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FOR TRAINING

Mastering Business Etiquette & Protocol
Comprehensive Course

Kuwait City (Kuwait)

2 - 13 March 2025

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Mastering Business Etiquette & Protocol Comprehensive Course

Introduction

Did you know that approximately 85% of career success depends on "soft skills," while only 15% is based on technical knowledge? Whether you interact in the boardroom, online, or internationally, business etiquette will have the greatest impact on building successful relationships.

First impressions, making an impact, and achieving your goals are just a few of the benefits you'll gain from the "Mastering Business Etiquette and Protocol" course. Through this course, participants will gain practical knowledge and advanced skills that prepare them for key interactions with colleagues, clients, and stakeholders.

This course explores the concept of business etiquette and appropriate etiquette practices for various business, work, and social scenarios. Participants will learn the essentials of business meeting etiquette, entertainment etiquette, and how to manage business interactions over the phone and online. Additionally, the course addresses the challenges of business etiquette when working in a multicultural environment or meeting with international partners.

Course Objectives

By completing this course, participants will achieve the following goals:

- Acquire advanced skills for engaging in social, business, and international settings.
- Understand the principles of international business protocol and professional business etiquette.
- Learn how to behave correctly in both formal and informal situations, including dinners, networking events, online webinars, and on social media platforms.
- Master effective communication with diverse guests from various countries and levels of management.
- Demonstrate professional and personal conduct while adhering to both social and business rules.
- Learn to apply appropriate communication and business etiquette at all times and in all environments.
- Recognize how to adapt to different business protocols from various cultures, nations, and regions.
- Plan VIP visits and formal occasions while acting as the ideal host.
- Understand international and local variations in business etiquette and business protocol.
- Apply meeting and official reception protocols in both local and international settings.
- Develop new communication and multicultural skills whether by phone, online, email, or face-to-face.

Course Outlines

Day 1: Introduction to Business Etiquette, Everyday Manners, and Business Protocol

- Understanding business etiquette and its significance.
- Self-assessment of business etiquette knowledge.
- Everyday manners, courtesy, and common mistakes.
- Best practices for attending business meetings.
- Principles of office etiquette and workplace protocols.

- Guidelines for planning and chairing meetings, events, or seminars.
- Internet use in the workplace and netiquette.

Day 2: Formal Events and Professional Conduct

- Behaviors, rules, and business etiquette for formal occasions.
- Formal dinners and events: etiquette, rules, and protocol.
- Dealing with VIPs, visitors, and hosting business events.
- Professional networking: How to work a room and social etiquette at conferences and external meetings.
- Business meals: Basic and advanced table etiquette.
- Cultural etiquette highlights related to food and dining.

Day 3: International Etiquette - Northern Cultures

- Test your international etiquette skills - Part 1.
- Understanding and working with North American colleagues.
- Cultural differences and etiquette when dealing with Europeans.
- Business etiquette when working with British colleagues, contacts, and suppliers.
- Cultural differences in Scandinavia, including Sweden and Denmark.
- The Russian way: How to work with colleagues from the Soviet Union and neighboring countries.

Day 4: International Etiquette - Southern and Eastern Cultures

- Test your international etiquette skills - Part 2.
- Understanding and working with Indian colleagues.
- Cultural and legal differences when dealing with China.
- Working with African colleagues, contacts, and suppliers.
- Cultural differences in Japan and other Asian countries, including Korea and the Philippines.
- Brazilian and South American cultures and social mannerisms.

Day 5: Communication Etiquette and Work Ethics

- Guidelines for receptionists, security, and service staff.
- Making introductions, greetings, handshakes, and other business protocols.
- Dealing with difficult people and situations and how to say no nicely.
- Best practices for telephone communication and business email etiquette.

Day 6: Communication Etiquette and Work Ethics continued

- Handling customer service and supplier communication.
- The role of ethics in the workplace.
- The challenges of diversity, inclusion, and equality.

Day 7: Advanced Techniques in Business Etiquette

- Role-playing business interaction scenarios.
- Practicing cultural sensitivity in mock situations.
- Feedback and improvement strategies.

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Day 8: Advanced Business Protocol and Case Studies

- Advanced business protocol techniques.
- Case studies on successful business etiquette.
- Crisis management and etiquette in difficult situations.

Day 9: Strategies for Professional Networking and Negotiation

- Strategies for Building a Strong Network:
  How to communicate effectively and build a sustainable professional network.
  Leveraging business events and trade shows to enhance personal and professional relationships.
  Engaging effectively with new colleagues and clients, and expanding relationships online.

- Negotiation Basics in the Workplace:
  Key negotiation techniques for success.
  How to negotiate effectively with various personalities.
  Applying negotiation strategies in international and multicultural business environments.

- Etiquette for Dealing with Executives and VIPs:
  How to interact with top executives and senior team members in meetings.
  The art of greeting and hosting VIPs according to global protocols.
  Enhancing your influence within the organization by presenting yourself professionally.

Day 10: Final Assessment and Certification

- Final assessment and certification.
- Personalized feedback and action plans for participants.
- Q&A session and course wrap-up.

Conclusion

The Mastering Business Etiquette and Protocol course is key to building strong and successful professional relationships. By mastering business etiquette and understanding the nuances of business protocol, participants will be prepared to navigate both local and international business environments with confidence. Whether interacting in a formal or informal setting, understanding business etiquette will open up new professional opportunities and ensure lasting success

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