Good manners is good for business. Why? Because good manners create good relationships, and those relationships create good business. So, if you want customers, mind your manners. Your behavior and language should match your branding.

Manners are “the principles of courteous behavior” and etiquette are “the rules that apply to a particular situation.” While manners don’t change, etiquette evolves. This training is to reboot, reset, and refresh your business etiquette in the 21st Century workplace. This one-day program will focus on professional conduct, professional language, and etiquette in the workplace.

“When attempting to pursue opportunities in the business world, you need to learn to be someone else. It is called having a professional identity for yourself and your organization.”

Course Directors & Trainers:
Professor Lucris Carina Agnir-Paraan, Ph.D. is the Course Director for Communication Programs at the Center for Global Best Practices. She will share her knowledge on “Professional Language in the Workplace”. She earned her Ph.D. (English Studies: Language) at the University of the Philippines in Diliman, and her M.A. in Language and Literature at the University of the Philippines in Baguio, where she graduated with a 1.007 GPA. Included among her recent clients for public seminars, in-house trainings, and consulting are 3M, Aboitiz, American Embassy, Anflo Management and Investment Corporation, the American Peace Corps, Chevrolet, Coca-Cola Philippines, Tudlo Mindanao Project, PJ Lhuillier, UCPB Gen, Medicard Philippines, Inc. and the Finance and Administration offices under the Executive Secretary in Malacañang. She will be the incoming president at the Northern Christian College.

William S. Daland III – He is the director of events at the Center for Global Best Practices. He has conducted life-changing transformational, values-oriented programs in schools as well as business etiquette and power dressing training at John Robert Powers. His lecture will focus on proper decorum and professional conduct in the workplace.