

2 – DAY PROFESSIONAL IMAGE AND BUSINESS ETIQUETTE



Introduction

In our highly competitive business environment, customers have a choice of companies to do business with. Increasingly they will park their business where they are treated with courtesy, consideration and professionalism. One of the hallmarks of a company's image comes from the quality of the behaviour and relationships between members within an organization. When you represent your organization, customers perceive the organization through the way you interact, look, and talk and behave.

Good image, grooming is about conducting oneself in a business-like way in every aspect related to work, in terms of both approach and mindset. Thus, projecting a personal image of professionalism and effectiveness leads to the projection of professionalism on the part of the corporation.

Business etiquette skills are incredibly important for new graduates, early-stage professionals, senior level executives, and those who want to work in the western business world.

When you are skilled in business etiquette, you will have an edge over your competition. You will be able to connect better with clients and coworkers. It will make doing business easier, smoother and more profitable for you.

Course Objectives

By the end of this course, you will be able to:

- Become known as a professional with a high level of social skill and soft skill
- Know how to get clients and coworkers to know, like and trust you
- Understand why focusing on your executive wardrobe is so important for a great first impression
- Know how to create an executive wardrobe (men and women) for a polished, professional brand
- Conquer networking events with confidence and strategy
- Master your conversations to appear intelligent and competent
- Start to manage your online presence and reputation online

Methodology

- Lecture
- Dialogue
- Activities / Hands on learning
- Roleplays

Who Should Attend?

- Anyone can attend



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Course Outline

MODULE 1: INTRODUCTION & LEARNING OBJECTIVES

- Appearance
- Presence/ Personal Branding
- How you perceive yourself
- Your self-esteem/ self-confidence
- Importance of creating a positive 1st Impression in the way we Look, Dress and Behave
- Image Makers/ Breakers

MODULE 2: BUILD THE LIKE, KNOW & TRUST FACTOR

- People would rather work with somebody they know, like, and trust than somebody they don't.
- Build it from the scratch

MODULE 3: LASTING FIRST IMPRESSION WITH "GROOMING"

- Why your executive outfit is important for making a great first impression
- How to dress for your industry (traditional, creative, or casual)

MODULE 4: PROFESSIONAL GROOMING

- Colour Management
- Accessories Dos & Don'ts
- Dress Mistake

MODULE 5: BODY LANGUAGE OF PROFESSIONALISM

- Smile, Tone of Voice, Eyes, Touch, Gestures, Body
- Postures & Physical distance
- Poise, Deportment
- Standing, sitting and walking professionally
- Do and don't during meetings & interview

MODULE 6: BUSINESS & SOCIAL ETIQUETTE

- Meeting and Greeting
- Introductions – Business and social settings
- Seating – Business settings
- Business cards – Giving and receiving

MODULE 7: PERSONAL BRANDING

- How to manage your online presence and reputation

MODULE 8: HOW TO INTERACT WITH PEOPLE IN AN ENGAGING & POLISHED MANNER

Social Intelligence - "No man is an Island"
Social intelligence is the human capacity to use our brains to effectively navigate through complex emotional situations and negotiate different social relationships

- Manners – Basic courtesy
- Positive behaviors
- Behaviors to be avoided

MODULE 9: HOW TO APPROACH NETWORKING EVENTS WITH STRATEGY, SKILL, & LESS ANXIETY

- Understanding type of people
- Interacting wisely during networking
- Body language when networking

MODULE 10: PROFESSIONAL COMMUNICATION

- How to start, continue and end a conversation.
- How to sound intelligent and competent in business conversations

MODULE 11: SKILLS YOU WON'T LEARN IN FORMAL EDUCATION OR BUSINESS SCHOOL

- Essential Career Soft Skills

