

Business Professionalism: Projecting a Positive Image



OVERALL OBJECTIVE

The Business Professionalism: Projecting a Positive Image Workshop aims to equip participants with the understanding and skills to adopt a business-like professional approach with confidence, so as to make an impact in alignment with the organization and its culture. Be able to assess personal impact in terms of verbal skills, vocal skills, behavior, and appearance. Focus on skills to develop, project and manage a professional image.

OUTCOMES

A complete toolkit for participants to enhance their professionalism in the work place

The participants will be able to:

- market oneself
- make a positive impact
- utilize written media to further enhance image
- understand the importance of professionalism
- respond constructively to different business situations
- assess personal impact in different work settings in terms of
 - verbal and vocal skills, as well as
 - behavior, body language and appearance
- increase understanding about themselves and communicate and relate more effectively
- adopt a business-like, professional approach with confidence so as to make an impact in alignment with the organization and its culture

CONTENT

- Influences on your projected image
- What kind of impact do you make
 - First impressions
 - T-shirt messages
 - Increased understanding of oneself and how you are perceived
- Cornerstone tools for optimizing image
 - What you say (words)
 - What you sound like (voice)
 - What you look like (behavior, dress)
 - Dealing with different situations (formal, informal and other settings)
(Awareness around written communication's impact on image will be raised throughout this section)
- How to use listening to improve image (may be moved to second session)
- Personal strategy
- Marketing yourself as your own best product
- Interacting effectively with customers (and colleagues)
 - Assertiveness skills
 - Handling conflict effectively
 - Dealing with diversity in people and situations
 - Handling the fine line between friendship and business in relationships
- Making sure your own personal drivers impact your professionalism positively

Further areas of Professionalism available to develop:

- Presentation skills
- Business writing skills
- Dining out with clients
- Telephone techniques
- Handling difficult customers
- Handling negotiations professionally