



Consulting and Training | Reach New Heights

Course Name

The Essentials of Business Etiquette and Protocol

Sector Name

Interpersonal Skills and Self Development

Document Type

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The Essentials of Business Etiquette and Protocol

Course Introduction

The Essentials of Business Etiquette and Protocol Training Course is designed to help professionals develop the communication and behavioral skills required to succeed in modern business environments. Proper business etiquette and professional protocol play a critical role in building strong relationships, maintaining a positive corporate image, and ensuring effective workplace interactions.

This course covers key topics such as professional communication, workplace behavior, corporate etiquette, and business protocol, enabling participants to interact confidently in formal and informal business settings. Learners will understand how to present themselves professionally, communicate respectfully, and follow accepted business norms across different cultures.

Participants will also explore meeting etiquette, email etiquette, networking skills, and cross-cultural communication, which are essential for maintaining professionalism in global business environments. The training emphasizes real-world scenarios to help individuals handle workplace situations with confidence and professionalism.

In addition, the course focuses on personal branding, interpersonal skills, and communication effectiveness, helping professionals build credibility and trust within their organizations. These skills are essential for career growth and long-term success.

This program is ideal for professionals, managers, customer-facing staff, and employees who want to enhance their professional image, improve communication skills, and demonstrate proper business etiquette in the workplace

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Target Audience

- ✓ Professionals at all levels who want to enhance their business etiquette and protocol skills.
- ✓ Managers and leaders who frequently interact with clients, partners, and colleagues.
- ✓ Anyone interested in improving their interpersonal communication and professional image

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Learning Objectives

- ✓ To provide participants with a comprehensive understanding of business etiquette and protocol.
- ✓ To equip participants with the skills necessary to project a professional image in various business settings.
- ✓ To enhance participants' communication skills, ensuring respectful and effective interactions.
- ✓ To prepare participants for cross-cultural business interactions, with an emphasis on global etiquette and protocol.
- ✓ To develop participants' confidence in navigating business and social situations with poise and professionalism.

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Course Outline

✓ 01 Day One

Introduction to Business Etiquette

Understanding the Importance of Business Etiquette

- ✓ Definition and significance in the modern business environment.
- ✓ The impact of etiquette on professional relationships and career success.

Creating Positive First Impressions

- ✓ Importance of first impressions.
- ✓ Dress code and professional appearance.
- ✓ Body language and non-verbal communication.

Effective Communication Skills

- ✓ Verbal vs. non-verbal communication.
- ✓ Active listening and its importance.
- ✓ How to communicate with clarity and professionalism.

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Course Outline

✓ 02 Day Two

Professional Etiquette in the Workplace

Workplace Etiquette

- ✓ Respecting colleagues and superiors.
- ✓ Office behavior: Punctuality, meeting manners, and workspace etiquette.
- ✓ Email and phone etiquette in a professional setting.

Networking Etiquette

- ✓ The importance of networking in business.
- ✓ How to introduce yourself and others.
- ✓ Tips for successful networking at events and conferences.

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Course Outline

✓ 03 Day Three

Business Dining and Social Etiquette

Business Dining Etiquette

- ✓ Overview of dining etiquette in various settings.
- ✓ Table manners: Proper use of utensils, handling courses, and seating arrangements.
- ✓ Host and guest responsibilities.

Social Etiquette in Business Settings

- ✓ Understanding the balance between social and business interactions.
- ✓ How to navigate social events with colleagues and clients.
- ✓ Etiquette for business celebrations and after-hours events.

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Course Outline

✓ 04 Day Four

International and Cross-Cultural Etiquette

Global Business Etiquette

- ✓ Importance of cultural sensitivity in international business.
- ✓ Key cultural differences in communication styles and business practices.
- ✓ Adapting to different business cultures: Dos and Don'ts.

Cross-Cultural Communication

- ✓ Overcoming language barriers.
- ✓ Understanding cultural norms and expectations.
- ✓ Building successful relationships across cultures.

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Course Outline

✓ 05 Day Five

Advanced Business Protocol and Professionalism

- ✓ Executive Etiquette and Protocol
- ✓ Protocols for high-level meetings and negotiations.
- ✓ Proper etiquette in dealing with senior executives and VIPs.
- ✓ Managing difficult conversations with professionalism.

Final Assessment and Role-Playing Scenarios

- ✓ Practical application: Role-playing various business scenarios.
- ✓ Group discussions and feedback.
- ✓ Final assessment and certificate distribution.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 25, 2027	April 29, 2027	5 days	4250.00 \$	KSA , Riyadh
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai
Sept. 7, 2026	Sept. 11, 2026	5 days	4250.00 \$	UAE , Dubai
Nov. 23, 2026	Nov. 27, 2026	5 days	4950.00 \$	Spain , Madrid

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