

Presence Factor

Duration: 1 Day

Course Description:

This program focuses on the essential skills needed to project a professional image in the workplace. Participants will learn the significance of personal branding, professional dressing, and effective communication to enhance their self-confidence and contribute positively to their organization. By reinforcing business etiquette and protocol, attendees will develop a strong professional presence that conveys respect and consideration in all business interactions.

Course Objectives:

- Understand the importance of projecting a professional image to customers and prospects.
- Enhance personal and professional branding to build self-confidence and add value to the organization.
- Reinforce the essentials of business etiquette and protocol.
- Emphasize respect, courtesy, and considerate conduct in daily business matters.
- Convey a positive and sought-after image to others.

Course Outlines:

A. Look Like a Professional

- Personal Branding
 - Developing a personal brand label
 - Principles of a positive attitude
 - The art of self-promotion
- Professional Dressing
 - Understanding and differentiating dress codes
 - Building a work wardrobe
 - Secrets to accessorizing
- Complete the Look
 - Tools for makeup
 - Essentials of proper grooming

B. Speak Like a Professional

- Using courteous language
- Identifying your personal communication style
- Basics of likability and rapport building

C. Like a Professional

- Understanding business etiquette
- Global etiquette and travel considerations
- Office etiquette
- Basics of business ethics
- Business meals dos and don'ts
- Netiquette 101

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training@trends.com.ph
(+632) 8863-2123
www.trendssacademy.com.ph