



Consulting and Training | Reach New Heights

Course Name

Business Communication and Etiquette

Sector Name

Interpersonal Skills and Self Development

Document Type

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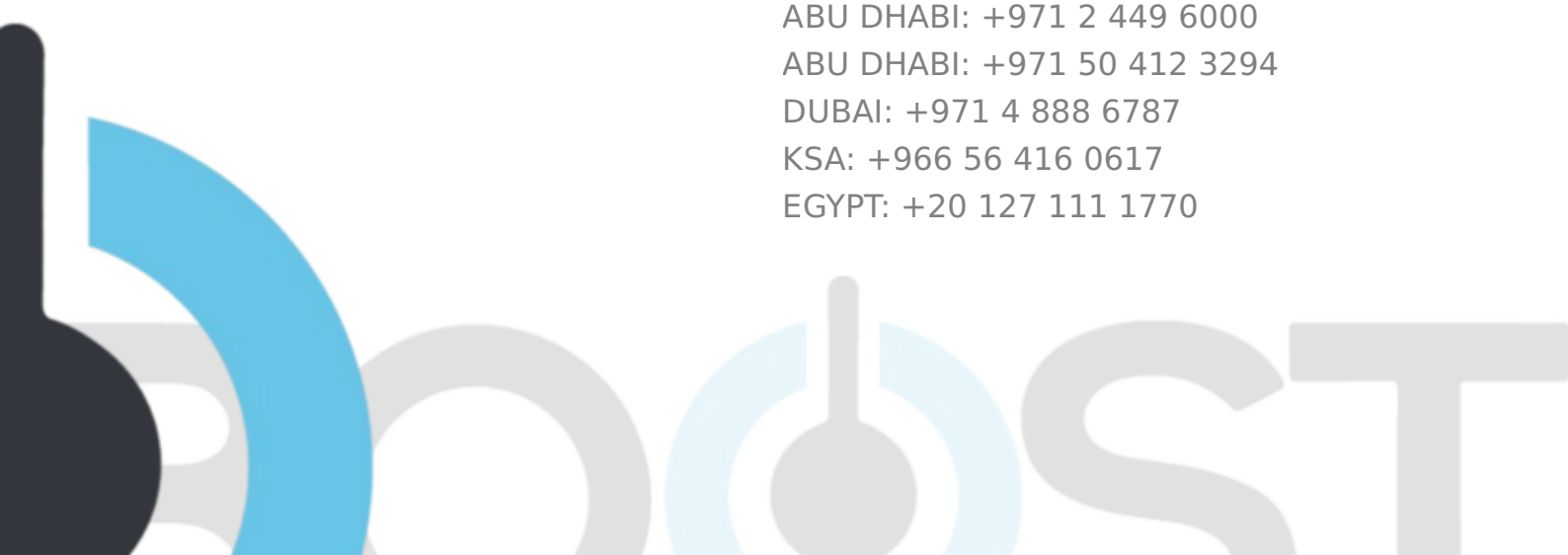
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Business Communication and Etiquette

Course Introduction

In today's competitive job market, professionals must understand the significance of proper conduct when interacting with colleagues, clients, and potential clients. This training aims to equip participants with essential skills and knowledge to excel in various business settings while considering cultural and regional difference

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Business Communication and Etiquette

Target Audience

- ✓ Executives and Senior Managers
- ✓ Sales and Marketing Professionals
- ✓ Customer Service Representatives
- ✓ Human Resources Personnel
- ✓ Administrative Assistants and Office Managers
- ✓ Recent Graduates Entering the Workforce
- ✓ Anyone Seeking to Improve Professional Communication Skills

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Business Communication and Etiquette

Learning Objectives

- ✓ Differentiate between etiquette and protocol and their professional context
- ✓ Recognize the impact of business etiquette on the daily business routine
- ✓ Identify the main points to keep a positive first impression and good corporate image
- ✓ Illustrate the proper communication etiquette, defeating the most common communication barriers
- ✓ Describe how to interact and communicate effectively with different types of guests
- ✓ Trace the proper attire etiquette
- ✓ Apply some techniques to handle awkward situations and difficult personalities
- ✓ Distinguish the different communication channels etiquette
- ✓ Explore the adequate boundaries and etiquette of dealing with co-workers
- ✓ Discuss the etiquette of using technology and social media in the light of a professional employee

Business Communication and Etiquette

Course Outline

✓ **01 Day One**

Principles of etiquette and protocol

- ✓ Definitions and history
- ✓ The difference between Etiquette & Protocol
- ✓ Importance of etiquette in business
- ✓ Creating the right corporate image
- ✓ Human space & bubble of privacy

Achieving communication success

- ✓ Communication levels and definitions
- ✓ Barriers to effective communication
- ✓ Overcoming communication barriers
- ✓ Communicating across cultures
- ✓ Managing perceptions and biases
- ✓ Communication key qualities
- ✓ Listening etiquette

Leaving a very good first impression

- ✓ Getting the first impression
- ✓ Attire etiquette (Men's & Women's professional Attire)

- ✓ Introduction etiquette
- ✓ Business Card Etiquette
- ✓ Shake hands etiquette

Personal and professional conduct

- ✓ Universal expectations for behaviour
- ✓ Etiquette of formal occasions
- ✓ Handling difficult personalities
- ✓ Customs and cultures
- ✓ Awkward situations and solutions

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Course Outline

✓ 02 Day Two

Different communication channels Etiquette

- ✓ Phone etiquette
- ✓ Applying telephone courtesy
- ✓ Using voice mails and speakerphones
- ✓ Meeting etiquette
- ✓ Etiquette in meetings
- ✓ Understanding meeting protocol
- ✓ Conducting yourself properly in meetings
- ✓ Email etiquette
- ✓ Professional VS unprofessional emails
- ✓ The right use of CC & BCC
- ✓ Exchanging gifts etiquette

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Course Outline

✓ 03 Day Three

Office etiquette

- ✓ Developing positive relationships with co-workers
- ✓ Avoiding rumours and gossip
- ✓ Developing relationships with superiors and staff
- ✓ Handling personal issues in the workplace
- ✓ Maintaining a professional appearance

Netiquette

- ✓ Appropriate use of the Internet
- ✓ Accessing the Internet
- ✓ Ethical dilemmas
- ✓ Handling ethical dilemmas
- ✓ Maintaining loyalty and confidentiality

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 19, 2027	July 21, 2027	3 days	3250.00 \$	UAE , Dubai
March 15, 2027	March 17, 2027	3 days	3250.00 \$	UAE , Dubai
May 23, 2027	May 25, 2027	3 days	3250.00 \$	KSA , Riyadh
Dec. 21, 2026	Dec. 23, 2026	3 days	4950.00 \$	USA , Texas

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