



LUXURY
ACADEMY



PROFESSIONAL BEHAVIOUR

AND IMAGE MANAGEMENT





Align your team with your brand

Companies invest huge amounts of money in their corporate image and branding to ensure the correct corporate message is being delivered to the right customer audience. Marketing departments and public relations departments actively ensure that the companies brand message is always aligned. It is just as important to ensure the professionals who work for your company also represent your brand in the same professional and aligned manner.

Sometimes, the professionals within your team may be qualified, experienced and competent in their roles; but try as you might to identify it, an essential ingredient seems to be missing, an elusive element that will make them shine. That element is called *Professional Behaviour and Image*.

Professional behaviour and image is vital when interacting with others, it helps us to make conversations with our customers and colleagues and it shows confidence in anticipating, approaching and resolving needs.⁴



Professional, Capable and In Control

A team member who understands professional behaviour and image has a poised demeanour in every situation and it is this attitude and way of behaving that reassures their clients, customers and colleagues that they in control and capable.

Many assume that professional behaviour is a skill that we all naturally possess. This is not always the case, particularly when professionals have focused on their technical skills or academic qualifications, whilst neglecting their personality development.

In many cases, those lacking in professional behaviour will not represent their companies in the manner that is expected of the brand. When team members don't understand professional behaviour and image, it can impact how your company is perceived by your clients, industry peers and competition.

Professional behaviour and image enables your team to present themselves and your company in the best possible light, instilling a level of knowledge and understanding in how to navigate their role successfully.

MODULES COVERED

First Impressions

First impressions are vital as they form the basis of others' opinions. The first impression starts with the initial introduction. It starts with a smile, a welcome, a handshake. First impressions are the building blocks on which relationships are built.

Professional Grooming & Image

Grooming is an important element in how others perceive us. The way we look and how well-groomed we are, gives others trust in our ability as a team and as an organisation. As the face of your company, the image and dress of employees is of paramount importance.

Body Language

Learn to decipher and understand non-verbal communication. It is a useful skill to be able to understand the body language of others. It is an essential skill to understand our own body language and what it is saying about us to others. The smallest unconscious gesture can change the entire meaning of an interaction.

MODULES COVERED

Email Etiquette

Email is now the standard form of communication, but rarely are employees taught the importance of email etiquette. How we phrase our communications and the words we use all impact how customers and colleagues perceive our professionalism.

Communicating at all levels

We communicate in many directions, upwards to our senior management, downward to our direct reports and sideways to colleagues, suppliers and clients. But does our employee communication match our company message?

Dining Etiquette

Entertaining over lunch or dinner can be a stressful experience if you are not confident in the etiquette and nuances. How we hold a knife and fork, order from a menu, bring food to our mouths are all elements which form a picture in the mind and psyche of our guests.



Luxury Academy

Formed in 2012, Luxury Academy rapidly and firmly established itself in the luxury market. We were fortunate to be embraced by many of the UK's most recognised names, and as our reputation grew, so did our expansion. Luxury Academy has offices in London, Visakhapatnam and Mumbai.

We focus exclusively on training for the luxury sector and Luxury Academy continues to be one of a very small number of training providers to this market. Our training covers all aspects of soft skills for the luxury market, including building relationships with luxury consumers, executive presence, business etiquette training, leadership training, customer service training and communication skills training.

Discretion is paramount within the luxury market and as such much of our work is covered by strict non-disclosure agreements.

We do not publish our client list on our website nor discuss past or present clients in our collateral or communications. Luxury Academy London will not release client details unless we have our client's express permission to do so.

Pricing

Fees:

Rs.37,500/+

Max Participants Per Batch

25 Participants per batch

Duration:

One Day

Locations:

Available Worldwide

Additional Costs:

For training outside of London or Mumbai, travel and accommodation costs for trainers is charged at cost.