

Facing Various Challenges in Life, 300 Professionals Spent \$3,888 To Brush Up Their Soft Skills



More than 300 Singaporeans, among them pilot, civil servants and teachers, had spent \$3,888 on acquiring soft skills to better their lives.

Lusi, who has amassed her wealth through sales and investment, founded Lusi Group, a people development company focusing on soft skill and sales skill development.

Since its operation last November (2011), more than 300 professionals had engaged its services when they have challenges in their workplaces and personal lives.

Lusi said, "Most people have blind spots they are not aware of. For instance, there are people who thought they are good communicators but you know they are not when you speak with them."

"There was once a client, whom he thought he has good soft skills, told my staff: 'You look great. But if I were to see you on the street, I'll probably wouldn't take a second look', she quipped.

Acquisition of soft skills comes with a fee. Its course fee of \$3,888 would include a 2-hour diagnostic session, a full diagnostic report, 5 modules of lessons over 5 weeks, a 1-hour coaching session, and membership of Lusi Group.

Being a member will receive and gain access to its forum support indefinitely. In additions, members can choose to re-take the same course with only 10% of course fee (i.e. \$388) within the next one year.

Lusi is confident the course fee will not be a deterrent for people to learn the art of soft skills. She said, "All our clients expressed that we had exceeded their expectations and what's more, they have now acquired real practical skill sets that are easily applicable in their lives."

"Moreover, our services do not stop upon their completion of training. Our specialists will periodically monitor and follow up with the progress of our students."

Rejection of entry

Apart from soft skills training, Lusi also provide sales training, another of her forte. However, there are instances where Lusi rejected clients who had wanted to engage their services. She

had rejected 10 such clients since the commencement of its operation.

She said, "There was once a banker who wished to learn sales skills from me. However, after the diagnostic session, I discovered that person's mindset and values are not aligned with the right attitude in pursuit of sales results. As a result, I have decided to reject the application.

"Later, that person made several attempts to convince me that she will change her mindset and after seeing the change did I re-evaluate the case and accepted her in our classes."

Interesting Cases of People Suffering from Job Frustration.

Among her many students, there was an employee that does not understand his boss and has gone 5 years without promotion.

During the diagnostic session, Lusi has encouraged the person to speak to his boss on his situation. He said, "Boss, you don't like me, right?"

"Fortunately for him, that was in our role play. After assisting him in making several practices, he has gone on to speak with his boss on his career prospect. Since then, his boss has given him more opportunities and even sent him to London on a business trip", Lusi added.

On another occasion, a student has a strained relationship with his mother. Despite being married and already

started his own family, his mother has been treating him like a kid and following his every movements.

Lusi said, "Through our discussion, I found out that the family had an unfortunate history. The eldest son of the family was murdered while overseas and as a result, the mother has been over-protective on the younger one. After the soft skill course, he has learnt to communicate more effectively with his mother and began to manage the expectation of the latter better. As a result, the mother and son relationship improves."



Common Challenges Among Students from Lusi Group	
<i>Can't handle bosses</i>	95%
<i>Can't get the buy-in from bosses</i>	92%
<i>Can't get the due recognition from bosses</i>	80%
<i>Can't obtain personal breakthrough</i>	78%
<i>Can't handle office politics</i>	76%
<i>Can't communicate with fellow colleagues</i>	63%
<i>Stuck in comfort zone</i>	52%