

# PROFESSIONAL GROOMING AND BUSINESS ETIQUETTES



Course Facilitator

**Naila Imran Sidat**

## Course Overview:

It is a 1-day program designed to develop self-confidence in the total image projected by an executive. This includes everything to do with an individual's total appearance - the way to communicate through dressing, voice and body language. The program incorporates a head-to-toe body language guide, building a professional wardrobe, personal grooming, and presentation skills to reflect that of a competent professional, who is highly motivated as he or she is dynamic.

## Learning Outcomes:

- Creating positive impressions
- Increasing confidence and self-esteem
- Enhancing communication skills
- Improving customer relations

## Who should attend?

The following workforces are recommended to attend

- Executives
- Managers

Date & Venue:  
10 August 2016 Movenpick Hotel Karachi  
18 August 2016 Royal Palm Lahore

Workshop Investment: 12,500/- Exclusive of GST

Timings: 9:00 am to 5:00 pm

## Course Content:

**Professionalism at Work-Making a good first impression and more importantly, how to make it last**

- Understanding the mechanics of human perception
- Being aware of elements in image building
- Having the basic understanding of acceptable attitudes and mannerisms at work.

### Body Language at Work

- Learn to be aware of the hidden signals that your body conveys so that you send the right message across all the time.
- The 'smile' factor
- Building posture, facial expressions and eye contact, gestures for effective communication
- Practical guides to using body language at the work place.

### Dining Essentials -Instructions for mastering the Continental Style of eating

- How to proceed through a receiving line
- Seating guidelines
- Navigating a place setting
- Appropriate table manners.

### Polish Your Professional Image

It has been said that 'Clothing makes a man'. The way we dress speaks volumes about the image we want to communicate across. Hence, in to day's competitive business environment, it is imperative to be able to let our dressing announce, "I mean business!"

- Selecting the right clothing for a business wardrobe
- Coordinating the right "polish" for a professional image
- Making-up basics.

### Business Etiquette Basics

Be the polished professional that stands out above the rest.

- How to make proper introductions, handshakes, making an entrance
- Networking for business
- Business card protocol.
- Managing your business voice
- Speaking Diplomatically (Parallel Thinking)
- Managing Question and Answer Sessions Effectively
- When the speaking stops, the questions begin. A question and answer session can either make or break the sale. Learn the correct mindset and tips for managing the questions and answer session effectively.

Course Facilitator:

# Naila Imran Sidat

Naila Imran Sidat is a graduate of Institute of Business Administration (Karachi) 2001. She has been a part of the brand management team at Clover Pakistan Limited- a group subsidy of the Lakson Group of Companies. Her passion for teaching made her launch her academic career with various leading management sciences universities of Pakistan including IBA, SZABIST, PAF-KIET, Greenwich, Lecole and Iqra University, to name a few with whom she is attached as a visiting faculty.

Her professional experience has been with Clover Pakistan, a group company of Lakson Group where she was the part of the brand management team. She has also been associated with assessment development for various banking exams.

She has trained various candidates and students in Communication Skills, Creative writing skills, Interview and Presentation skills, Train the Trainer ,Team leadership, Office Procedures, Office Administrative Skills and Responsibilities, Negotiation Skills, Interpersonal skills, Excellence in Customer Service, Front Staff Training etc.

Her courses are designed to be highly interactive by conducting group discussions to share knowledge & experiences, contain hands-on individual & group exercises, motivational videos and brain-teaser questions from time to time. The session provides individuals the opportunity to work with each other in form of groups thus helping them understand how to work with new people and yet get the task completed. The sessions are designed such that by the end of the day's session, each participant has at least once presented in front of the group thus helping those with public speaking freight to overcome their fear and others to have a chance to improve upon their skill.

At the end of the session the participants gain an in depth understanding of different concepts, have used various tools & techniques that can be practically used in office and have an effective support material to refer to for future use. Also the participants have an opportunity to develop social networking thus giving them a life time opportunity to increase their professional circle.