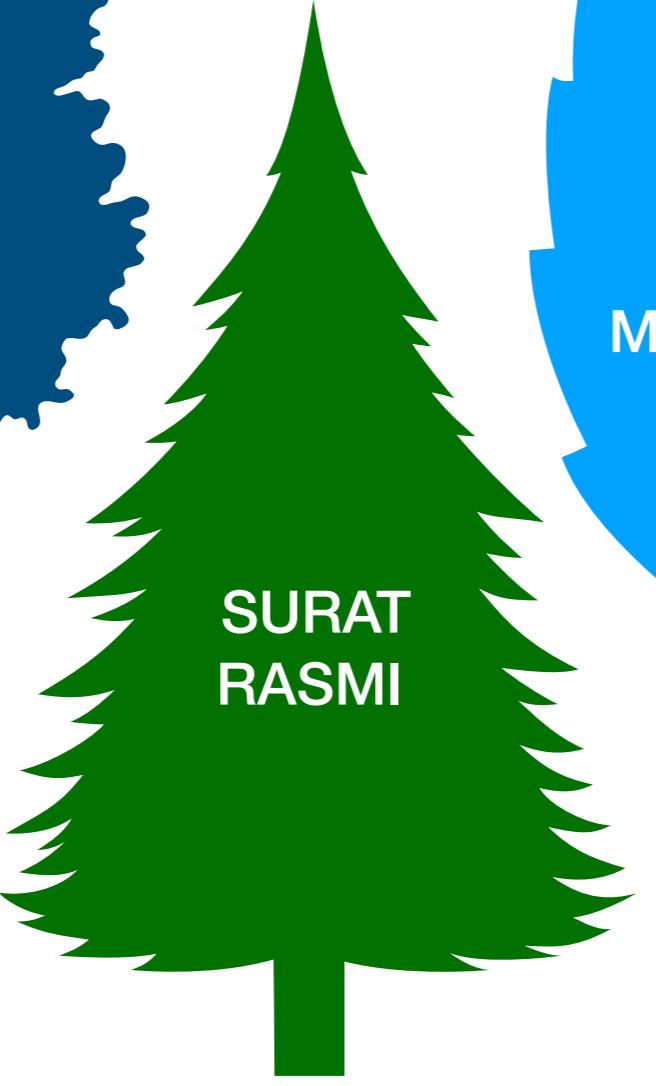
BASIC SKILLS



KEMAHIRAN ASAS



PERATURAN



SURAT
RASMI



MINIT
MESYUARAT



KERTAS
CADANGAN



MAJLIS

KEMAHIRAN ASAS





TEKNIK

SYED MUNSHE

Issue - Challenges - Way Forward

ICWF



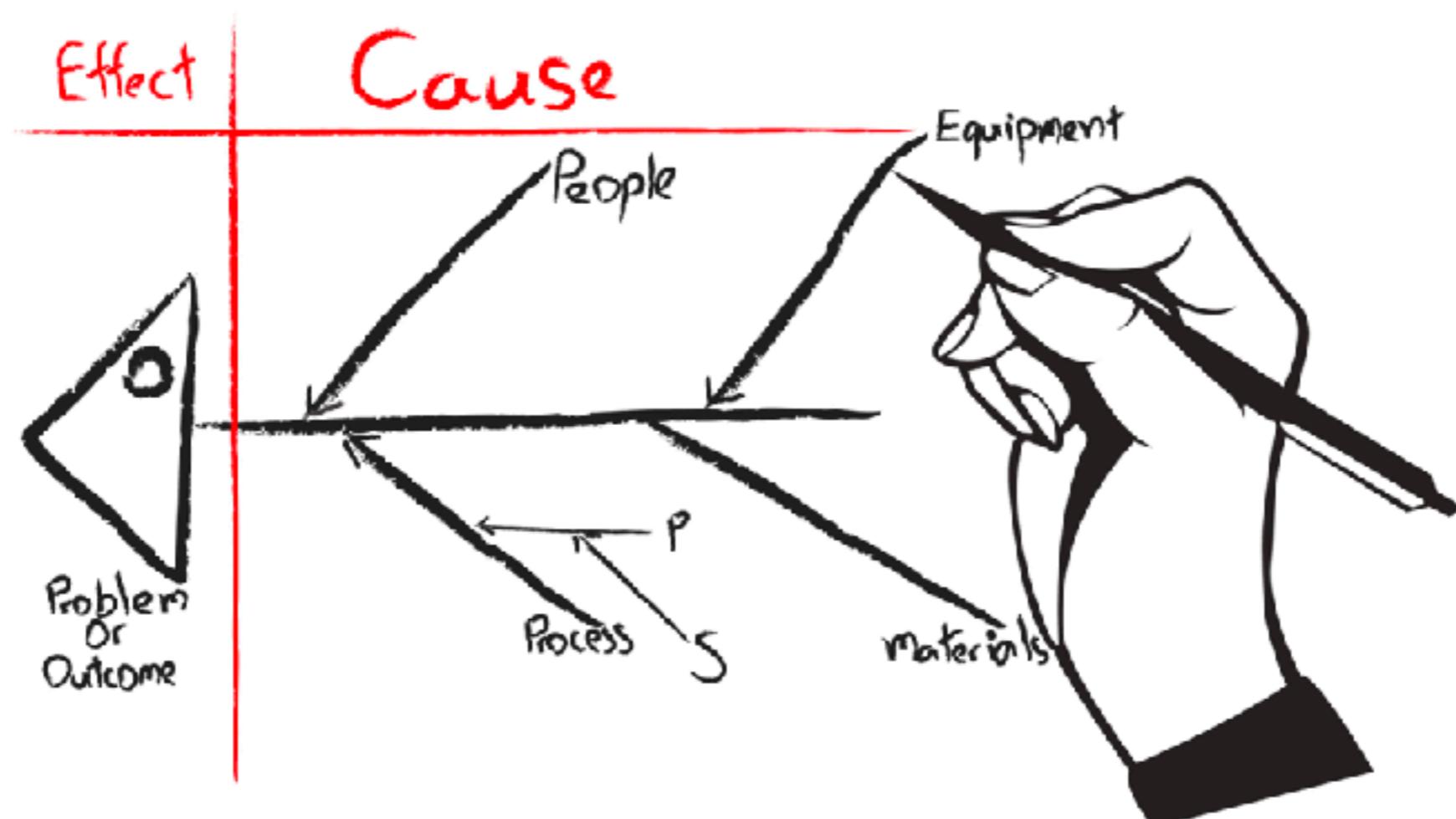
