

BUSINESS ETIQUETTE FOR EXECUTIVES

COURSE INTRODUCTION

Business Etiquette is a set of standards for behaviour in a business environment in which corporate people treat each other with respect and courtesy. Good business etiquette builds strong relationships within a company's workforce. Proper business etiquette gives the company's clients and customers a strong assurance that the business is conducted in a professional manner.

COURSE OBJECTIVES

This course provides a practical guide on how to develop successful relationships with internal and external customers of a company.

COURSE CONTENTS

- The ABC of Business Etiquette.
- Personal grooming and cultural norms.
- Professional behaviour in the workplace.
- Meeting and greeting practices.
- Social and conversational skills.

LEARNING OUTCOME

By attending this course, the participants will be able to:

- Develop a strong positive image and personal branding.
- Achieve career success in their chosen professions.
- Enhance their power of attraction using manners and courtesy.
- Strengthen their work ethic and rapport with co-workers.

WHO SHOULD ATTEND

All corporate officers and professionals who are viewed as ambassadors of the company.

ABOUT THE TRAINERS

Kim Chow is an educator, a soft skills trainer and director of Kim Chow Communicators which owns the registered trademark KimChow®. Her experience in the corporate world has sharpened her communication skills in our multicultural and pluralistic business world. The competitive business environment has motivated her to raise the bar on her expertise in business etiquette and personal branding. As a result of her ongoing business endeavours, she has documented a vast collection of case studies which she uses in her training programmes. As a practitioner of experiential learning, her training methodology involves hands-on activities such as simulations, role-play, dramatizations, performing arts, photography, video recording and filming. The activities are followed by self-reflection and evaluations.

ADMINISTRATIVE DETAILS

DATE	PLATFORM	EVENT CODE
19 May 2021	Webinar @ Microsoft Team	059/21/CEP/WEB
Time	9.00 a.m. - 5.00 p.m.	
Training Methodology	Videos, live polls, live demo, hands-on practice	
Fee	RM500.00 Standard RM400.00 Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.	
CPE points	8	