



The Business Etiquette Clinic
Building Global Brands



Building global brands through business professional soft skills training.

Business Professional Soft Skills Solutions by Edzai Marange



Bridging the gap between the academic attainments application and the live business professional operational style



Brief Company Background

Edzai Marange is a passionate Soft Skills Specialist and the visionary of The Business Etiquette Clinic, an entity which specialises in Business Professional Soft Skills Training. This was birthed from a deep passion of giving the customer a service quality emotional experience i.e has a passion for customer service and post service experience. Edzai believes that inspired ingenuity of service is an essential and fundamental practice of any business. A sentiment that drives Edzai's passion is as follows: "In order to survive and thrive, one must, first and always, learn how to serve others well. And as you learn, put into action that which you have learned." With the ever changing complexion of the Business environment, Business Professional Soft Skills is the only "drive differential"

Her drive is to skill participants for star performance, proficiency and maximum contribution. Have done business so far with various corporate clients which include: Avenues Clinic, Zimbabwe Catholic Bishops Conference (ZCBC), Foodworld, Civil Aviation Authority of Zimbabwe (CAAZ), AHFOZ, Foodworld, and CIFOZ to name a few.

Qualifications: Holds

Bcom in Marketing degree

MBA degree

Diploma in Banking - Associate member Institute of Bankers in Zimbabwe (AIOBZ)

LCCI Diploma in Marketing

LCM Diploma in Marketing and Public Relations

Certificate in Training (Train the Trainer)

SMI Certificate

Visionary and Founding Partner of The Business Breakfast Talk & Networking forum.

Board Member - Corporate Communication Association of Zimbabwe (COCAZ)

Executive Toastmaster Club— Competent Communicator



Why we exist



- ▶ The ability to conduct business in a professional and considerate manner is facing some challenges. The ‘hunhu’ (integrity) of Zimbabwean culture appears, at times, to be left out of the business environment, and yet that is what brands us as Zimbabweans and could lead to the success of our business relations.
- ▶ These challenges are the gaps to be fulfilled by business professional soft skills.
- ▶ So we , at the Business Etiquette Clinic, are addressing these challenges, with the belief that Zimbabweans have the ability to become the front runners of African business and eventually the world, through the knowledge and execution of business professional soft skills.
- ▶ Business professional soft skills is the frontline or window dresser of every business and must be a strategic priority of every entity that aspires to be successful in its operations.



Vision and Mission

▶ **Vision:** To be a market leader in business and service consultancy in Africa and beyond.

▶ **Mission:** To provide the business and service organizations in Zimbabwe, business professional soft skills training & development as well as consultancy in business and service.



What we are about

We are there to give the professional polish much needed in business. We aid and help facilitate the transformational process of the workplace into a dynamic and world class business environment. We dramatically change the trajectory of your life, career, calling & business

Our aim

To help businesses and individuals become phenomenal walking brands.



Why associate with us

We are passionate about building individual and organizational brands. Therefore we are committed to empowering businesses with skills that if practiced will lead to a fulfilling and exciting evolution of the workplace.

These skills are Business professional soft skills .



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Building Global Brands

Leaders in Business Professional Soft Skills

What makes us different from other organizations

At The Business Etiquette Clinic, we are concerned with every level of the organization, because we believe everyone is involved in the creation of a brand.

We believe business professional soft skills solutions are the concern of everyone directly and indirectly involved in a business.

All positive business relations are the life blood of any organization, therefore we endeavor to ensure all individuals, obtains the value of deportment and presentation.

An organization's personnel, through conduct and behavior speak the name of the brand without having to say it out loud. We, at Business Etiquette Clinic help facilitate this.



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What we offer

We offer business professional soft skills training and consultancy services We believe in designing business professional soft skills packages that will address the customer's unique specific needs.

Our products include:

The Executive Soft Skills Package (ESSP),

The Operational Soft Skills Package (OSSP) and

The Individual Professional Soft Skills Package (IPSSP).



“Creating Global Brands”

Participation Requirements

The desire to become phenomenal GLOBAL business leaders.



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Business Professional Soft Skills Solutions

The Question is : For Who?

For graduates

- Facilitates the transformation from the academic platform to the executive business style.

