Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION

AMA Past President's School of Grooming

# DEVELOPING SUCCESSFUL BUSINESS ETIQUETTE & PROFESSIONALISM

Good business manners are the commercial application of acceptable personal behaviour. When all else is equal, the person who behaves better will win. Being well-mannered is a real source of personal and corporate competitive advantage.

This workshop has been carefully designed to help you build your reputation as a true professional. If you practice the tips, you will develop the skills you need to succeed.

## OBJECTIVES

- To project your personality better in front of others.
- To understand and implement effective interpersonal skills.
- To build credibility and believability into everything we communicate.
- To learn to be relaxed and natural when you speak.

## CONTENTS

**Become a Professional**

- Define Professionalism for Yourself
- Develop a Professional Attitude
- Respect Yourself
- Respect Others
- Develop Good Work Habits

**Business Etiquette**

- Conceptual Foundation
- The Underlying Principle
- The Golden Rules
- Causes of Office Rage

**Non-Verbal Skills (The World of Body Language Science)**

- Reasons for Awareness of Non-Verbal Signals
- Eye Communication
- Posture & Movement
- Gestures & Facial Expressions

**Telephone & Email Etiquettes**

## FOR WHOM

All levels of Executives, Officers and Managers from different functions. It can certainly help Businessmen, Entrepreneurs, Industrialists, etc who wish to move ahead and create a niche for themselves. In addition, it could also be of immense help to the Management Students, who are gearing up to work in the practical world. This highly informative and interactive training will enhance both professional and personal excellence.

## PROGRAMME FACULTY

**Mr. Hiren Vakil,** Management Consultant and Trainer, Mumbai

**Programme Date:**
November 19, 2026

**Duration:**
Full Day

**Time:**
9.30 AM to 5.00 PM

**Format:**




**Programme Fee:**
INR 1,500 (Incl. GST)
Concession for Members 10%;
Patron 20%. (Lunch included)

**Last Date to Register:**
November 18, 2026

**Register**

For bulk nominations and enquiries, please reach us at:

**Mr. Dishank Panchal**
Sr. Manager – Programs & Development
Mobile: 63525 56857
Email: dishank@amaindia.org

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For enquiries and nominations, please reach us at:
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