



THE POWER OF A POSITIVE CORPORATE IMAGE

Date: 10 March 2020

Time: 09:00 AM

Venue: University of Cyberjaya, Cyberjaya

INTRODUCTION

The Power of Positive Corporate Image workshop is a comprehensive training program that equips professionals at any level within an organization with the right tools to sharpen their image. An individual's ability to project a confident positive image and communicate effectively in an organization will result in higher productivity and performance, better interpersonal relationships with co-workers, and increased job satisfaction, not to mention, leaving a positive and powerful lasting impression on clients and customers.

DESIGNED FOR

- Executives
- Administrators
- Officers who perform multifunctional tasks at work

LEARNING APPROACH

This training emphasis on:

- Detailed presentation
- Video show followed by individual exercise
- Group exercise
- Interactive discussions.

PROGRAMME OBJECTIVES

The objective of Positive Corporate Image is to communicate the company's identity to those audiences or constituencies that are important to the firm, in such a way that they develop and maintain a favorable view of the company.

YOU WILL LEARN

TO PROJECT A CONFIDENT POSITIVE IMAGE AND COMMUNICATE EFFECTIVELY IN AN ORGANIZATION WILL RESULT IN HIGHER PRODUCTIVITY

WORKSHOP OUTLINE

1. The Impact Of Your Image

- How to create a great first impression!
- The Power of Your Visual Statement
- What is image in relation to your role in the company?
- Projecting your company's corporate image

2. Business Wardrobe Management

- Develop your professional image to say, "I mean business."
- What apparel is appropriate in today's business arena.
- Best colours for suits, shirts, dresses, blouse and accessories
- Business casual wardrobe concepts
- Professional Dress Code for different occasion

3. Business Body Language

- Positive and Negative body posture and gesture
- What is effective eye contact?
- Power smiles and touch
- Respecting personal space
- Hand Movement

4. Business Meeting Etiquette

- Introduction to Etiquette
- Meeting & Greeting Savvy – Introduce yourself and others with confidence.
- Handshakes - Cultural nuances and sensitivities
- Business Card Etiquette
- How To Remember Names
- International & Malaysian Business Protocol

FOR MORE INFORMATION AND TO REGISTER VISIT WWW.SMRHRGROUP.COM

