

EVENT BROCHURE

Business Etiquette & Professional Image

Upcoming Training Event

Online, Online - 19 September 2026

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

In today's highly competitive and globally connected business environment, professional image and business etiquette are no longer optional soft skills—they are strategic assets that directly influence leadership effectiveness, stakeholder relationships, organizational reputation, and business success. Whether interacting with senior executives, government officials, clients, partners, or colleagues, professionals are expected to demonstrate confidence, credibility, professionalism, and cultural awareness in every interaction.

The **Business Etiquette & Professional Image** program is designed to help professionals, managers, executives, and public-sector leaders develop the professional presence, communication excellence, workplace etiquette, and executive image required to represent themselves and their organizations with distinction. The program focuses on enhancing professional behavior, executive presence, business communication, interpersonal effectiveness, workplace professionalism, stakeholder engagement, and organizational representation.

Participants will gain practical knowledge and actionable techniques for strengthening their personal brand, improving workplace interactions, enhancing communication effectiveness, managing professional relationships, and building a positive and lasting impression in diverse business environments. The program also explores the role of professional image and etiquette in leadership development, organizational culture, customer experience, and business performance.

Designed for government entities, ministries, public sector organizations, multinational corporations, and executive professionals, this program supports workforce capability development, leadership excellence, organizational professionalism, stakeholder confidence, and service quality improvement. By strengthening business etiquette and professional image, organizations can enhance credibility, strengthen relationships, improve employee effectiveness, and reinforce their reputation in increasingly demanding professional environments.

Course Overview and Strategic Impact

Professional success is increasingly influenced by how individuals communicate, behave, present themselves, and interact with others. In government institutions, public sector organizations, and corporate environments, professional image and business etiquette contribute significantly to leadership credibility, stakeholder trust, organizational reputation, and workplace effectiveness.

The **Business Etiquette & Professional Image** program provides participants with a comprehensive framework for developing executive presence, professional confidence, workplace etiquette, communication excellence, and relationship management skills. The program equips professionals with the knowledge and practical tools required to navigate complex business interactions while maintaining professionalism and organizational standards.

Participants will learn how to create positive first impressions, strengthen personal and professional credibility, communicate with confidence, demonstrate cultural awareness, manage business relationships, and represent their organizations effectively in both traditional and digital environments. The program also examines how professional image influences leadership perception, career advancement, stakeholder engagement, and organizational effectiveness.

From an organizational perspective, the program contributes to enhanced employee professionalism, improved customer and stakeholder experiences, stronger organizational reputation, increased collaboration, and more effective workplace communication. It supports leadership development initiatives, service excellence programs, organizational culture enhancement, and workforce capability strategies.

By mastering business etiquette and professional image principles, participants become stronger ambassadors for their organizations, capable of creating positive impressions, strengthening relationships, and contributing to sustainable organizational success.

Course Objectives

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

- Develop a professional image that reflects organizational values and standards.

- Strengthen executive presence and personal credibility.
- Apply business etiquette principles in professional environments.
- Improve workplace communication and interpersonal effectiveness.
- Create positive and lasting professional impressions.
- Enhance confidence during meetings, presentations, and networking events.
- Build stronger relationships with colleagues, clients, and stakeholders.
- Demonstrate professionalism in face-to-face and virtual interactions.
- Apply international business etiquette standards.
- Improve cross-cultural communication and professional interactions.
- Strengthen customer and stakeholder engagement capabilities.
- Manage professional reputation and personal branding effectively.
- Represent the organization with confidence and professionalism.
- Enhance workplace collaboration through professional conduct.
- Develop a personal professional image improvement plan.

Course Content (5-Day Training Outline)

Day 1: Foundations of Professional Image and Executive Presence

Key Topics

- Professional image and workplace success
- Executive presence fundamentals
- First impressions and credibility
- Personal branding

Subtopics

- Understanding professional image
- Elements of executive presence
- Building credibility and trust

- Personal appearance and professionalism
- Professional behavior standards
- Personal branding strategies

Practical Applications

- Professional image assessments
- Executive presence evaluations
- First impression simulations
- Personal branding exercises
- Professional development planning

Day 2: Business Etiquette Excellence in Modern Organizations

Key Topics

- Workplace etiquette standards
- Professional conduct
- Organizational culture and professionalism
- Business protocol

Subtopics

- Professional etiquette principles
- Workplace courtesy and respect
- Office and meeting etiquette
- Telephone and communication etiquette
- Business protocol standards
- Professional relationship management

Practical Applications

- Workplace etiquette simulations

- Business protocol exercises
- Professional behavior workshops
- Meeting etiquette role plays
- Professional interaction activities

Day 3: Professional Communication and Relationship Building

Key Topics

- Business communication effectiveness
- Interpersonal skills
- Stakeholder engagement
- Networking excellence