For employees

- Facilitates smooth and positive business relations with every business transaction that takes place, that is, employee to employee (internal relationships) and business to client (external relationships).

For business owners/ employers

- Facilitates clear communication and messages.
- Facilitates the translation of a vision into action.
- Facilitates the development of a workforce with focus and a desire to improve.
- Simplifies how you do business.

All can benefit from getting the business professional soft skills polish.



Transformed into a Super PA



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Capturing Edzai running a training session:

‘At The Business Etiquette Clinic, we are building phenomenal global brands through these business professional soft skills clinics/workshops’, she says it with passion and ask her about it, the answer is quick, ‘Oh! yes, I believe it, we are here to transform businesses and individuals.’



Refreshments time is business networking time for the delegates

Business Professional Soft Skills Workshops also provides networking platform for business leads.



Building global brands and creating business networking platforms

Leaders in Business Professional Soft Skills



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The Essence of Business Professional Soft Skills

- **It is the front line of every business. Every business has a face they want to present to the world and there is a certain perception they want the world to have of them.**
- **If the aim is to be a world class, leader-servant corporation, there are skills that are to be learned.**
- **These are business professional soft skills.**
- **Helps organizations strive to attain their vision and be motivated by their mission in a manner that is professional, knowledgeable and customer – sensitive.**
- **Builds the brand of any organization and also leads to positive self branding of each member of the organization which would again lead to the ultimate boosting of the organization's activities.**
- **The question businesses should ask is:**
- **Why should a business deal go sour from the simple lack of business and human etiquette**



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The Impact of Business professional soft skills

- ▶ **Creation of a positive competitive professional business culture.**
- ▶ **Competitive on a global scale.**
- ▶ **Empowerment of anyone whatever the age.**
- ▶ **Successful and effective business relationships**
- ▶ **Effective business communication.**
- ▶ **Building of great winning teams**
- ▶ **Creation of an empowered and dynamic workforce.**
- ▶ **Gives you and your organisation the 21st century business professional style and etiquette.**
- ▶ **Give individuals a competitive drive for a successful professional posture**



The Need of Business professional soft skills

- ▶ **The only way you can gain trust is through good impression, because sometimes, it's the little things that are noticed.**
- ▶ **Perceived behavior will likely be reciprocated.**
- ▶ **Business professional soft skills, are skills used everyday, but for most of us, they require lifelong practice.**
- ▶ **The impact of their use or misuse may be cumulative.**
- ▶ **Differential drive and Competitiveness**

