



*'Social Skills are vital as People buy from People'  
Diana Mather CEO (UK) & Founder, Public Image Inc Ltd*

## **Public Image Corporate Awareness Training Modules**

**These modules give in depth guidance on 21<sup>st</sup> century business etiquette and image. It also provides detailed information on necessary etiquette, essential grooming, dressing for success, communication skills, creating a decisive impression which will instil the participants with the confidence and composure to conduct themselves appropriately in both social and business environments**

### **Business Etiquette: customer relations and business skills**

- the company image
- creating a dynamic impression
- meeting and greeting at networking functions
- how to make introductions
- welcoming clients
- greeting colleagues
- the language of small talk
- learning to read non-verbal communication
- time management
- email etiquette
- mobile phone etiquette
- how to deal with external customers
- how to behave toward internal customers
- the importance of a good routine

**At the end of this session participants will have a greater appreciation of customer service and be able to communicate more effectively with their colleagues. They will also learn the unwritten rules defining the business world.**

### **Networking: how to network with attitude and build relationships**

- how to work a room
- introductions and greeting
- how to start and end conversations
- handling food and drink
- reading body language and non-verbal communication
- what to say and how to say it
- developing your elevator speech
- business cards
- how to follow up

**At the end of this session the participants will learn the key skills and the value of networking to build their business, increase sales and put in place solid relationships that last.**

**Deportment: how to portray a professional image**

- projecting a positive & lasting image
- the elegant way to walk into a room
- the correct hand shake
- standing and sitting with composure and style

**At the end of this session participants will be able to make the right impact as soon as they enter a room, projecting an air of confidence and professionalism to get the most out of meetings**

**Table Manners: the essence of good business dining skills**

- 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
- how to behave at formal & informal gatherings
- how to handle yourself during cocktail parties
- conversation & listening skills during meals and functions

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

**Image & Style: creating a look to suit the company image**

- selecting colours & styles
- dressing for your body shape
- suitable attire for the office
- smart and acceptable casual wear for work
- the capsule wardrobe
- style of suits and dress
- shirts and ties
- colour of shirts/blouses
- hosiery and socks
- shoes
- handbags/brief cases
- jewellery

**Personal Grooming: grooming from the inside out**

- general grooming
- personal hygiene
- hair & make-up

**Participants will learn how to create a look to suit their image and what is suitable to wear to gain the confidence in business needed to make the right impression and influence people**

**Communication: persuasive communication skills**

- body language
- how to project confidence and conviction

- the use of the voice
- clear speech
- vocal exercises for precision and distinction

**Participants will be given the foundation for persuasive communication skills. 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.**

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

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