

**Image Management Workshop-2 Days**

"You too are a brand, whether you know it or not, whether you like it or not" -Marc Ecko



Image Management Workshop

Duration: 2 Days

No of Participants: 25-30 Pax

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

Target Audience

* Individual Contributors
* Supervisors
* Early Team Managers
* Employees of any department
* Sales & Marketing Teams

Workshop Objectives

* Understanding Image Management
* Building an Attitude of Ownership
* Nonverbal Communication
* Body Language
* Looks Matter
* Watch the Odour
* Email Etiquette
* Telephone & Meeting Etiquettes
* Social Etiquettes



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• Facilitator Intro• Icebreaker + Participant Intro & Expectations |
| 2 | 10:15- 10:30 AM | **Pre-Training Assessment** |
| 3 | 10:30- 11:15 AM | **Understanding Image Management** • What is Image management• Components of Image Management• Benefits of Image Management to Individuals & Organizations |
| 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• Avoid Blame Game- Walking the Extra Mile |
| 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 Odor**• Knowing the body Odors• Bad Breath• Deo Vs Perfume• Some commonly observed rules |
| 13 |  4:45 - 5:00 PM | **Recap of Day 1** |
| 14 | 5:00 -5:30 PM | **Closing**• Q& A• Closing Video • Homework for day 2 (Optional) |
| **Day 2** |
| **Sr. No.** | **Time** | **Topic** |
| 1 | 9:30-10:00 AM | **What’s In It for Me**• Recap of Day 1-Activity• Agenda |
| 2 | 10:00- 11:15 AM | **Vocal Communication**• Components of Voice• Choosing the right tone• Pitch & Pace of Voice• Listening with empathy |
| 3 | 11:15 -11:30 AM | **First Tea Break** |
| 4 | 11:30 - 1:00 PM | **Dining Etiquette**• Napkin Etiquettes• Cutlery Etiquettes • Sitting arrangement• Drinking Soup• American Vs Continental |
| 5 | 1:00 - 1:45 PM | **Lunch Break** |
| 6 | 1:45 - 2:00 PM | **Energizer** |
| 7 | 2:00 - 3:30 PM | **Email Etiquette**• Email Addressing• Subject Line• Salutation• Email Body, Signature & Attachment• Best Practice |
| 8 | 3:30- 4:00 PM | **Telephone & Meeting Etiquettes**• Mobile Phone • Conference call• Web Calls & meetings• Physical Meeting’s |
| 9 |  4:00- 4:15 PM | **Second Tea Break** |
| 10 |  4:15- 4:30 PM | **Social Etiquettes**• Punctuality• Courtesy• Gifting & Tipping |
| 11 |  4:30 - 4:45 PM | **Post Training Assessment** |
| 12 | 4:45 -5:30 PM | **Closing**• Feedback forms• Q& A (If any)• Closing Video (If any)• Group Photo |

\*This Workshop outline is based on the industry best practices and will be customised after discussion with the client.