MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

BUSINESS ETIQUETTE FOR BUSINESS SUCCESS

"Polish Your Professional Image, Communicate with Grace, and Build Meaningful Business Connections"

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Business etiquette is more than good manners — it is the foundation of professional success and strong business relationships. This course is designed to help participants understand and apply the principles of proper behavior, communication, and presentation in corporate environments. Through real-life examples and practical exercises, participants will learn how to make a positive impression, build trust, and conduct themselves with professionalism in every business interaction.

Objectives

By the end of this course, participants will be able to:

- Understand the importance of etiquette in professional success.
- Apply appropriate behavior in meetings, networking, and social events.
- Develop polished communication and presentation skills.
- Enhance professional image through body language and appearance.
- Build rapport and trust in professional relationships.
- Manage workplace interactions with respect and diplomacy.
- Handle challenging or sensitive situations gracefully.

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Attend

This course empowers professionals to present themselves confidently, communicate effectively, and maintain strong relationships with clients, colleagues, and business partners. It provides the tools to navigate complex social and professional settings with ease, helping you stand out as a refined and trusted professional.

Target Audience

- Business Executives, Managers, and Team Leaders
- Sales and Marketing Professionals
- Customer Service and Frontline Staff
- Administrative and Office Professionals
- Entrepreneurs and Business Owners
- Anyone aiming to improve professional conduct and communication

Individual Benefits

- Gain confidence in professional and social interactions.
- Learn the art of first impressions and business introductions.
- Improve communication etiquette in-person, online, and over the phone.
- Develop poise and professionalism in all workplace situations.
- Strengthen business relationships built on respect and courtesy.
- Enhance leadership presence and credibility.

Organizational Benefits

- Promote professionalism and courtesy across all departments.
- Improve internal and external communication standards.
- Enhance brand image through employee behavior and presentation.
- Strengthen teamwork and client relations.
- Foster a respectful and harmonious workplace culture.
- Increase trust and customer satisfaction through polished conduct.

Instructional Methodology

- Interactive discussions and real-life case studies
- Group exercises and role-playing scenarios
- Video demonstrations and feedback sessions
- Practical etiquette drills for meetings and networking
- Personal image and body language coaching
- Reflection and action planning for continuous improvement

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Course Outline

Module 1: The Role of Etiquette in Professional Success

Module 2: First Impressions and Professional Image

Module 3: Communication Etiquette – Verbal, Written, and Digital

Module 4: Business Meetings and Networking Manners

Module 5: Building Rapport and Maintaining Professional Relationships

Module 6: Handling Difficult Conversations with Tact

Module 7: Cross-Cultural Awareness in Business Interactions

Module 8: Professionalism in Everyday Workplace Situations

Module 9: Creating Your Personal Business Etiquette Action Plan

Certification

Upon successful completion, participants will receive a Certificate in Business Etiquette for Business Success, recognizing their ability to demonstrate professionalism, courtesy, and effective communication that foster lasting business relationships.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.