



# ATTITUDE AND APPEARANCE IN PROFESSIONAL ATTIRE

## Objective

We take an in-depth look at the rules of your uniform guidelines and/or your business dress code and practice aspects of modern etiquette, so that these may be used and applied in everyday professional settings. Additionally, the seminar delves into the most important elements of grooming for body and face. Women then practice applying business-appropriate makeup on their own. In the course, men expand their knowledge of caring for skin, beard, and nails.

## Target Group

This course is designed for companies with employees who have direct contact with customers.

## Procedure

The Attitude and Appearance seminar takes place in Zurich in a fully equipped cosmetics and hair-styling studio. The course can last from one-half to a whole day, depending on the scope and content requested.

## Content

Module 1: Appearance and Behavior in Professional Attire/Uniform

- The first impression and its impact
- How do I correctly wear my uniform/professional attire?

- Tips and tricks for a confident and professional appearance in professions with customer contact

#### Module 2: Body language – nonverbal communication

- Introduction to the world of body language
- Perception and interpretation
- Nonverbal communication and its components
- What to watch out for when dealing with other people

#### Module 3: Modern etiquette

Elements from our Business Etiquette Seminar are adapted to the needs of your company, which enables the participants to confidently apply aspects of modern etiquette when dealing with your customers. Employer dress codes are also taught in this module.

#### Module 4: Grooming from head to toe

- Applying your own natural-looking makeup
- Hand and nail care
- Appropriate hairstyles for women
- Grooming for men
- Foulards and neckties (various knots)

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#### **CONTACT**

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