



*'Social Skills are vital as People buy from People'
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The Public Image Student Training Programme

Module 1: General Office Etiquette

- The correct way to answer the phone
- Use of the voice
- Keeping people on hold
- Relaying messages
- Calling back
- The importance of a good routine
- Correspondence
- Diary management
- Note taking
- Relaying accurate messages
- E-mail etiquette
- Mobile phone etiquette

At the end of this session, the students will have a greater appreciation of telephone, mobile, email and general office etiquette and will also learn the unwritten rules defining the business world.

Module 2: Interview Skills and CV Writing

- Preparation
- Research
- How to make a positive impression
- What to wear
- Listening skills
- Answering questions
- Reading body language
- Building rapport
- Putting together an accurate, informative and stimulating CV
- Cover letter
- Targeting your CV

During this session the students will learn how to adequately prepare themselves for interviews and tips on how to put together a winning CV.

**Module 3:
Personal Branding, Dress, Image and Grooming**

- Examining your life plan
- Preparing your personal mission statement
- Selecting colours & styles
- Dressing for your body shape
- Suitable attire for the office
- Smart and acceptable casual wear
- The capsule wardrobe
- Style of suits and dress
- Shirts and ties
- Shirts/blouses
- Hosiery and socks
- Shoes
- Handbags/brief cases
- Jewellery
- General grooming
- Personal hygiene
- Hair & make-up

The students will discuss their life plan and they will be tasked to develop their personal mission statement to be presented during the communication skills module. They will also learn how to create a look to suit their image and what is suitable to wear to gain the confidence needed to make the right impression and influence people

**Module 4:
Department, Networking and Social Skills**

- The elegant way to walk into a room
- The correct hand shake
- Standing and sitting with composure and style
- Projecting a positive image
- Walking with poise and confidence
- Meeting and greeting to project a positive image
- Correct greetings using appropriate titles
- Projecting a positive and lasting image
- Reading non-verbal communication
- How to behave at formal & informal gatherings
- How to move into groups politely at networking functions
- Conversation & listening skills during functions
- Appropriate conversation
- Handling difficult situations

At the end of this session the students will have enhanced social skills which will give them confidence and finesse to be able to

communicate effectively with anybody in any formal or informal situation.

Module 5: Dining and Cocktail Etiquette

- Table manners and table settings
- Which cutlery to use
- How to use it
- Buffet selection
- Eating decorum
- Unfamiliar cuisine or an inedible meal
- How to handle difficult situations politely at meals
- Conversation & listening skills during meals and functions
- How to handle yourself during cocktail parties
- Drinking and eating at cocktail functions

At the end of this session the students will be able to face any formal meal or networking session with confidence. As so much business is done over breakfast, lunch or at cocktail parties, people are judged by the way they eat, drink and interact during meals and formal gatherings.

Module 6: Communication and Presentation Skills

- Body language
- Voice production
- Vowel sounds
- Consonants
- Avoiding common mispronunciations
- Phrasing and timing
- Vocal exercises for precision and distinction
- Clear speech
- How to deliver a presentation with panache
- How to project confidence and conviction
- Targeting a specific audience

Most people have to give a talk or make a presentation at some time in their lives, whether it is to a handful of colleagues or an audience of hundreds. The ability to put a point across in an interesting and informative way is essential. In today's competitive business world those who can communicate with authority and confidence have a great advantage over their peers. The students will be given the foundation for persuasive communication and presentation skills

Some of these modules may be recorded, played back & analysed in order for the students to learn from their behaviour.