

COURSE BROCHURE

Business Etiquette & Professional Presence

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

Business Etiquette & Professional Presence is a premium executive training course designed to help professionals project confidence, credibility, respect, and refinement in high-level business, government, and corporate environments. In government entities, ministries, public sector organizations, and large corporations, professional etiquette is more than formal behavior; it is a strategic capability that shapes first impressions, strengthens institutional image, builds trust, and enhances communication with leaders, clients, partners, and stakeholders.

This business etiquette and professional presence training program provides participants with practical tools to manage formal interactions, communicate with polish, represent their organization professionally, and navigate workplace protocols with confidence. The course focuses on real-world situations such as executive meetings, official visits, stakeholder engagements, networking events, client interactions, workplace communication, formal correspondence, and cross-cultural professional settings.

The executive-level value of this course lies in its ability to elevate personal impact and organizational reputation. Participants will learn how to demonstrate professionalism through appearance, behavior, communication, body language, meeting etiquette, digital communication, and relationship management. For organizations, the course supports stronger corporate image, improved stakeholder confidence, more polished representation, better workplace conduct, and a culture of professionalism aligned with institutional excellence.

Course Objectives

By the end of this course, participants will be able to:

- Understand the role of business etiquette in professional credibility and institutional reputation.
- Demonstrate professional presence in meetings, events, workplace interactions, and stakeholder engagements.
- Apply appropriate etiquette in formal, executive, government, and corporate environments.
- Communicate with confidence, courtesy, clarity, and respect across different professional situations.
- Strengthen first impressions through appearance, body language, tone, and behavior.

- Create a personal action plan for improving professional presence and workplace etiquette.

Course Content (5-Day Training Outline)

Day 1: Foundations of Business Etiquette and Professional Presence

- Understanding business etiquette as a strategic professional and institutional capability.
- The impact of professional behavior on trust, credibility, reputation, and influence.
- Key principles of respectful conduct in government, public sector, and corporate environments.
- First impressions and how they shape professional relationships.
- Professional appearance, grooming, posture, confidence, and personal presentation.
- Understanding formal and informal workplace expectations.
- Common etiquette mistakes that weaken credibility and professional image.
- Practical exercises on professional presence and first impression management.

Day 2: Executive Communication and Workplace Conduct

- Communicating with courtesy, clarity, confidence, and professionalism.
- Managing tone, language, listening, and response style in workplace conversations.
- Professional introductions, greetings, handshakes, and formal address.
- Etiquette for interacting with senior leaders, officials, clients, and stakeholders.
- Managing conversations with tact, respect, and emotional awareness.
- Handling disagreement, interruptions, and sensitive topics professionally.
- Building credibility through consistency, punctuality, reliability, and follow-through.
- Role plays on workplace communication and executive interaction.

Day 3: Meeting Etiquette, Formal Protocol, and Stakeholder Engagement

- Preparing for professional meetings with clear purpose, structure, and readiness.
- Etiquette for attending, leading, and participating in executive meetings.
- Seating arrangements, introductions, agenda discipline, and meeting behavior.
- Hosting visitors, delegations, clients, and official guests professionally.
- Managing formal events, networking situations, and stakeholder engagements.
- Understanding protocol expectations in ministries, government entities, and corporate settings.

- Applying professional etiquette in emails, messages, calls, and virtual meetings.
- Writing clear, respectful, and polished professional correspondence.
- Managing response time, tone, subject lines, greetings, and closing phrases.
- Avoiding common digital communication mistakes that affect credibility.
- Etiquette for online meetings, video calls, screen sharing, and remote collaboration.
- Managing professional visibility on digital platforms.
- Communicating with stakeholders through official and semi-formal channels.
- Practical exercises on digital etiquette and professional written communication.

Day 5: Cross-Cultural Etiquette, Personal Brand, and Workplace Application

- Understanding cultural awareness in professional and international environments.
- Adapting etiquette to different audiences, cultures, seniority levels, and contexts.
- Strengthening personal brand through consistent professional behavior.
- Building executive presence through confidence, respect, composure, and clarity.
- Managing high-visibility situations with polish and professionalism.
- Applying etiquette principles to real workplace challenges.
- Developing a personal professional presence improvement plan.
- Final practical exercises, feedback, and workplace implementation planning.

Target Audience

This course is designed for professionals who need to represent themselves and their organizations with confidence, polish, and credibility in formal and high-impact environments, including:

- Executives, directors, senior managers, and department heads.
- Government officials and public sector professionals.
- Ministry employees and administrative teams.
- Managers, supervisors, and team leaders.
- Executive assistants, office managers, and protocol officers.
- Public relations and corporate communication professionals.
- Customer experience and service excellence professionals.
- Human resources and organizational development professionals.
- Client-facing professionals, advisors, consultants, and coordinators.

discussions, practical exercises, role plays, etiquette simulations, and self-reflection activities. No technical background is required. The course is suitable for experienced professionals as well as emerging leaders who want to strengthen their professional presence, improve workplace etiquette, and represent their organizations with greater confidence and refinement.

Training Methodology

The training methodology combines executive-level instruction with practical demonstrations, interactive exercises, real-world scenarios, and guided feedback. The course is designed to help participants move beyond general etiquette awareness and apply professional behavior standards directly to workplace interactions, executive communication, formal meetings, official events, and stakeholder engagements.

The methodology includes:

- Interactive lectures and facilitated discussions.
- Practical demonstrations of business etiquette and professional conduct.
- Role plays for greetings, meetings, introductions, and stakeholder interactions.
- Case studies from government, public sector, and corporate environments.
- Simulations of formal meetings, official visits, and workplace scenarios.
- Digital communication and correspondence exercises.
- Peer feedback and guided reflection.
- Personal action planning for workplace implementation.

Learning Outcomes

Upon successful completion of the course, participants will be able to:

- Demonstrate polished business etiquette in professional and executive environments.
- Strengthen professional presence through appearance, behavior, communication, and confidence.
- Represent their organization with credibility, respect, and professionalism.
- Manage greetings, introductions, meetings, visits, and stakeholder interactions appropriately.
- Communicate with tact, clarity, and courtesy in formal workplace situations.
- Apply digital etiquette in emails, calls, messages, and virtual meetings.
- Handle sensitive interactions and challenging workplace situations with composure.
- Adapt professional behavior to different cultures, audiences, and organizational contexts.

The course will be delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings deep expertise in business etiquette, professional presence, executive communication, workplace protocol, stakeholder engagement, cross-cultural communication, and organizational behavior. The training approach combines global best practices with practical insights gained from working with government entities, public sector organizations, large corporations, and executive professionals.

Contact Us

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