

A photograph of two men in business suits shaking hands. The man on the left is wearing a dark suit, and the man on the right is wearing a grey suit and glasses. They are both smiling and looking at each other. The background is dark.

LUXURY  ACADEMY
LONDON

BUSINESS ETIQUETTE

WITH PRESENTATION SKILLS

DAY ONE

BUSINESS ETIQUETTE

DAY TWO

PRESENTATION SKILLS



BUSINESS ETIQUETTE

"Good manners will open doors that the best education cannot."

Business etiquette is about building relationships with other people. Etiquette is not about rules & regulations but is about providing basic social comfort and creating an environment where others feel comfortable and secure, this is possible through better communication.

The ability to handle yourself properly today can sometimes outweigh even your technical skills. If you know what to do, when to do it, and how to do it with grace and style, you'll have a competitive edge in your career. All business experts agree that good manners promote good business. This is how important business etiquette is.

This two day training program will equip you with all the business etiquette and protocol knowledge needed to conduct your business with more confidence, know-how, grace and efficiency than before, putting yourself and others at ease by showing more confidence and poise in various business settings.

LEARNING

Course objectives and learning outcomes

OBJECTIVES

- Handle initial contact and business introductions professionally and confidently.
- Create and maintain an impression of credibility, power and efficiency during business meetings.
- Follow proper telephone etiquette and create a great first impression

OBJECTIVES

- Gain practical tips on handling the most important issues related to professional workplace attire.
- Follow key guidelines of proper written communication etiquette.
- Display proper attention to etiquette, protocol and manners of formal business dining.

MODULES

Business Introductions

- Proper business introductions and making a great first impression.
- The proper handshake.
- Social and business introductions.
- Business cards and introductions.
- Etiquette status practice activity.

Business Attire & Image

- The importance of proper attire.
- Proper business attire for women.
- Proper business attire for men.
- What exactly is “Business Casual”?

Email Etiquette

- Written communication guidelines.
- E-mail etiquette.
- Before you hit “Send

Business Meetings Etiquette

- Are meetings a waste of time?
- General etiquette guidelines..
- Arriving early and arriving late.
- Seating etiquette considerations

Telephone Etiquette

- First impressions - Activity.
- Preparing before you call.
- Telephone etiquette and protocol considerations within a business setting.
- Basic telephone etiquette.



Polished and Professional



Understand how to act in every situation



Learn the importance of grooming, image and first impressions



PRESENTATION SKILLS

"Design and Deliver Perfect Presentations"

Presentation skills are the skills you need in delivering effective and engaging presentations to a variety of audiences. These skills cover a variety of areas such as the structure of your presentation, the design of your slides, the tone of your voice and the body language you convey.

Organisations need people that can deliver persuasive business presentations. Here is the course to help you develop them.

Business presentations are about having the skills to engage and persuade an audience and make a change in their thinking, behaviour or attitude.

It's about preparing and delivering a presentation with impact.

This presentations training gives you all the tools and expert knowledge for your team to succeed.

Perhaps you're looking to improve the presentation performance of a management or sales team.

Whatever your need, Luxury Academy provides your team with the comprehensive tools required.

LEARNING

Course objectives and learning outcomes

OBJECTIVES

- Design and deliver a persuasive presentation
- Benchmark and structure your presentations
- Learn how audiences listen and respond to presentations
- Follow prompts that help you reflect, evaluate and learn from experience

OBJECTIVES

- Inspire your audience and achieve presentation objectives.
- Deliver presentations that make sales and gain influence
- Improve your self-awareness making you a better presenter.
- Develop presentation content that delivers a winning message.

MODULES

Five Types of Presentation

Establishing the five different types of presentation and highlighting the fact that this training focuses on 'Persuasive' presentations

Common Presentation Mistakes

Identifying what goes wrong with presentations and understanding what can be done to ensure they go right

Planning - You and the Audience

Define your expertise by developing an effective elevator speech. Understanding your purpose as a presenter and using this knowledge to ensure you adapt your presentation to focus on the audience needs

The Headline

Constructing an intriguing and interesting headline

Developing Your Draft

Following a clear structure that enables you to pull together a presentation draft in no time at all.

The Outline

This provides an in-depth structure to follow and add information

Brainstorming

This process ensures you have more than enough content

Being Persuasive

Using the AIDA persuasion model to move your audience to action

Visual Aids

Understanding the three types of visual aids and how best to use them. Following clear guidelines when using PowerPoint presentations to ensure you get the most out of this common tool

Delivering Your Presentation

Improving your communication style and appearing charismatic and cool. Getting your pitch, pace and volume right, using positive gestures and movement to engage with the audience and build trust

A long-exposure photograph of a night sky showing numerous concentric star trails in shades of blue and white. The trails are centered around a point in the sky, creating a spiral effect. The bottom of the image shows the dark silhouette of a landscape, including hills and a jagged horizon line.

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