KEMAHIRAN SEKUNDER





TEKNIK

TULANG ISHIKAWA





TEKNIK

5W1H



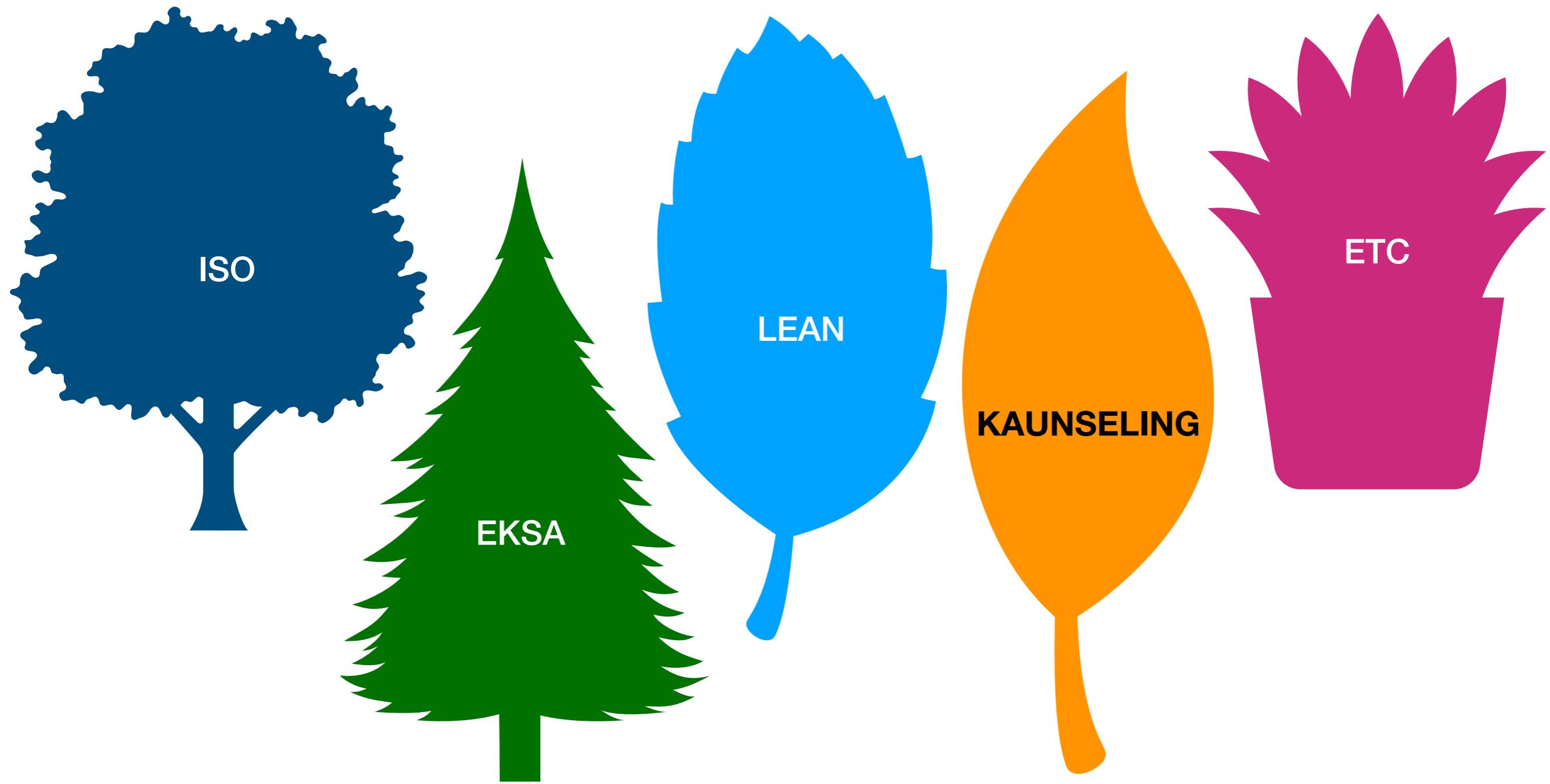


SME

SUBJECT MATTER EXPERT

A person who has demonstrated a deep knowledge and mastery in a particular subject or topic

