



Professional Image-Grooming & Business Etiquette

2 days

Course Summary:	Professional Image – Grooming & Business Etiquette is a 2-day program designed to develop self-confidence in the total image projected by an executive. This includes everything to do with an individual's total appearance - the way to communicate through dressing, voice and body language. The program incorporates a head-to-toe body language guide, building a professional wardrobe, personal grooming, and presentation skills to reflect that of a competent professional, who is highly motivated as he or she is dynamic
Objective:	<ul style="list-style-type: none"> ▪ Creating positive impressions ▪ Increasing confidence and self-esteem ▪ Enhancing communication skills ▪ Improving customer relations
Who Should Attend:	The following workforces are recommended to attend <ul style="list-style-type: none"> ▪ Executives ▪ Managers
Time:	Class time is 9.30am – 5.00pm
Course Material:	Course materials are provided. Our goal is to make sure your class meets your objectives, not ours. Therefore, all of our outlines are treated as guides to help steer the workshop. We may change or alter course topics to best suit the classroom situation.
Lesson Plan:	<p><u>Professionalism at Work</u> Making a good first impression and more importantly, how to make it last.</p> <p>Topics include :</p> <ul style="list-style-type: none"> • Understanding the mechanics of human perception, • Being aware of elements in image building • Having the basic understanding of acceptable attitudes and mannerisms at work. <p><u>Body Language at Work</u> Are you conscious that you are making statements and influencing what others think of you even when you are not verbalising your thoughts? Learn to be aware of the hidden signals that your body conveys so that you send the right message across all the time.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • The 'smile' factor • Building posture, facial expressions and eye contact, gestures for effective communication • Practical guides to using body language at the work place. <p><u>Dining Essentials</u> Instructions for mastering the Continental Style of eating.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • How to proceed through a receiving line • Seating guidelines • Navigating a place setting • Appropriate table manners.



Polish Your Professional Image

It has been said that 'Clothing makes a man'. The way we dress speaks volumes about the image we want to communicate across. Hence, in today's competitive business environment, it is imperative to be able to let our dressing announce, "I mean business!"

Topics include :

- Selecting the right clothing for a business wardrobe
- Coordinating the right "polish" for a professional image
- Making-up basics.

Business Etiquette Basics

Be the polished professional that stands out above the rest.

Topics include:

- How to make proper introductions, handshakes, making an entrance
- Networking for business
- Business card protocol.

Sub-topics includes:

- Managing your business voice
- Speaking Diplomatically (Parallel Thinking)

Managing Question and Answer Sessions Effectively

When the speaking stops, the questions begin. A question and answer session can either make or break the sale. Learn the correct mindset and tips for managing the questions and answer session effectively.

Sub-topics includes:

- Anticipatory Q & A
- Dealing with hostile questions
- Reframing principles

Case Studies and Practice

Practise what was learnt through role plays or case studies