

# What enhances the public image of a Management Institute?

**WHEN THEY TURN OUT LADIES & GENTLEMEN !!!**

No matter you teach your students, they must have a critical component of winning clients. Success in business is attributed to 85% people skills based on their behavior, ethics, and demeanor.

Using the wrong body position, mannerisms, tone, or eye glance by your students, can be detrimental to their future and no matter how well you have trained them, they won't stand out if they can't first sell themselves. In the outside world, they are judged on their appearance and the way they carry themselves. Through subtle social signals, the business person "without presence" will lose out and never know why.

Institutes can develop a polished status if only their students are trained to display courteous behaviour, steeped in etiquette and manners



**COURTESY, MANNERS & ETIQUETTE**  
*A practical programme designed and formulated by*  
*Bellarmino D'Mello*

**Benefits to your Institute?**

- Turn out classy persons
- The prospective employers will be highly impressed
- Imagine how advertisement of your Institute can be worded

**Benefits to your Students**

- Inculcate good manners and courtesy in them.
- Give them ease, confidence and poise
- Ensure that their communication is received positively
- Thereby become perfect ladies and gentlemen

# Why this programme (and not any other) ?

## 1. The Programme Conductor:

Is ancestrally from Goa and has studied under Spaniards

Has many years of experience in management training

Constantly practices etiquette and manners himself

Steeped in practical experience

Uses examples of etiquette and manners displayed by real Indian Managers

Excellent command over English, with a clarity of speech, that will impress

## 2. The programme consists of:

Principles of Etiquette

Powerful First Impressions

Interviewing Etiquette

Proper Introductions and Handshakes



Etiquette in the Office

Business Card Protocol

Professional Image & Presence

Dress For Success - Psychology of Colour and what colours to wear

Communication Skills and Style

Do's and Don'ts of Body Language

Networking Techniques

Dining Manners



Gender Neutral Etiquette Tips

The Art of Thank You !

## GENERAL OVERVIEW

<h3 style="color: #E67E22;">Attitudinal Introduction</h3>	<ul style="list-style-type: none"> <li>• The importance of acquiring etiquette, manners and courtesy</li> <li>• Addressing Indian mindsets</li> </ul>
<h3 style="color: #E67E22;">Interviewing Etiquette</h3>	<ul style="list-style-type: none"> <li>• Who is the perfect candidate for the job</li> <li>• Pre-interview courtesy</li> <li>• The interview</li> <li>• Post interview courtesey</li> </ul>
<h3 style="color: #E67E22;">Etiquette in the Office</h3>	<ul style="list-style-type: none"> <li>• Office “citizenship”</li> <li>• Meeting and greeting people</li> <li>• The hand-shake technique</li> <li>• Art of introducing people</li> <li>• Exchanging business cards</li> <li>• Making a good impression</li> <li>• Body language</li> <li>• Cubicle etiquette</li> </ul>
<h3 style="color: #E67E22;">Phone etiquette</h3>	<ul style="list-style-type: none"> <li>• Five telephone etiquette tips</li> <li>• Ways to sound as good as you really are</li> <li>• Dos and don’ts in using a telephone</li> <li>• Mental P.I.C.T.U.R.E.</li> <li>• Keys to good listening</li> <li>• Creating a good first impression</li> <li>• Putting callers on hold</li> <li>• Transferring a caller</li> <li>• Last impressions</li> </ul>
<h3 style="color: #E67E22;">Dress etiquette</h3>	<ul style="list-style-type: none"> <li>• Dress for success</li> <li>• What to wear</li> <li>• What NOT to wear</li> </ul>
<h3 style="color: #E67E22;">Internet manners</h3>	<ul style="list-style-type: none"> <li>• Formality and informality</li> <li>• What is rude and annoying</li> <li>• The five commandments</li> </ul>
<h3 style="color: #E67E22;">Dining etiquette</h3>	<ul style="list-style-type: none"> <li>• Layout of the table – typical place setting</li> <li>• Use of napkins</li> <li>• Starting the meal</li> <li>• Passing the food</li> <li>• Managing bread, rolls, soup, etc.</li> <li>• Dos and don’ts</li> <li>• When finished</li> <li>• Drinks</li> </ul>
<h3 style="color: #E67E22;">Courtesy and manners</h3>	<ul style="list-style-type: none"> <li>• Entrance manners</li> <li>• Basic courtesy</li> <li>• Speaking courtesy</li> <li>• Politeness</li> <li>• Other-centric manners</li> <li>• Human relationship</li> </ul>

# Overview of the programme

<b>First Session</b> Duration: one hour (09.00 hrs to 10.00 hrs)	<b>Importance of etiquette</b> An attitudinal modification essential to understand the importance of courtesy, manners and etiquette there by readily accepting rest of the programme
<b>Second session</b> Duration: one hour (10.30 hrs to 11.30 hrs)	<b>Interview Etiquette</b> This session is aimed at the interaction faced the person at Interviews, where the application of courtesy, manners and etiquette, will impress.
<b>Third session</b> Duration: two hour (11.30 hrs to 13.30 hrs)	<b>Office Etiquette &amp; Internet Etiquette</b> This session ensures that the participants imbibe courtesy, manners and etiquette applicable in the Office and when using the Internet. Practice sessions are included
<b>Fourth session</b> Duration: one & half hour (14.30 hrs to 16.00 hrs)	<b>Telephone Etiquette</b> This session ensures that the participants imbibe courtesy, manners and etiquette applicable in telephonic communication Practice sessions are included
<b>Fifth session</b> Duration: one hour (16.00 hrs to 17.00 hrs)	<b>Dress Code</b> This session demonstrates the importance of, and how and when to follow the dress code. An interactive session that provides time for questions and answers
<b>Sixth session</b> Duration: one hour (09.00 hrs to 10.00 hrs)	<b>Basic Courtesy</b> This interactive session ensures the participants imbibe the use of basic courtesy and general manners. Practice sessions are included
<b>Seventh session</b> Duration: three hour (10.00 hrs to 13.00 hrs)	<b>Dining Etiquette</b> This session covers various aspects of dining etiquette, with examples and practice session Demonstration and interaction are the vital
<b>Eighth session</b> Duration: three hour (14.00 hrs to 17.00 hrs)	<b>Practice session and trick questions</b> This session drills the earlier concepts by testing the participants using questions on real-life examples. Role plays are enacted by involving the participation of the students

## Duration and cost of programme

- The programme will be conducted for **two consecutive full days**
  - Maximum participation: **20 to 30 persons**. (Optimum **25**)
  - The cost will be **Rs.30,000/-** for the programme conducted in Lucknow. (*payment will have to be made in advance*).
- If you keep the programme optional, the cost may be recovered from the students.**
- The organization would have to make all logistical arrangements like the venue, seating, projection equipment, lecture aids, tea with snacks and lunch for two days.  
*A conference style of seating would be preferred*  
The Institute will have to provide the props for the topic on Dining Etiquette

### Terms and conditions

- As the the programme is mostly inter-active no printed material will be provided
- The participants are advised to take notes
- Participants are expected to display proper decorum commensurate with your Institute.

At the end of the programme  
you will see a palpable change in your students' behavior