SME - Pakar Rujuk



MENTOR - MENTEE

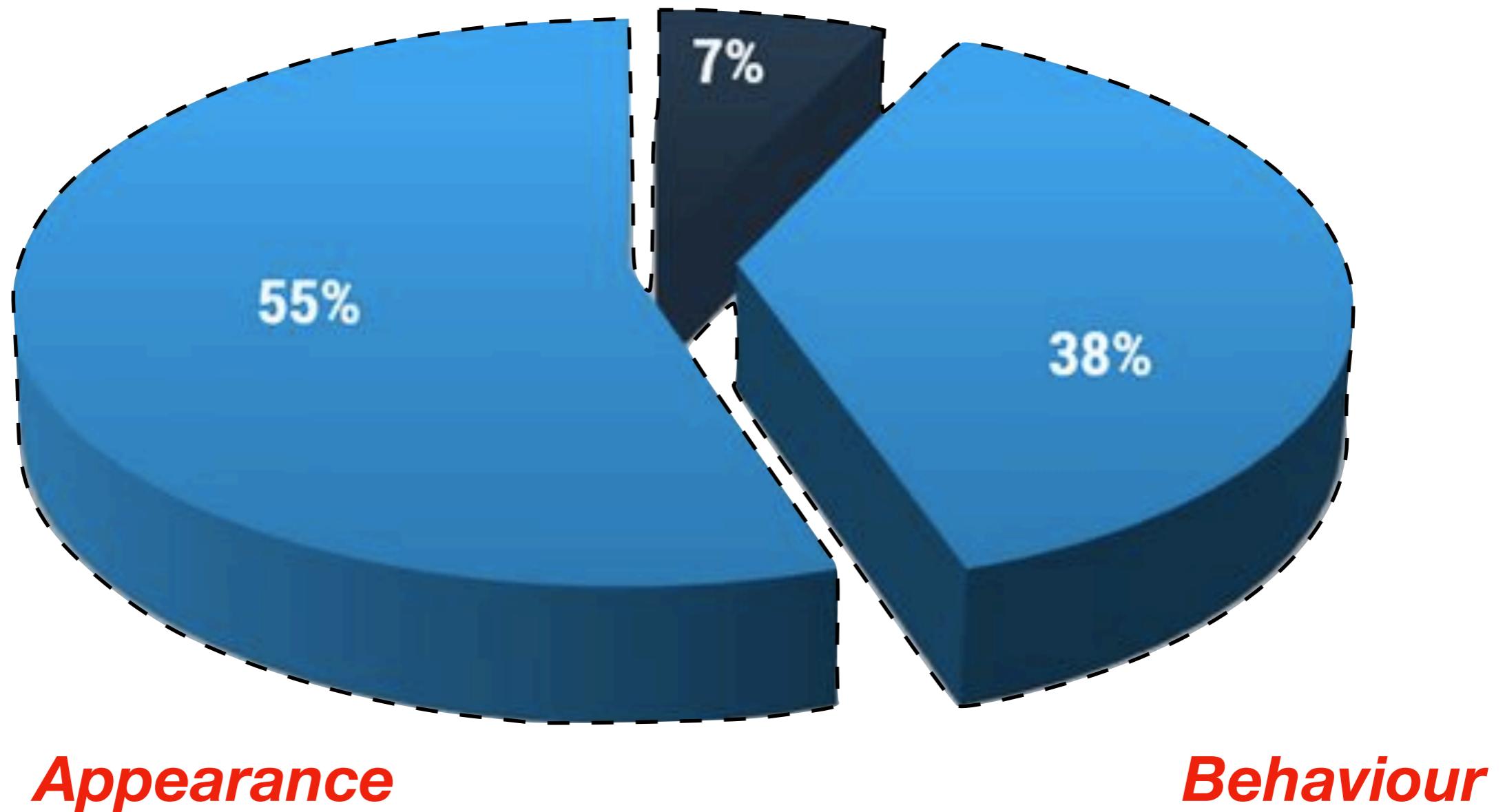




WHAT IS IMAGE

MEHRABIAN THEORY

Communication



APPEARANCE

A

Men's Formal Attire



IMAGenius
BE THE ONE



Rudy Ludinata
Professional Image Consultant

Women's Formal Attire



IMAGenius
BE THE ONE



Rudy Ludinata
Certified Professional Image Consultant



power
authority

trusted
credibility

serious

confidence

BEHAVIOR

B

TONGGAK**12**

01 Menghargai Masa

Ketekunan Membawa Kejayaan **02**

03 Keseronokan Bekerja

Kemuliaan Kesederhanaan **04**

05 Ketinggian Peribadi

Kekuatan Sifat Baik Hati **06**

07 Pengaruh Teladan

Kewajipan Menjalankan Tugas **08**

09 Kebijaksanaan Berhemat

Keutamaan Kesabaran **10**

11 Peningkatan Bakat

Nikmat Mencipta **12**

