

SOCIAL PRESENCE AND BUSINESS ETIQUETTE FOR OVER 800 ENGINEERS, MANAGERS AND PROFESSIONALS

THE CLIENT

India's Manufacturing Giant, with interests in Auto, Farm Equipment, Engineering, Electric Vehicles

TARGET AUDIENCE

Individual contributors, People Managers across Sales, Manufacturing, Customer Service, Design, Support

THE NEED

India's premier manufacturing, auto and farm equipment giant recognized that its people needed to be upskilled to be polished, well groomed, and to strengthen the image of the organization with external stakeholders – both Indian and International

- Learn key elements of business etiquette
- Be well groomed and professionally dressed
- Be able to manage themselves well in dining and entertaining situations
- Display confidence in business scenarios

THE CHALLENGE

- Participant profiles – different roles in engineering and manufacturing businesses
- Participants did not always value the learning – they needed to see it as a key element of influence building

WHAT WE DID

- Research – to understand participant profiles, real life scenarios
- Designed interactive, activity driven, interesting content that was highly participative and relevant
- Contextualized content according to the business – same concepts taught with different examples, case stories, context to different audiences

THE INTERVENTION

- I. Understand the need and WIIFM of the program
- II. Grooming and Dressing – in typical business scenarios
- III. Dining etiquette (contextualized according to the business needs)
- IV. Meeting etiquette
- V. Relationship building
- VI. Etiquette in special situations (E.g. Gender appropriate behaviour, saying no, language barriers)
- VII. Role Plays

THE OUTCOME

High program ratings

Appreciation and positive word of mouth on course content, conduct and management