Corporate Image and Business Etiquette 專業企業形象與商務禮儀工作坊

MEDIUM : English / Cantonese / Putonghua   **COURSE CODE :** CIBE

The role of personal branding and networking in establishing and enhancing your company's corporate message

In today's competitive business world, projecting a positive, professional image as a representative of your company is vital to your company's and your personal success. Before selling a product or your company, you have to sell yourself first.

By utilising *role-playing, feedback sessions and discussions*, the seminar will provide the knowledge and skills required to conduct oneself more confidently in business and social occasions, build deeper relationships that focus on giving and sharing and building a professional, corporate image.

After attending this workshop, participants will be able to:

1. Project their company's corporate branding through an understanding of the principles of successful personal imaging
2. Define the importance of their appearance
3. State how body language influences professional image
4. Build rapport, business leads and relationships with effective skills in networking and small talk
5. Socialise gracefully at cocktail and business lunch
6. Demonstrate good dining etiquette with ease
7. Apply principles promoted in this seminar to your work environment "consciously"
8. Speak a precise and credible language
9. Practise active and empathetic listening
10. Give and get feedback to drive continued improvement
11. Be aware of own and others' communication behaviours
12. Adapt communication styles
13. Select suitable communication channels
14. Apply effective communication face to face, on the phone and via writing

Methodology

We use a multi-sensory approach to learning, which includes: *Discussion, Role-play, Dining etiquette practice session and Coaching*
Our process of facilitation is:

• Transfer knowledge and the best practices
• Apply the knowledge and build the skills through an activity
• Debrief the learning

Course Outline

1. Project a Positive and Professional Image
A *discussion* will occur in which participants discover the link between their personal image and the role they represent at their company. We will *discuss*:
• The identity and corporate branding of the company
• Image and personal branding
• The link between the company, your role and yourself
• Discover the five (5) ways in which you communicate your personal brand

2. Introduction to Small Talk
Participants will play a *game*, "*The Talking Marathon*" to introduce participants to the art of small talk. *Debrief* will follow on areas that were easy and those that were difficult.

3. Social Skills and Networking
Through *role-play and discussion*, the following will be explored and demonstrated:
• Building rapport
• Appropriate topics and topics to avoid
• Approaching someone
• Handling interruptions
• Deepening the conversation
• Leaving a group
• Doing follow-up
• Dealing with the person who doesn't want to talk
• Common conversational mistakes

4. *Role-play* on Networking Scenarios
The participants will *role play* approach and introductions in different scenarios which may include:
• Cocktail receptions
• Business lunch
• Property viewing

5. Business Etiquette
Through *discussion and role-play*, the participants will gain tips on:
• Introduction
• Handshake
• Name card handling
• Body language
• Emotion management

6. Dining Etiquette
The participants will explore dining etiquette through the following activities:
• *Discussion* on the universal do's and don'ts
• *Demonstration* of Western and Chinese dining etiquette
• *Practice session*

7. Dressing to Influence
Discover tips on dressing successfully to project your company's corporate image and yourself with confidence and success.
Topics include:
• Business dressing do's & don'ts for men and women
• Fashion Personalities
• Colour co-ordination and accessories
• Grooming
• Special occasion dressing
• The Total Look
• Upfront feedback