A, T, T, I, T, U, D, E,

A

H⁴

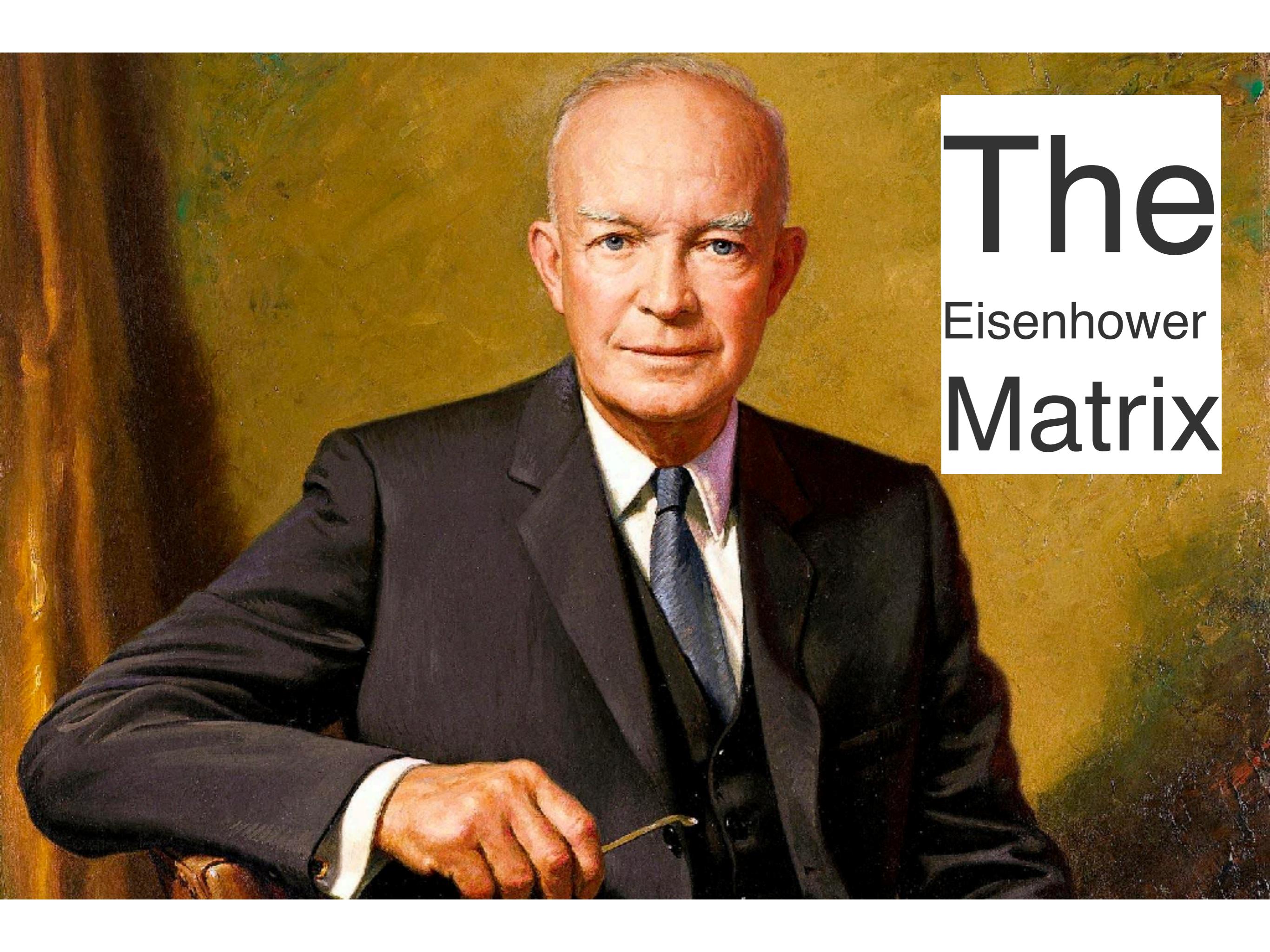
D₂

Z¹⁰

R²

W

S, A, A, Q, W, G³, R, R,

A portrait painting of Dwight D. Eisenhower, an elderly man with a receding hairline, wearing a dark suit, white shirt, and striped tie. He is seated, looking slightly to his left with a thoughtful expression. The background is a textured, warm-toned yellow.

The Eisenhower Matrix

The Eisenhower Decision Matrix



JENDELA JAUHARI

(JOSEPH LUFT & HARRINGTON INGHAM, 1955)

1

Saya Tahu
Orang Lain Tahu
(open self)

2

Saya Tidak Tahu
Orang Lain Tahu
(Blind self)

3

Saya Tahu
Orang Lain Tidak Tahu
(Hidden self)

4

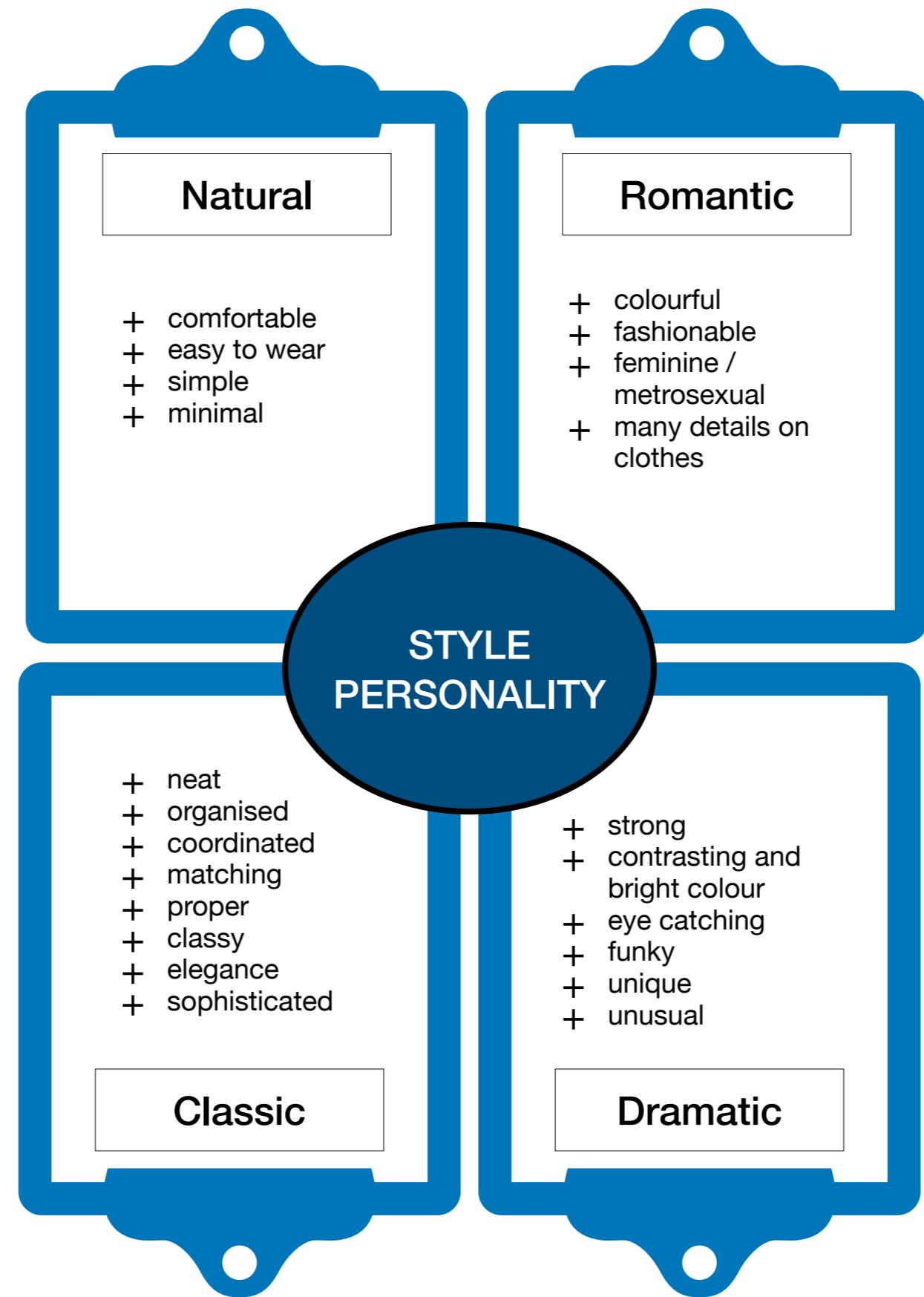
Saya Tidak Tahu
Orang Lain Tidak Tahu
(Undiscovered self)



