

## **Business and Corporate Etiquette**

### **DAY 1**

#### **The Changing World of Etiquette and Social Expectations**

- The changing world of communication and the challenges it poses
- The importance of relationships and their impact on reputation
- Establishing and maintaining cordial relationships
- What is your reputation and what would you like it to be?
- Targeting people in your network – what relationships do you need to succeed?
- First impressions count and how to make them

### **DAY 2**

#### **Investing in Yourself**

- The importance of appearance, dress, and grooming
- The importance of body language from handshake to hangouts
- Touchpoints and Moments of Truth
- How to prepare for and profit from any networking opportunity
- Assessing and tailoring your style
- Personality types and how to deal with difficult people

### **DAY 3**

#### **Etiquette Across All Media**

- Email etiquette
- Formal writing – letters, memos, and reports
- Instant messaging
- Social media
- Online meetings
- Interviews

### **DAY 4**

#### **Mastering Social Events**

- How to issue and reply to invitations
- Correct forms of address
- How to introduce people?
- Making small talk
- Dining etiquette and making sense of table settings
- Have them 'eating out of your hand'

## **DAY 5**

### **Continuous Improvement**

- Setting SMART goals for self-improvement
- Researching your contacts
- Building up a wardrobe for all occasions; dress codes
- Giving and receiving gifts – How to choose?
- The power of follow-up and staying in touch
- Building your confidence and presence