

ACE YOUR BUSINESS INFLUENCE WITH AN EXQUISITE PROFESSIONAL PRESENCE PROP

Duration: 2 days; Instructor-led | Virtual Instructor-led

OVERVIEW

In today's competitive business landscape, projecting a powerful and influential professional presence is crucial for success. The course, "Ace Your Business Influence With An Exquisite Professional Presence," is designed to equip participants with the skills and knowledge needed to enhance their leadership brand, create a lasting impact through professional grooming, exude charisma and mannerism, and effectively leverage digital presence.

OBJECTIVES

- LOOK THE PART TO GET THE PART
 - Demonstrate the leadership presence via Grooming For Authority Building and Dress To Create Strategic Perceptions to speed up trust and rapport building with clients.
- CREATE PREMIUM CLIENT EXPERIENCE VIA ADVANCED BUSINESS ETIQUETTE
 - Represent Company's Premium Brand and win over client supports and respect via "Charisma, Exquisiteness and Mannerism".
- INFLUENCE WITH YOUR DIGITAL PRESENCE
 - To build your positive digital personal branding. Engage, and nurture your clients via LinkedIn's Presence.

PREREQUISITES

- No prerequisites

AUDIENCE

- Anyone

COURSE CONTENTS

Module 1: Strategize Your Leadership Brand

- Personal Branding - Your Strategy For Credibility, Differentiation, Visibility, and Networking
- Define Your Personal and Leadership Brand At Work
- Build Sustainable Personal Image and Branding by Mastering the Concept Of Total Image Management
- Understanding and Leveraging Sensory Branding To Enhance Your Brand Presence To Stakeholders.

Module 2: Professional Grooming To Build Credibility And Authority

- Dress To Create Desired Perceptions As A Credible Manager

- Compliment Your Perception-Based Dressing With Colour Psychology
- Dress For Finesse For Women
 - Harmony Colour Matching
 - Dress to Accentuate Your Fine Taste (Body Shape, Dressing Personality)
 - Accessorise To Enhance Your Presence
- Dress For Finesse For Men
 - Advanced Dressing For Gentlemen - Suits Selection, Ties, Collar Types, Cufflinks Etc.
 - Harmony Colour Matching For Ties, Suits, and Shirts
- Small Change, Big Impact - Your Hair Style May Impact Your Level of Credibility and Authority

Module 3: Inspire With Charisma, Exquisiteness, and Mannerism

- Build Your Charisma - The Magnetic Attraction For Trust and Respect
 - Start With Self-Confidence
 - Growth Mindset
 - Positive Body Languages
 - Build and Practise Your Composure
 - Gratitude Powers Optimism
- Blend In The Exquisiteness in Every Interaction Touch Point
 - What You Should Know Before Meeting A New Client
 - Gauge Your Client's Personality By Their Observable Attributes and Personalized Your Strategy To Build Trust and Managing Conflict Situation With Them
 - Meeting Etiquette
 - The Meeting Etiquette As A Host or Participant
 - Seating Guide in Meeting With Clients
 - Nurturing Relationship With Clients
- Business Mannerism During Business Networking Events
 - Name Card Etiquette
 - Learn The Art Of Making "Small Talk" As a Conversation Starter
 - How To Ask Appropriate Questions
 - How To End A Conversation Gracefully
 - Dining Etiquette For Business Meals
 - Post Event Following Up

Module 4: Influence With Your Digital Presence

- Master Social Media Etiquette
- Build Your Brand on LinkedIn
- Influence Your Virtual Stakeholders From "Knowing" To "Trusting"