COMMUNICATIONS

A close-up photograph of a man from the chest down. He is wearing a dark blue suit jacket over a light blue dress shirt and a dark blue tie with thin white diagonal stripes. His arms are crossed, and he is wearing a black wristwatch on his left wrist. The background is blurred, showing what appears to be an office environment.

**GAYA
PERSONALITI
KETUA**



Natural



Romantic



**STYLE
PERSONALITY**



Classic



Dramatic

Natural



Romantic



**STYLE
PERSONALITY**



Classic



Dramatic

BOSS



WINNING HEARTS & MINDS



TEKNIK S.E.N.Y.U.M



SAPA& SALAM

#rudy_image_consultant



CPIC RUDY LUDINATA

A professional woman with blonde hair tied back, wearing a dark blazer over a light-colored collared shirt, is smiling broadly at the camera. She is holding a blue folder or document in her left hand. The background is blurred, showing other people in what appears to be a public or office setting.

#rudy_image_consultant

EKSPRESI MUKA



CPIC RUDY LUDINATA

foto:<http://blogs-images.forbes.com/>



NYAMAN PUJIAN

#rudy_image_consultant



CPIC RUDY LUDINATA



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SILAKAN



CPIC RUDY LUDINATA



ULANG GAYA

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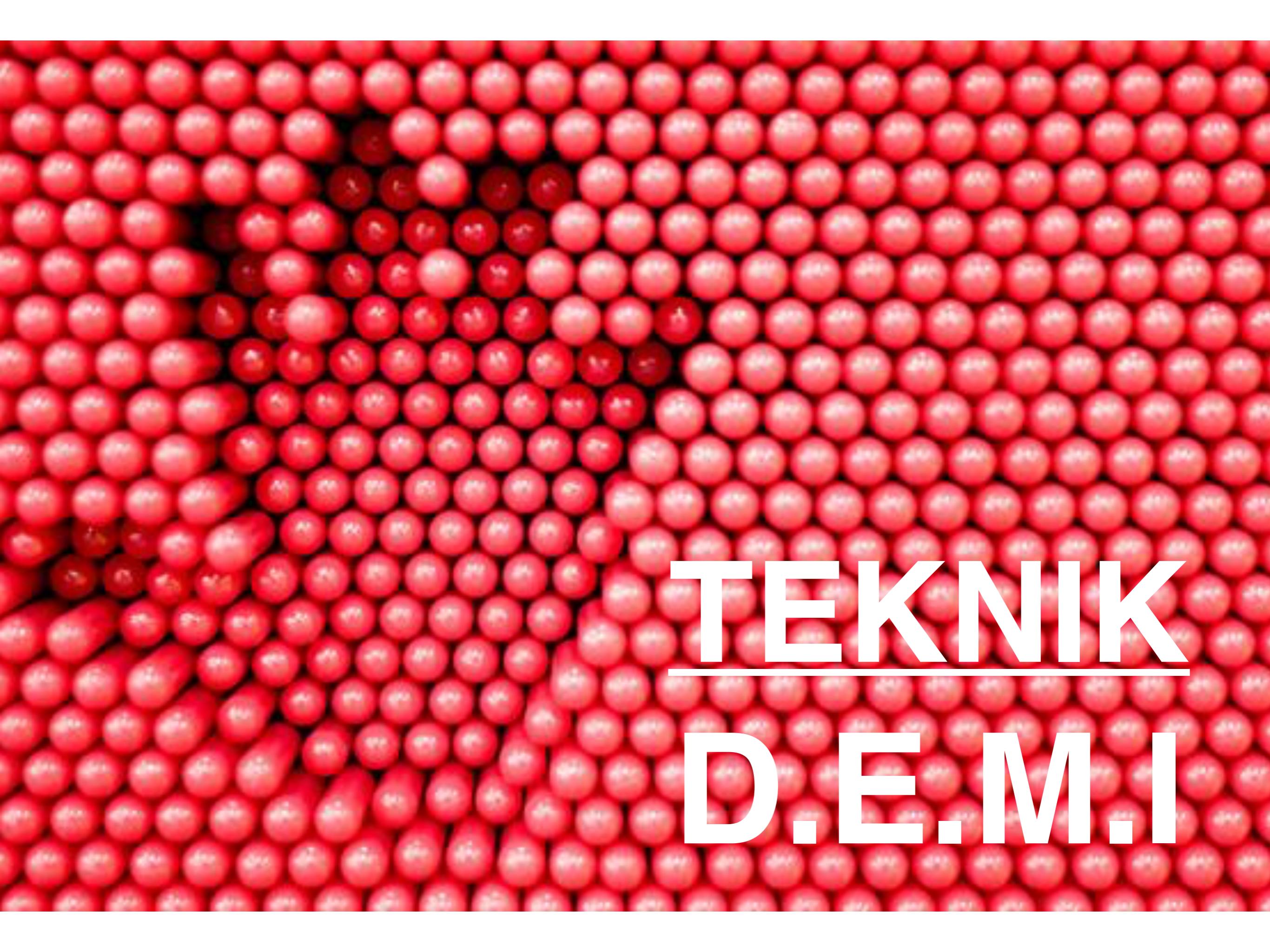
CPIC RUDY LUDINATA



