



Course: **Business Protocol and Etiquette for Business Professionals**

Contact Hours: **18**

Pre-requisite: **None**

Abstract

The main objective of the **Business Protocol and Etiquette** Training is to assist participants to enhance and polish their business image, which would allow them to take a quantum leap forward in skill and sophistication, and avoid feeling uncomfortable in the corporate world.

In today's world, business demands more than keeping your nose to the grindstone and your ear to the ground. You need business savvy and the ability to establish yourself in a credible manner. A faux pas at the wrong time can damage your career. If you are newly appointed to a management position, or if you interact with people you don't know on a regular basis, this workshop can help you succeed.

How You Will Benefit:

- Finesse introductions - from shaking hands and using eye contact
- Learn the elements of a good handshake and get tips on remembering names
- Dress appropriately for every business occasion
- Learn to use your business cards wisely
- Learn ways to make a good first impression
- Understand the basics of dining etiquette
- Feel more confident of your business communication in every situation
- Gain that extra edge that establishes trust and credibility

Course Outline

- ❖ Fear of Embarrassment
- ❖ Test Your Business Etiquette
- ❖ The Handshake
- ❖ Business Card Etiquette
- ❖ The Skill of Making Small Talk
- ❖ Do You Remember Names?
- ❖ Making that Great First Impression
- ❖ Dress for Success
- ❖ Business Dining
- ❖ E-mail and Telephone Etiquette

Approach and Method

The proposed approach and method of programme delivery is as follows:

- Interactive classroom sessions where the concept basics will be introduced and participants will be encouraged to participate in active discussion on the theories presented e.g. group projects;
- Appropriate practical exercises using real life examples and cases where applicable.
- Multimedia and other state of the art teaching aids will be utilised where applicable to demonstrate the various contexts in which the concepts and theories can be used e.g. case studies;
- Appropriate handouts and training material will be provided;
- Regular reviews will be conducted as a means of reinforcement and specific materials and attention will be provided based on the needs of the individual;
- Lecturer evaluations will be conducted to assess the effectiveness of the Lecturer.