



Course: Image Management & Business Etiquette for Professionals

Contact Hours: 15

Pre-requisite: None

Abstract

Awkward introductions, weak handshakes, poor communication, ineffective meetings, and lack of consideration can negatively affect anyone's career and business relationships. The skills acquired through this training will give participants a poised and convincing manner taking them into any professional setting. When all else are equal, impeccable etiquette can be one's greatest strength.

Etiquette is about presenting oneself with the kind of polish that shows he/she can be taken seriously. Etiquette is about being comfortable around people (and making them comfortable around you!) In this course, we examine the basics – most importantly consideration of others, dress/appearance, the workplace versus social situations, proper introductions and “the handshake,” conversation skills/small talk, cultural differences, dealing with interruptions, proper business email and telephone etiquette.

This highly interactive and fun course looks at participants' image at work. It focuses on the link between the company's image and the image they are currently projecting at work.

There is helpful information on professional dressing, colours, positive body language, effective communication and a range of tips for dealing with etiquette in business situations, including fine dining.

Target Audience:

This course is intended for students and individuals already in the workforce, however, unemployed persons would find the content very relevant as well as anyone who wants to understand the intangibles that go into a successful career or business.

Learning Outcomes:

On completion of this course, participants will be able to:

1. Explain the significance of professionalism
2. Discuss techniques for enhancing their professionalism
3. Discuss and outline what constitutes a 'good' reputation
4. List the key questions of reputation.
5. Demonstrate the ability to craft and build their own professional reputation

Course Content:

Learning Outcomes 1& 2

- What is Professionalism
- How can you position yourself as a professional
- Techniques for enhancing your professional image

Learning Outcomes 3

- What is Reputation
- Can reputation be managed
- The components of reputation

Learning Outcomes 4 & 5

- Relationships of dignity and reputation
- Values that build powerful reputations: respect, responsibility & trust
- Ideas for expanding skills and responsibilities

Learning Outcomes 4 & 5

- Professionalism and reputation as key to upward mobility
- Course Review
- Group / Individual Presentations