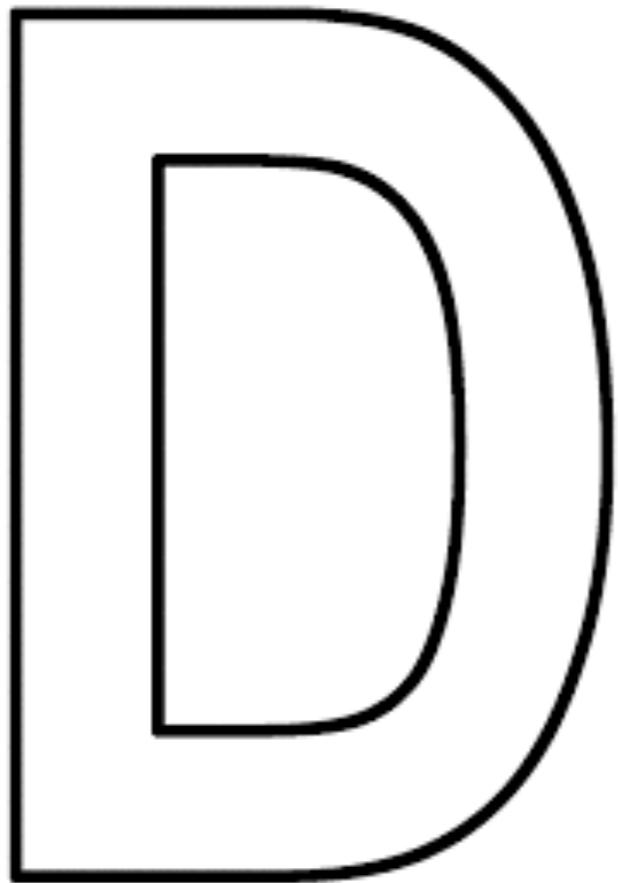
MEMANDANG #rudy_image_consultant MATA



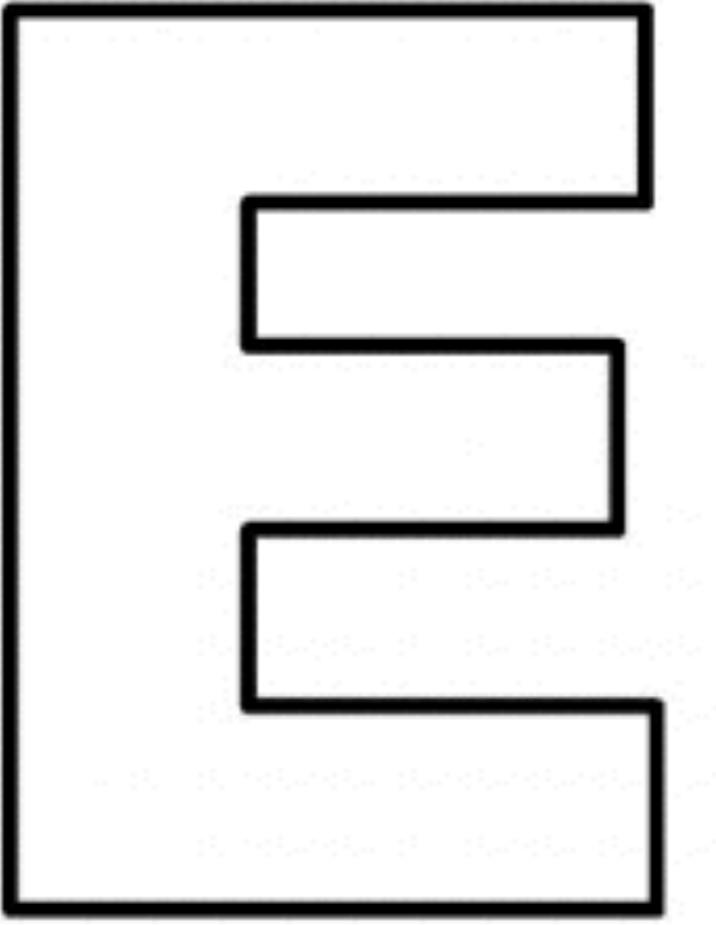
CPIC RUDY LUDINATA



TEKNIK
D.E.M.I.



