

**Campus to Corporate Workshop**

“Everyone has a personal brand, by design or by default.” ― Lida Citoen

Campus to Corporate Workshop

Duration: 3 Day

No of Participants: 25-30 Pax

Timing: 9:30 A.M- 5:30 P.M

Target Audience

* Final year Students
* Professors/ Lecturers/ Trainers
* Placement Officers
* New Joiners/ Freshers

Workshop Objectives

* Understanding Campus to Corporate Journey
* Workplace Communication
* Communication Process
* 4 C’s for Effective Communication
* Concept of Brand
* Building an Attitude of Ownership
* Body Language
* Resume Making Activity
* Interview & Interview Process
* LinkedIn Profile & Social Media Etiquette



Workshop Outline

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| **Day 1** |
| **Sr. No.** | **Time** | **Topic** |
| 1 | 9:30-10:15 AM | **What’s In It for Me**• Workshop Intro & Agenda• Ground Rules• Icebreaker• Facilitator Intro• Participant Intro & Expectations |
| 2 | 10:15- 10:30 AM | **Pre-Training Assessment** |
| 3 | 10:30- 11:00 AM | **Campus to Corporate Journey**• Understanding Campus to Corporate Journey |
| 4 | 11:00 -11:15 AM | **First Tea Break** |
| 5 | 11:15 -12:30 PM | **Understanding Workplace Communication•** Understanding workplace communication?• Role of Communication- Individual• Role of Communication-Organisation• Benefits of workplace communication |
| 6 | 12:30 -1:15 PM | **Communication Process•** Understanding Communication process• Steps involved in the process• Role of each party• Myths about workplace communication |
| 7 | 1:15 - 2:00 PM | **Lunch Break** |
| 8 | 2:00 - 2:15 PM | **Energiser** |
| 9 | 2:15- 3:00 PM | **Cornerstone of Effective communication•** Communicate Impactfully-5W’s & 1 H• Why & What to communicate• Who, Where, When to communicate• How to draft a communication |
| 10 | 3:00-4:00 PM | **4 C’s for Effective Communication•** Clear • Concise• Concrete-Specific• Customised |
| 11 | 4:00 - 4:15 AM | **Second Tea Break** |
| 12 | 4:15- 4:30 PM | **Types of Communication****•** Mehrabian Model• Verbal• Visual• Non-Verbal-Communication |
| 13 | 4:30- 4:45 PM | **Recap** |
| 14 | 4:45- 5:00 PM | **Post Training Assessment** |
| 15 | 5:00- 5:30 PM | **Closing**• Q& A (If any)• Closing Video (If any) |
| **Day 2** |
| 1 | 9:30-10:15 AM | **Recap Day-1** |
| 2 | 10:15- 10:30 AM | **Pre-Training Assessment** |
| 3 | 10:30- 11:15 AM | **Concept of Brand**• Brand & its Importance • Qualities of Brand (Powerful, Consistent, Visible, Valuable)• Individuals as personal brands• Building a personal brand- (Knowledge, Skills & Attitude) |
| 4 | 11:15 -11:30 AM | **First Tea Break** |
| 5 | 11:30 - 12:30 PM | **Building an Attitude of Ownership**• Understanding Ownership• Developing a Proactive Approach-Circle of Control• Building a solution Centric• Walking the Extra Mile- How to Avoid Blame Game |
| 6 | 12:30 - 1:15 PM | **Nonverbal Communication**• Mehrabian Model- (Visual, Vocal & Verbal)• Components of Visual• Body Language• Attire• Hygiene & Grooming |
| 7 | 1:15 - 2:00 PM | **Lunch Break** |
| 8 | 2:00 - 2:15 PM | **Energizer** |
| 9 | 2:15 - 3:15 PM | **Body Language (As per Indian Corporate Standard)** • Introduction• Greetings • Handshake• Business Card Etiquette• Eye Contact• Personal Space |
| 10 | 3:15 - 4:00 PM | **Looks Matter**• Formal Dressing Males & Females• Casual Dressing• Accessories for Males & Females• Belts & Footwear• Some commonly observed rules |
| 11 |  4:00- 4:15 PM | **Second Tea Break** |
| 12 |  4:15- 4:45 PM | **Watch the Odour**• Knowing the body Odours• Bad Breath• Doe Vs. Perfume• Some commonly observed rules |
|  | 4:45- 5:00 PM | **Recap** |
| 13 | 5:00- 5:15 PM | **Post Training Assessment** |
| 14 | 5:15- 5:30 PM | **Closing**• Q& A (If any)• Closing Video (If any) |
| **Day 3** |
| 1 | 9:30-9:45 AM | **Recap Day-2** |
| 2 | 9:45- 10:00 AM | **Pre-Training Assessment** |
| 3 | 10:00- 11:15 AM | **Understanding Resume*** What is Resume?
* Key Components of a Resume
* Difference between Resume, CV Or Biodata
 |
| 4 | 11:15 -11:30 AM | **First Tea Break** |
| 5 | 11:30 -12:00 PM | **Resume Making Activity*** Types of Resume & Layouts
* Important Part of Resume & Examples
* Resume Writing Mistakes
* How to review Resume
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| 6 | 12:00 - 12:30 PM | **Job Descriptions*** Understanding Job Descriptions
* Key Components of Job Description (JD)
* Why Customising Resumes to JD
* How to Customise Resumes as per JD
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| 7 | 12:30 - 1:15 PM | **Cover Letter & Group Discussion*** Understanding Cover Letter
* Key Components of Cover Letter
* Tips for effective Cover Letters
* What is Group Discussion?
* Importance of Group Discussions
* Key Features of Group Discussion
* Tips for Group Discussion
 |
| 8 | 1:15 – 2:00 PM | **Lunch Break** |
| 9 | 2:00 – 3:15 PM | **Interview & Interview Process*** What is Interviewing Skills?
* Common Challenges Faced
* Types of Interviews
* Benefits of Interview
* Skills that Employers look for
* Understanding Interview Process?
* Pre-Interview Preparation & Benefits
* STAR Model Technique
* Tips for interview
 |
| 10 | 3:10 – 4:00 PM |  **Interview Practice** |
| 11 | 4:00 – 4:15 PM | **Second Tea Break** |
| 12 | 4:15 – 4:45 PM | **LinkedIn Profile & Social Media Etiquette*** Understanding LinkedIn
* LinkedIn Profile
* How to make LinkedIn Profile
* Social Media Etiquettes for Freshers
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| 13 | 4:45 - 5:00 PM | **Recap** |
| 14 | 5:00- 5:15 PM | **Post Training Assessment** |
| 15 | 5:15- 5:30 PM | **Closing*** Feedback forms
* Q&A (If any)
* Closing Video (If any)
* Group Photo
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\*This Workshop outline is based on the industry best practices and will be customised after discussion with the client.\*