

# Enhance Your Professionalism

Professional business image is so much more than simply appearance or wardrobe, it includes your words, your communication style, your actions, and the perception of your credibility and organizational alignment. Whether you are new to a leadership role or an experienced professional looking to improve your business image, this one-day program will help you refine the image you project and positively impact the way others see you. To ensure your continued success, you will define your company's culture, evaluate how employees best work within it, and identify the highest leverage activities you can implement to enhance your professional image.

## Learning Objectives:

- Define professionalism and describe the impact of image and appearance on the job.
- Define characteristics of corporate culture and successful behaviors within that culture.
- Recognize different communication styles and assess the impact of your style when communicating with others.
- Demonstrate effective listening and nonverbal communication skills.
- Explain and implement workplace behaviors that increase your credibility.
- Use email, social media, and other communication technology appropriately.



**CEUs:**  
0.7 (7 hours)

**HRCI Credits:**  
7 HR (General)

**SHRM:**  
7 PDCs

## Learning Options:

- Classroom training
- At your location

## Who Should Attend:

- Newly promoted, taken on new responsibilities, or anyone who wants to enhance their professional business image and communication skills.

## Learn. Grow. Succeed.

Delivery options include learning at MRA, at your location, or online.  
Contact MRA to explore how this program may be customized to your unique individual and team training needs.



[www.mranet.org](http://www.mranet.org)

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## Course Outline

- Define professionalism as it relates to your image
- Align your behaviors with the organization's culture
- Recognize different communication styles and how to adapt your style to enhance your professional image
- Hone your nonverbal communications and improve your listening to raise credibility and influence
- Apply professionalism to different types of communications such as e-mail and social media

“ This course inspired me to work to become more assertive and confident in order to improve my professionalism. ”



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