



## **BUSINESS IMAGE AND CORPORATE ETIQUETTE (1 DAY)**

### **INTRODUCTION**

The way we behave in the business environment and at social events can undermine effective working relationships, as it may be construed as rudeness, disrespectful or an intolerance of people of different cultures and diversity. Business and social etiquette is our behaviour, interactions and understanding of others and contributes to the professional image and perceptions of an individual and company.

This 1 day workshop is designed to provide an understanding of how to project a more professional image to create credibility and respect. It will also help build stronger relationships with coworkers, managers and employees. Proper business etiquette impacts everyone within an organisation. Learn to create a professional image and use business etiquette techniques in a variety of business settings.

### **REFERENCES**

***“Facilitator was excellent, well informed and professional.” ~ Abram Ratlou (Robert Bosch)***

***“Very informative and made me realise the areas I can improve.” ~ France Sindimba (Diplomat Distribution)***

***“The course was very interesting. I liked the conflict resolution styles, the facilitator did a brilliant job.” ~ Igshaan Marcus (Centre for Justice and Crime Prevention)***

### **WHAT THIS COURSE CAN DO FOR YOU...**

This broad introduction to the business environment focuses on knowledge, skills, values and attitudes in a competitive work place. Specific objectives:

- Importance of first impressions and how they are created.
- Professional interaction with internal and external customers
- Working with others - appropriate behaviour and courtesy in the business environment
- Value and impact of communicating a positive attitude
- General professionalism in the workplace
- Essential listening skills
- Understanding business dress code
- Marketing yourself through body language
- Managing potentially conflicting situations through appropriate behaviour
- Etiquette on the telephone - personal calls, cell phones and confidentiality
- Email Etiquette

## TARGET AUDIENCE

There is open access to this course. It is of benefit to all staff members who work in an ever changing, competitive work environment. Adapting professionally to team members and superiors is essential for personal Emotional Quotient growth as well as in assuring positive interaction leading to motivation and productivity.

## COURSE CONTENT

### Introduction

- It's all about People
- The courteous person & company

### Actions speak louder than Words

- Attitude
- Good work practice
- Listening Skills
- Body Language
- Projecting a positive image
- Posture and Eye Contact
- The Handshake
- Other people's space

### Codes of Conduct

- The company code of conduct
- Dress code
- Working hours
- Leave and sick leave
- Punctuality and time management
- Gifts: Bribes or Tokens of Appreciation?
- Smoking

### Etiquette and External Customers

- First Impressions
- Dealing with visitors
- Introductions
- Closing an interaction with a customer
- Telephone etiquette
- Correspondence

## Etiquette Issues in the Workplace

- Office politics and gossip
- Conflict Situations
- Dealing with the aftermath: Credit and Blame
- Appropriate relationships: your boss, peers and subordinates
- Meetings and appointments
- The corporate spouse
- Sexual harassment and gender issues
- Cultural diversity
- The Office Party
- Email etiquette
- Cell phones

## The Concept of Ethics

- Ethical values and practices
- Honesty in the Workplace
- Bribes and Kickbacks
- Loyalty and Commitment
- Accountability
- Whistle-blowing
- Ethical Diversity

## Personal Accountability & Commitment Plan

## TRAINING APPROACH

The primary objective of our training is to ensure that the knowledge acquired is applied successfully, adding real value and **making a visible difference to work performance** in the business environment. The courses have a strong focus on an outcomes based approach and are facilitated on a highly interactive basis encouraging active delegate participation using:

- Role-plays
- Break-away sessions
- Relevant business exercises
- Presentations
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

High emphasis is placed on learning through 'doing' where learners are presented with real life and workplace case studies ensuring delegates develop knowledge and confidence to take their enhanced skills back into the business environment and apply them successfully. The group leaders are trained to create a comfortable atmosphere where delegates can evaluate themselves and their skills, generate ideas and solutions to problems and plan suitable growth in the workplace.

## POST COURSE ASSISTANCE

### “Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can “Contact the Coach” for support, information or assistance with additional questions regarding the application of theory covered during the course.



### Personal Accountability & Commitment Plan

Kwelanga is determined to promote and encourage accountability and behaviour change once delegates return to the work place. A Personal Accountability & Commitment Plan is therefore included in each course presented.

Facilitators will guide delegates through the recording of action plan items and will encourage them to show their Personal Post Course Accountability & Commitment Plan to their up-line on their return to work so accountability is created. This tool will also be useful for monthly one-on-one development discussions.

## KWELANGA BUSINESS & EXECUTIVE COACHING

Kwelanga Training now offers coaching on a one-to-one or team coaching basis. Issues covered are chosen by the organisation or the individual to ensure maximum focus is given to achieve measurable outcomes.

Coaching provided by certified professional business and executive coaches is key in transforming management and support staff’s excellent performance to peak performance.

For further details contact:

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