Dengar dengan teliti, akur
dan tanpa gangguan

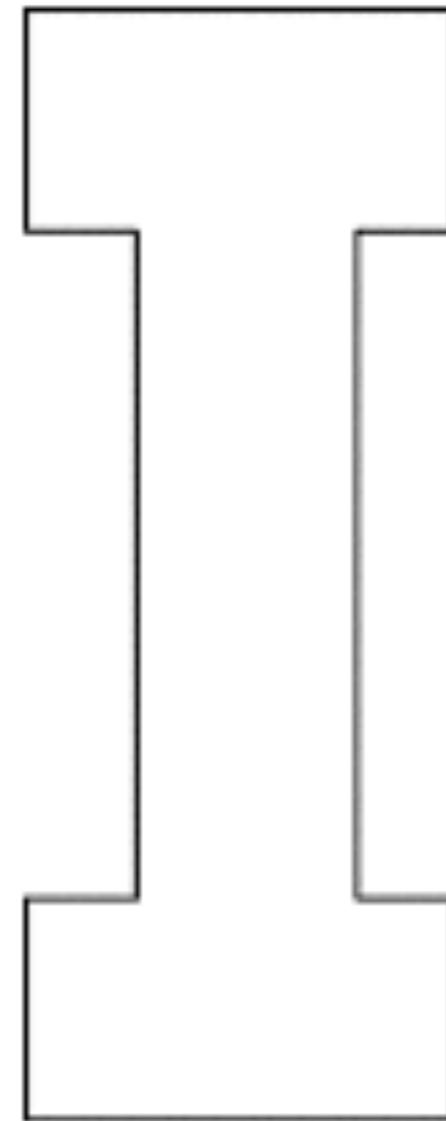


E – Empati; “Saya pasti ...”
“lanya tidak menyenangkan ...” &
“Kami faham maksud anda dan ...”

M – Minta Maaf; “Minta maaf ke atas kesulitan yang dihadapi ...”



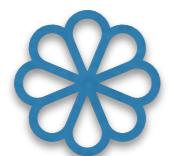
I – Inisiatif; “Saya akan bertindak ke atas perkara ini dengan segera ...”
“Saya akan minta penyelia untuk ...”.



KATA
KUASA
KATA
BINASA



KATA KUASA



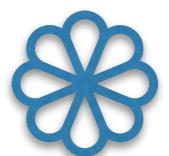
Saya percaya

(I believe)



Saya yakin

(I am sure)



Saya jamin

(I guarantee)



KATA BINASA

✿ Saya rasa

(I feel)

✿ Saya fikir

(I think....)

✿ Saya berpendapat

(My opinion)



KATA BINASA



Kalau ...



Tetapi ...



Jangan ...

KATA KUASA



Jika



Namun



Usah



KATA BINASA

✿ Saya rasa

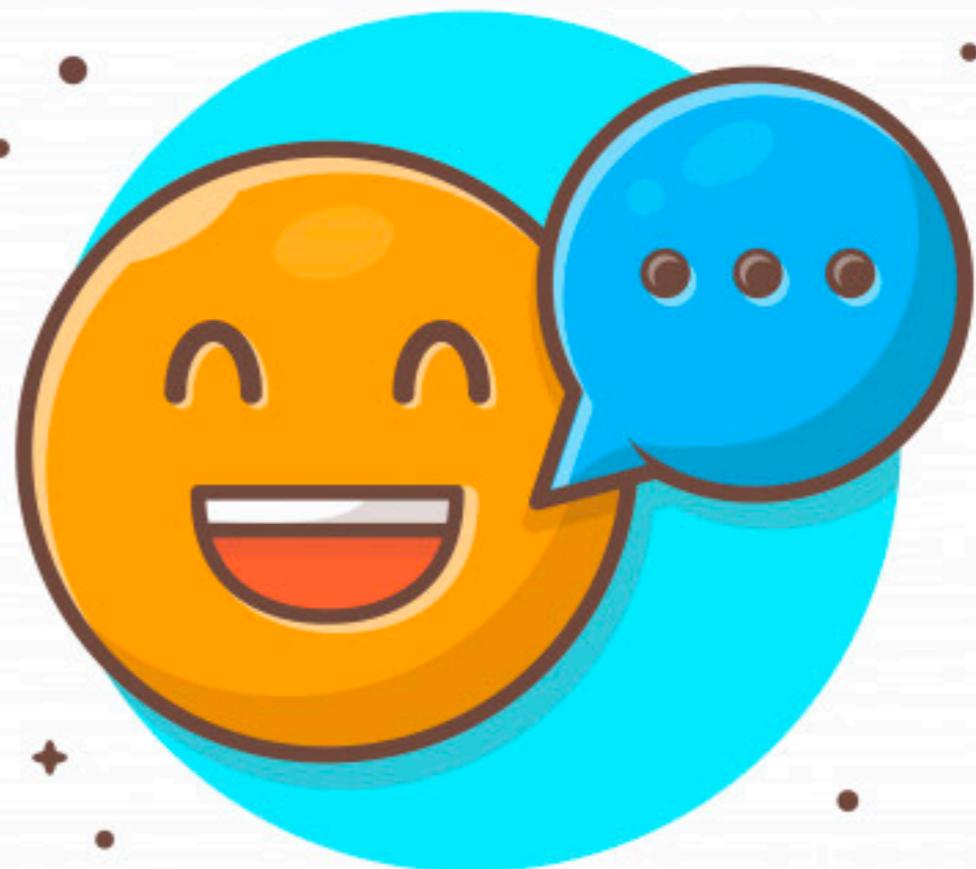
(I feel)

✿ Saya fikir

(I think....)

