

EFFECTIVE COMMUNICATION, COMMUNICATION ETIQUETTE, AND BUSINESS ETIQUETTE



GENTEX[®]
TRAINING CENTER



Introduction

Professional reputation is built from small behaviours repeated daily: how you greet a client, write an email, run a meeting, or handle an awkward moment. The Effective Communication, Communication Etiquette, and Business Etiquette Training Course turns those behaviours into deliberate professional practice. Participants study verbal and non-verbal communication, written etiquette, meeting and dining protocol, introduction and greeting conventions, and digital courtesy. Furthermore, the programme covers difficult conversations, cultural sensitivity, and professional presence in both local and international settings. Delivered by Gentex Training Center over five days, this programme suits professionals at every level. As a result, participants handle every professional interaction with confidence and polish.

Effective Communication, Communication Etiquette, and Business Etiquette Course Objectives

- Explain the communication process, including sender, message, channel, and feedback.
- Apply active listening, paraphrasing, and questioning techniques professionally.
- Read and use non-verbal signals such as posture, gesture, and eye contact.
- Write professional emails, messages, and letters with correct tone and structure.
- Handle introductions, titles, handshakes, and business card exchange correctly.
- Manage meeting etiquette: agendas, punctuality, participation, and follow-up.
- Apply dining and hospitality etiquette for business and formal occasions.
- Use digital communication etiquette across email, chat, and video platforms.
- Adapt etiquette for cultural differences and international business settings.
- Handle difficult conversations, complaints, and apologies with composure.

Course Methodology



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- Interactive sessions combining theory, demonstration, and practice.
- Role-plays covering introductions, meetings, dining, and difficult conversations.
- Email and message writing clinics with peer review.
- Video-recorded practice with structured feedback on presence.
- Case studies of etiquette incidents and their professional consequences.
- Action planning with a personal professional presence improvement plan.

Who Should Take This Course

- Professionals in client-facing and stakeholder-facing roles.
- Administrative, secretarial, and front-office staff.
- Sales, business development, and customer service teams.
- Managers and team leaders representing their organisations.
- Government and public sector officers handling official engagements.
- New employees entering structured professional environments.
- Anyone wanting stronger professional presence and polish.

Effective Communication, Communication Etiquette, and Business Etiquette Course Outlines

Day 1: Communication Fundamentals

- The communication process: sender, message, channel, feedback, noise.
- Verbal and non-verbal communication explained.
- Active listening, paraphrasing, and clarifying questions.
- Tone, register, and adapting language to the audience.
- Barriers to communication and how to remove them.



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- Cultural awareness in everyday professional exchanges.
- Self-assessment: personal communication habits and gaps.

Day 2: Professional Written Communication

- Email structure, subject lines, and response expectations.
- Formal versus informal tone in professional writing.
- Letters, memos, and internal notes.
- Chat and instant messaging etiquette at work.
- Proofreading, grammar, and clarity checks.
- Handling complaints, escalations, and sensitive topics in writing.
- Clinic: rewriting weak emails into professional messages.

Day 3: Personal Presence and Meeting Etiquette

- First impressions, introductions, and forms of address.
- Handshakes, greetings, and business card exchange.
- Dress codes and professional appearance.
- Meeting etiquette: punctuality, agendas, speaking, and listening.
- Virtual meeting etiquette and on-camera presence.
- Follow-up, minutes, and professional commitments.
- Role-play: conducting a formal introduction and meeting.

Day 4: Hospitality, Dining, and Event Etiquette

- Business dining etiquette: seating, ordering, and conversation.
- Hosting and being hosted: receiving guests and protocol basics.
- Formal event etiquette and invitation responses.



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- Gift-giving customs and cultural sensitivities.
- Telephone and reception etiquette.
- Networking etiquette at conferences and events.
- Practice: a simulated business lunch scenario.

Day 5: Difficult Conversations and Cultural Adaptation

- Handling complaints, criticism, and tense exchanges calmly.
- Apologising professionally and rebuilding trust.
- Assertive versus aggressive communication.
- Giving and receiving feedback with courtesy.
- Etiquette differences across cultures and regions.
- Digital footprint, social media, and professional reputation.
- Final practice, peer review, and course consolidation.

Conclusion

By successfully completing the Effective Communication, Communication Etiquette, and Business Etiquette Training Course, participants will have acquired practical knowledge of verbal and non-verbal communication, professional writing, introduction and meeting protocol, hospitality and dining etiquette, digital courtesy, and cultural adaptation. In addition, they will conduct themselves with confidence in any formal setting. Gentex Training Center delivers this programme through role-plays and recorded practice, so participants apply their new knowledge from the next working day.





FAQs

Q1 What is the "Effective Communication, Communication Etiquette, and Business Etiquette" course about?

The course teaches professionals how to communicate clearly and behave correctly in formal business settings. It covers verbal and non-verbal communication, professional writing, introductions and meetings, dining and hospitality etiquette, digital courtesy, and cultural adaptation.

Q2 What are the key benefits of the "Effective Communication, Communication Etiquette, and Business Etiquette" course?

Participants create stronger first impressions and avoid embarrassing professional mistakes. Furthermore, they write more clearly, handle meetings and events confidently, and manage difficult conversations calmly. As a result, they build credibility with clients, colleagues, and senior leaders.

Q3 What skills will I gain from the "Effective Communication, Communication Etiquette, and Business Etiquette" course?

Participants gain verbal and non-verbal communication, professional written etiquette, meeting and event protocol, and difficult conversation and cultural adaptation skills. These four skills combine to strengthen professional presence and reputation.



Q4 What tools, methods, or standards are covered in the "Effective Communication, Communication Etiquette, and Business Etiquette" course?

The programme uses the sender-message-channel-feedback communication model, active listening and paraphrasing techniques, email structure and tone conventions, forms of address and title protocol, meeting agendas and minutes practice, business dining protocol, business card exchange etiquette, virtual meeting standards, and cultural etiquette frameworks.

Q5 How is the "Effective Communication, Communication Etiquette, and Business Etiquette" course applied in real-world practice?

Professionals apply it when meeting clients for the first time, writing to senior stakeholders, chairing meetings, hosting visitors, attending formal events, managing complaints, and representing their organisation at conferences. In addition, they use it daily in email and instant messaging at work.