

LUXURY



ACADEMY

LONDON



THE POLISHED EXECUTIVE

THREE DAY PROGRAMME

Everyone has qualms when they're starting out in the business world. Even senior managers who have excelled in the workplace for decades confess to feeling nervous and unsure of how to behave when faced with unknown situations or dealing with strangers whom they know nothing about other than a brief biography of their corporate achievements.

Everyone who goes to work wants to feel at ease and socially comfortable in their surroundings. An executive who is confident and at ease makes those around him feel comfortable too.




No one wants to stand out by acting unsophisticated or unknowing. An executive who is at ease walks and acts with grace in every situation. He thinks about other people and that takes his mind off himself and gives him poise and confidence.

The fact that others perceive successful executives as easy to get along with and interesting to be around, has very little to do with expensive designer suits or the position they hold. Rather, the polished executive is defined by something as simple as good manners, ease of communication and confident demeanour.



DAY 1

BEHAVIOUR AND DECORUM

A photograph of a man in a grey suit and striped tie sitting at a desk, looking directly at the camera. Behind him, a woman in a black dress stands with her arms crossed, looking to the side. To the right, a glowing lamp with a yellow shade sits on the desk. The background is a textured, warm-toned wall.

The successful and polished executive is conscious that they are always on stage. The polished executive knows how to act, speak and react to any number of different situations with ease and charm.

The first day of training covers the essential elements of what it means to be at ease and confident and how the most at ease executives should present themselves and act when with clients and senior colleagues.

This module will cover the following topics:

1. Meeting, Greeting & Introductions
2. First Impressions and Acting Appropriately
3. Grooming & Appearance
4. Grooming & Body Language
5. Speech, Diction and Elocution



DAY 2

COMMUNICATION & PRESENTATIONS



Most challenges can be traced to failed communication of one sort or another. Knowing how to deliver your message to a wide variety of people is an extremely important part of the executives role.

This module will cover the following topics:

1. Running Successful Meetings
2. Giving Presentations & speeches
3. Developing a Personal Style
4. Making Small Talk
5. Entertaining Clients



DAY 2 Continued..

THE EXECUTIVE ENTERTAINING

No aspect of an executives is as highly visible and capable of directing an unwelcome spotlight on him than this table manners. Table manners tend to be an overlooked subject in many ways. In the past the newly employed junior executive was supposed to bring their knowledge of good table manners straight from school.



In today's busy families, teaching table manners at home has almost disappeared. You can learn good table manners quite easily, they're no longer a strict set of rigid rules that require you to know the uses for twenty different knives.



PLEASE NOTE: This module is normally completed over dinner on day two to ensure a real-life approach to dining etiquette

This module will cover the following topics:

1. When to arrive and how to act
2. When to sit and start
3. Your posture at the table
4. Controlling nervous habits
5. Creating dinner conversation
6. Maintaining conversation flow
7. How to handle dietary requirements
8. Finishing and departing



DAY 3

THE EXECUTIVE AS DIPLOMAT AND ETIQUETTE EXPERT

As a polished executive, it should never be forgotten that your actions and behaviour is representative of your company. As such, it is important that the executive knows how to be discreet, diplomatic and understands how to behave in an exemplary manner at all times.

Successful executives come into contact with all manner of people and behaviours and can be confronted with challenging and difficult situations. It is the smoothness with which he handles the unknown that is a hallmark of the polished executive. A polished executive is never confrontational, opinionated or judgmental, rather preferring to put all parties as much at ease as the situation will allow.



This module will cover the following topics:

1. Dealing with delicate situations
2. Dealing with unusual or inappropriate requests
3. How to behave if your clients arguing or fight in front of you
4. Understanding different cultures and their approach
5. Resolving awkward situations
6. Dealing with exceptionally difficult clients