

Power Image

An intervention to make attitudinal shift for influence



The Module will focus on the following -

This workshop introduces the participants to the key elements and techniques associated with projecting a professional image and business etiquette in the workplace.

The modules encompass Image grooming, Dressing for today's workplace, Dressing for success, Business etiquette, Cross cultural training. Emphasis is set towards the context of relaying a positive presentation of oneself in both business and personal interactions.

MODULES

1

BRAND U

Knowing the tools and know how as to how power image can help an individual

2

ETIQUETTE

Business demands refinement. Aware of the éclat, of being the ambassador

3

SENSITISATION

Trust is built in an instant when when there is no cultural difference.



The Brand

Knowing the ABCD of First Impression.

A.T.T.I.T.U.D.E.



Business Wardrobe Management

The unique U



International Business Etiquette

21st century professional!

What is personal branding?

Scientific research reveals how most first judgments are made based on body language & appearance, this could mean that by simply altering the way one looks, one can alter the impression that they form on people around them.

Image Management is all about developing your inner strengths and at the same time reflect them to the outside through appearance and create the desired outcome.



Workshop Outcomes

Participants will take away bagful of skills to practice and develop Image Management, to enable them to stand out and drive forward the organization. They will know how to-

- ✓ Understand the ABCD of Personal Branding
- ✓ Create the right message through power dressing
- ✓ Comfortable with Body language, gestures and presence
- ✓ Project an authentic and confident style, and
- ✓ Global culture & Business environment
- ✓ Learn the power of Digital Branding

METHODS

The workshop is activity based and uses Design Thinking, Storytelling and Coaching methodologies.

Active engagement of participants through:

- ✓ Dyad exercises (working with one other person)
- ✓ Self assessments
- ✓ Experiential
- ✓ Group activities
- ✓ Individual exercises



“Power Dressing”

This session is designed to enhance your personal and professional brand through the art of Appearance Management.

This session answers the questions, “What to wear? How to wear it? When to wear it?” It will help the employees dress more effectively and feel more confident about workplace attire in today's global environment.

The following topics will be covered in the session:

- Importance of Power Dressing
- Power Dressing Style Scale – Indian and Western • Power of Colour and how to leverage it
- Recognising ‘Image-makers’ and ‘Image breakers’
- Elevating your Look
- The Art of Accessorising
- General Grooming Guidelines

“Business & General Etiquette”

Successful business relationships rely on personal contact. Each employee represents the company business image and brand wherever they go, during business hours and afterward. The Business Etiquette training program will empower the participants with the knowledge and skills required to handle professional situations at ease, and be their best.

The following topics will be covered in the session:

- Business Etiquette : Components and Importance
- Impression Management in Professional Environment
- Business Introductions – How to Introduce Yourself
- Visiting Card Etiquette
- Mobile Etiquette
- Meeting Etiquette
- Netiquette – What to post online?

“Fine dining”

- **Program Overview:** Dining Etiquette constitutes of the visible signals of one’s manners, speaking volumes about the employees and being essential to their professional success. This session will enable the participants to understand and appreciate the nuances of dining with colleagues and customers including, arrival, ordering, drinking, and tipping, adding to their charm and confidence. The following topics will be covered in the session :
- Cutlery Etiquette Posture & Behaviour
- Passing the food
- Napkin Etiquette
- Drinking Soup
- High Tea Etiquette
- Navigating the Place Setting
- American & Continental Styles of Eating
- Seating Arrangement
- Table Etiquette : Do's and Don'ts
- Wine - etiquette

“ Cultural Engagement”

One of the most effective ways to have success in the business world is a cross cultural understanding of the global market. Participants will become more comfortable with cultural diversity through learning about the differences and the reasons behind these differences of business and social norms in a multicultural business setting.

This will enable them to conduct international business more confidently and obtain goals with greater ease.

This workshop will consist of six modules: Cross Cultural Communication Skills, Interpersonal Relationships across Cultures, Shared Goal Setting, Stress Management, Conflict Resolution and Cultural Adaptability.

- Becoming better at conflict resolution by understanding the different approaches to conflict
- Becoming better at cross culture communication
- Developing professional etiquette that is culture specific
- Succeeding at work by understanding the nuances of culture
- Managing time and resources effectively

“ Digital Foot prints”

In the world of social media...you are exposed to each person in this field...they would know which holiday you went last summer, how many likes you got on a photo, who commented and how?

With so much of transparency, a digital posture is a must and a uniform relay of message to substantiate the core you stand by. A moment of information written in a casual way can create a lot of pre impression on people you do business at large

In this module you will learn:

- On line networking skills
- Create a power impression in social media
- Promote your pro active self
- Share your foresight or learnings with the audience
- Create a very strong WIIFT for your audience
- Learn to share discreet information online.

PAX: 20

DURATION: 3 HRS - 4 SESSIONS

PEDAGOGY: INTERACTIVE

PROPS INCLUSIVE