✿ Saya berpendapat

(My opinion)

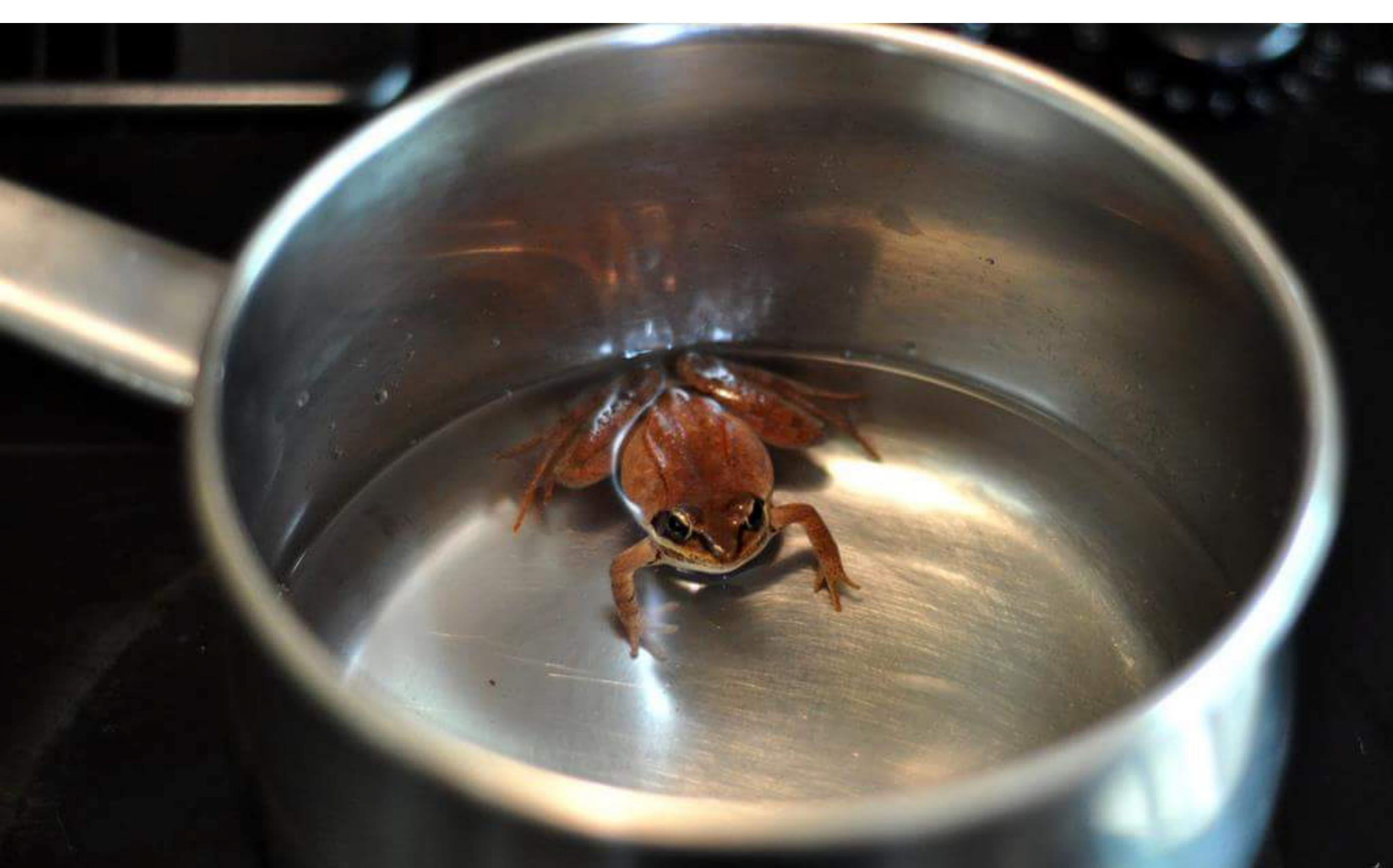


FINALE



OBSERVE

#CPICRudyLudinata



BOILING FROG SYNDROME

“Beri sebanyak-banyaknya
Kemudian, segera melupakannya”

Rudy Ludinata



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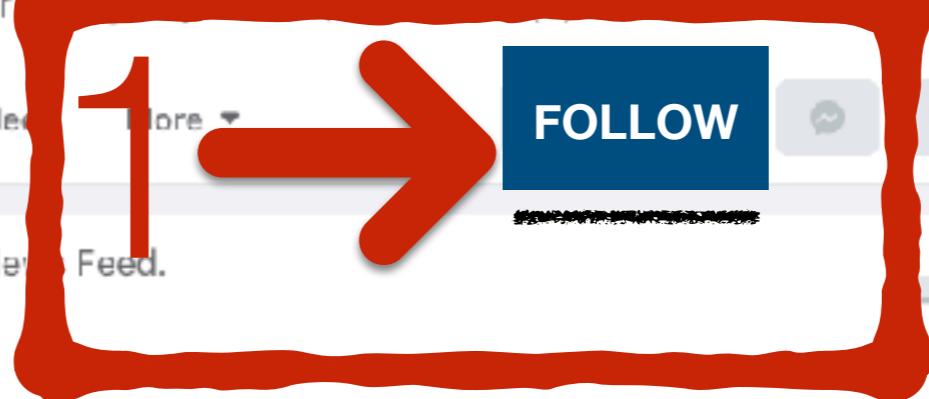
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Rudy Ludinata (Certified Image Consultant)

(1) 'grooming', protokol & etiket #Persepsi

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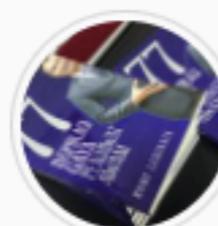
•

667 posts 11k followers 815 following

Image Consultant Malaysia
Professional Service
Professional Image Consultant & Certified HRDF Trainer  www.rudyludinata.com
 rudy@bluehikari.com for grooming talk & consultation
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Followed by burhan_helmy93, ogie_hamzah, aryoujun +111 more

 Beli Buku ...

 Buku 77 IG...