

Corporate Client 2-1/2 hours—needed extra information

This company needed help convincing some of their employees to display a professional presence. Theirs is a business casual environment, but still very professional.

Professional Presence

Expanded Outline

- **Introduction**

- *Activity* (slide show illustrating positive and negative professional presence)

This activity is designed to guide the attendees toward choosing a more professional appearance. As we were discussing, many of the attendees may be adverse to the idea of changing their appearance. In the company of others and when exposed to examples of positive and negative professional presence, often the attendees embrace the concept of change.

Verbal and Non Verbal Communication Skills

- **Active Listening**

It is vital that we all become better listeners. A person demonstrates active listening through body language and behavior.

- These are the concepts we explore to reinforce this premise.
 - Do nothing else and listen when others are speaking.
 - Ask for other's opinions.
 - Use good eye contact when others are speaking.
 - Exhibit appropriate body language while others are speaking.

- **Appropriate workplace conversation and verbiage**

- *Activity* (brainstorming session: verbal do (s) and don't (s))

This is a guided activity designed to create an awareness of appropriate workplace conversation and verbiage.

- **Constructive feedback**

Acceptance of constructive feedback is vital for growth of all employees. However, it is often difficult to accept and to offer. This brief component explores both sides of accepting and offering constructive feedback. An emphasis is placed on positive interaction and how constructive feedback can assist all of us in reaching our goals.

- **Proper handshakes**

Many people (especially women) are intimidated with shaking hands. This brief component is meant to emphasize the importance of a good handshake and explores its qualities.

- **Showing recognition**

This component focuses upon the premise that recognizing others creates an atmosphere of respect and positive morale.

- **Body language and tone of voice**(large component demonstrating how body language speaks for each of us with an emphasis on professional presence)
 - **Carriage, stance, eye contact, and facial expression**

- **Interviewing skills**

The body language component is an excellent introduction for this component. The most effective interviewing skill is body language.

- These are the concepts included in this component:
 - Stance, sitting, gestures, eye contact, smiling, and fidgeting
 - Hygiene and attire (this also includes foods to avoid before the interview)
 - Behaviors to avoid—interrupting, cell phone use, etc.
 - Positive behaviors—listening, asking pertinent questions, thanking the interviewers
 - Do the homework—understand the qualifications required, position and salary

Proper Grooming and Appearance

- **Four dress codes of business**
 - **Activity** (slide show and group activity illustrating how we all judge others by clothing choices)
- **Clothing and accessories make an impression**

This component and the next focus upon how each of us perceives those dressed in quality clothing and clothing of various colors.

- **Importance of clothing quality**

- **Proper hygiene and attractiveness**

Attractiveness is more than skin deep. We explore this quality and discuss what works best in the workplace.

- **Classic clothing choices for both genders**

- **Enhancing your wardrobe**

- Slacks
- Polo shirt/sweater
- Blazer
- Sport Jackets
- Buying a suit

- **Business Appropriate**

- **Business Casual**

During these last few components I guide the attendees toward an awareness of quality classic clothing choices and how these are perceived in the workplace. We explore the difference between the two dress codes, business appropriate and business casual, and discuss how people are perceived dressed in each.