

# Business Etiquette

## Objective

"You need to sell yourself first, before you can sell your company, your products or your ideas".

Directors, managers & influencers need to project a positive and professional image as the representatives of the company locally and overseas.

The workshop focuses on non-verbal communication and behavioral skill awareness. By utilizing hands-on activities such as role-plays, brainstorming sessions and discussions, the seminar will provide the knowledge and skills required to project a positive and professional corporate and personal image.

## Format

A 2 day programme

## Contents

- Personal Vs corporate branding
- Walk the talk
- Dressing to influence - Business Dress guidelines for women and men
- Body Language
- Business Vs social etiquette
- Business small talk & networking
- Cross cultural etiquette
- Dining etiquette- western/Chinese
- Wine appreciation
- Up front focused feedback