Subtopics

- Verbal and non-verbal communication
- Active listening skills
- Building professional relationships
- Networking strategies
- Communication across organizational levels
- Managing difficult conversations professionally

Practical Applications

- Communication simulations
- Networking workshops
- Relationship-building exercises
- Stakeholder engagement scenarios
- Professional conversation role plays

Day 4: International Business Etiquette and Cross-Cultural Professionalism

Key Topics

- Global business etiquette
- Cross-cultural communication
- International protocol
- Professional interactions in diverse environments

Subtopics

- Understanding cultural differences
- International business customs
- Protocol in global business settings
- Cultural intelligence and awareness
- Building international relationships
- Managing multicultural interactions

Practical Applications

- Cross-cultural simulations
- International business case studies
- Cultural awareness workshops
- Protocol exercises
- Global stakeholder engagement scenarios

Day 5: Professional Leadership, Influence, and Organizational Representation**Key Topics**

- Professional leadership presence
- Influencing through professionalism
- Organizational representation
- Sustaining professional excellence

Subtopics

- Leadership image and influence
- Professionalism during change and challenges
- Representing the organization effectively
- Professional ethics and integrity
- Long-term reputation management
- Continuous professional development

Practical Applications

- Executive leadership simulations
- Organizational representation exercises
- Professional influence workshops
- Reputation management scenarios
- Personal action plan development

Target Audience

This program is designed for:

- Executive leaders and senior managers.
- Government officials and ministry professionals.
- Department heads and supervisors.
- Customer-facing professionals.
- Public relations and communications personnel.
- Human resources professionals.
- Administrative and executive support staff.
- Project and program managers.
- Emerging leaders and high-potential employees.
- Professionals seeking to strengthen their professional image and workplace effectiveness.

Course Requirements

Participants will benefit most from this program if they possess:

- Professional experience within government, public sector, or corporate environments.
- Responsibilities involving stakeholder interaction or organizational representation.
- Interest in professional development and leadership effectiveness.
- Basic workplace communication experience.
- Commitment to enhancing personal and professional performance.

No prior training in business etiquette or professional image management is required.

Training Methodology

This executive development program utilizes highly interactive and practical learning approaches designed to maximize workplace application and professional impact.

Training methods include:

- Interactive workshops
- Executive case studies
- Group discussions
- Simulations
- Practical exercises
- Scenario-based learning
- Peer learning activities
- Facilitated feedback sessions
- Professional image assessments
- Communication practice sessions
- Networking simulations
- Business etiquette role plays
- Reflection exercises
- Personal development planning

Participants will engage in realistic workplace situations that reinforce professional image, etiquette, communication, and executive presence skills.

Learning Outcomes

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

- Demonstrate greater professionalism in workplace interactions.
- Strengthen executive presence and professional credibility.
- Apply business etiquette principles confidently and consistently.
- Create positive first impressions in professional environments.
- Improve communication effectiveness with diverse stakeholders.
- Build stronger professional relationships and networks.
- Demonstrate professionalism during meetings, presentations, and negotiations.
- Enhance cross-cultural communication and international business interactions.
- Strengthen customer and stakeholder confidence.
- Improve organizational representation and brand perception.
- Increase workplace collaboration and relationship effectiveness.
- Support leadership effectiveness through professional conduct.
- Contribute to a positive organizational culture.
- Strengthen personal reputation and career advancement opportunities.
- Create lasting organizational impact through professionalism and excellence.

Instructor Profile

The program is delivered by **an internationally certified expert with extensive practical and consulting experience** in executive presence, business etiquette, leadership development, professional communication, and organizational effectiveness.

The instructor possesses extensive expertise in:

- Executive advisory and leadership consulting.
- Professional image and executive presence development.

- Strategic communication and stakeholder engagement.
- Government transformation and public sector capability development.
- Corporate transformation and organizational culture enhancement.
- Customer experience and service excellence initiatives.
- Leadership effectiveness and professional influence development.
- Organizational reputation and relationship management.
- International business etiquette and protocol consulting.
- Workforce capability enhancement programs.
- Executive coaching and professional development.
- Practical implementation of professionalism and business etiquette frameworks.

Drawing on extensive experience working with government entities, ministries, multinational corporations, and leading organizations, the instructor provides practical insights, globally recognized best practices, and actionable strategies that enable participants to strengthen professional image, enhance workplace effectiveness, and contribute to sustainable organizational success.

Contact Us

To secure your place or request further information about this event, please contact us:

Website

www.skillslab-training.com

Email

info@skillslab-training.com

WhatsApp

+966 559 653 447

Generated by Skillslab Training

info@skillslab-training.com | WhatsApp: +966 559 653 447

www.skillslab-training.com