

Strategic Professional Image for Elite Professionals

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

INTRODUCTION

In today's competitive business landscape, elite professionals must go beyond their skills and expertise to stand out and thrive. Developing a positive and robust professional image is paramount for attracting, influencing, and retaining high-value customers. This workshop will delve into the essential elements of creating and maintaining an elite professional image and how it directly impacts your ability to connect with and retain top-tier clients.

LEARNING OUTCOME

The participants will be able to:

- define their own strategic image and branding blueprint
- utilize perception-based dressing strategies to effectively communicate the desired professional image and enhance your capacity to influence and drive outcomes.
- acquire a deep understanding of the importance of adhering to both business and social etiquette standards to enhance your professional image.
- explore techniques to leverage your digital presence for greater influence and proficiency in virtual meetings, ensuring seamless collaboration in remote work settings.

TARGETED AUDIENCE

Corporate Leaders, Sales Professionals Who Serve Elite Markets

METHODOLOGY

Instructor-led training, with hands-on activities, case studies, demonstrations, and group assignments.

COURSE CONTENTS

Module 1: Understand The Power Of Perceptions And Branding

- What Is Professional Image and Branding
- Understand Inattentional Bias to Manage Perceptions About You
- Alignment of Substance To Presence
- Understanding and Leveraging Sensory Branding To Enhance Your Brand Presence To Stakeholders
- Develop Your Strategic Image and Branding Blueprint

Module 2: Crafting Your Professional Pesona By Way Of Finesse Dressing

- Dress To Create Desired Perceptions and Occasions
- 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: Exude Your Charismatic Vibes And Confidence To Inspire

- Build Your Charisma - The Magnetic Attraction For Trust and Respect
- Start With Self-Confidence
- Growth Mindset
- Positive Body Language
- Build and Practise Your Composure
- Gratitude Powers Optimism
- Invest To Build Your Social Capital Deposits

Module 4: Strategic Communication

- What is Strategic Communication
- Understand Cultural Differences and The Impact to Communication
- The Art of Active Listening
- Understand Your Stakeholders – Stakeholders Matrix
- Overcoming Communication Barriers
- Effective Verbal Communication Technique

Module 5: Master Business And Social Etiquette To Ace Networking Experience

- 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 6: Build Online Presence And Digital Footprint

- Master Social Media Etiquette
- Build Your Brand on LinkedIn
- Influence Your Virtual Stakeholders From "Knowing" To "Trusting"
- Develop Your Journey Of Thought Leadership