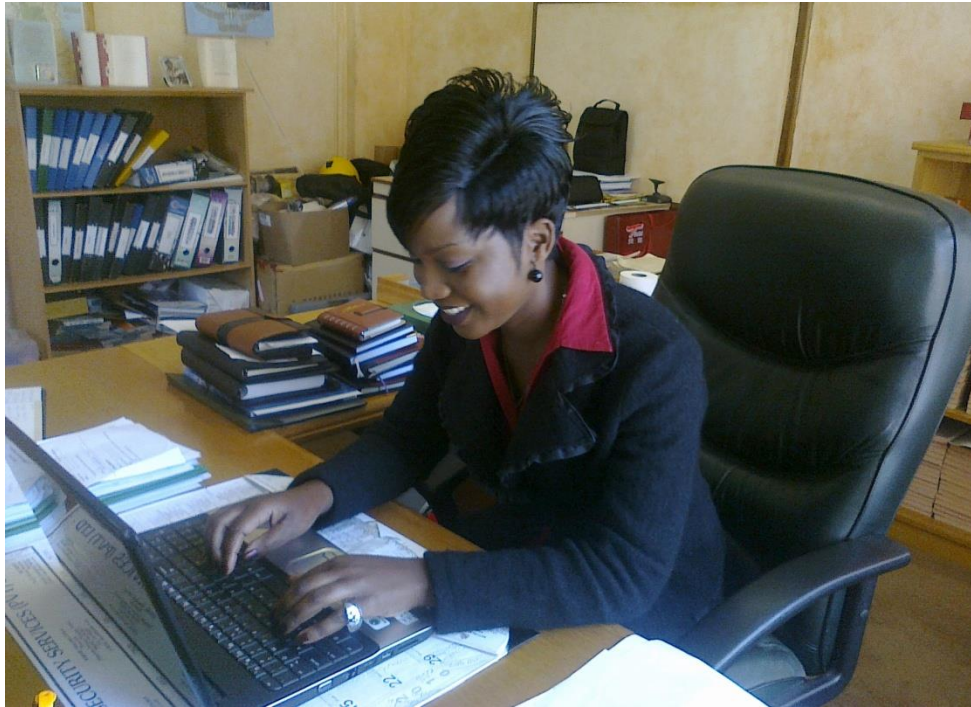


Some workshop participants exhibit their certificates



Benefits & Thrust

- ▶ **Our drive is to skill participants for star performance, proficiency and maximum contribution.**
- ▶ **Optimise customer service and other business professional soft skills as a contribution to the bottom-line.**



'Work is now so fulfilling especially with business professional soft skills' says Clara



Approach

- ▶ **Edzai's approach focuses on starting on the inside and participants are urged to think outside the box.**
- ▶ **The underlying emphasis is on starting from effectiveness to greatness.**
- ▶ **The workshop is delivered in a highly participative and practical manner to maintain interest and at the same time get feedback from participants.**



Methodology

- **EM uses the following creative training techniques:**
- **Self assessment exercises which assist the participants in gauging their own levels of expertise in each area, identify gaps that can be polished through the workshop.**
- **Image slides for visual learning aids.**
- **Personal action plans by participants**
- **Playback of Self presentations.**
- **Role play – be the model**
- **Customized workbook with useful information which can be kept for future reference**



The Products /Services basket

- **MDP (Management Development Program - (Corporate Governance & Business Leadership skills)**
- **Grooming & Deportment and Personal Branding**
- **Customer Care & Brand Pride**
- **Customer Relationship Management**
- **Team building workshops**
- **Market Research / Market Audit / Customer Satisfaction Surveys**
- **Strategy workshops & Retreat Facilitation**
- **Branding / Brand Activation / Image management & Promotional materials**
- **Selling & Presentation Skills / Direct Marketing**
- **Leadership & Supervisory skills / Conflict & Grievance Handling Skills / Industrial Relations**
- **Balanced Scorecard / Performance Appraisal / Gaining Staff Commitment**
- **Business & Social Etiquette**
- **Office Organization & Administration**
- **Event Coordination ; Master of Ceremony Services ; Diplomacy & Protocol**
- **Corporate branding & Décor services**
- **Marketing & PR Consultancy services**
- **Motivational Talk & Strategy Development skills**
- **PR Campaigns/Product promotions /Brand awareness programs**
- **Basics of IT Applications Soft Skills**



Major Business Networking Forums

- **Business Breakfast Talk & Networking forum :-** Held once a month in all the regions *i.e last Wednesday of every month*
- **Re- Think Your Business Strategy forum:-** Held in June of every year
- **Business Leadership Symposium:-** Held once a year in October



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Client Profile

- ▶ **Avenues Clinic**
- ▶ **Zimbabwe Catholic Bishops' Conference (ZCBC)**
- ▶ **Croco Motors**
- ▶ **Zimchem**
- ▶ **AFHOZ**
- ▶ **Food world**
- ▶ **Buildequip Ltd**
- ▶ **Spar**
- ▶ **CIFOZ**
- ▶ **Forestry Security**
- ▶ **DPB**
- ▶ **AMC**
- ▶ **Palm Lodge**
- ▶ **Valnera Trading**
- ▶ **Some Embassies -Grooming & Department & Customer Care**



Venue & Investment rates

- ▶ **The workshops can be carried at the client's training facilities or at arranged conference facilities of the client's choice.**
- ▶ **Investments Rates: At current prevailing training rates - charged per head, minimum 15 delegates in Harare, Outside Harare minimum 20 delegates and maximum per session 200 people.**
- ▶ **Refreshments and venue are provided for by the client.**
- ▶ **It is also more recommended to carry out these workshops away from home for a learning atmosphere.**



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Workshop Venue , Course Material, Refreshements, Certificates & Costs

Venue: Can be provided by client or arranged by Consultant

Refreshments: Provided by client if training is at client's site.

Workshop date: TBA

Time : TBA

Investment : At prevailing rates per heard

Investment rates are reviewed periodically in line with prevailing market rates.



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Conclusion

Just have a winning attitude of , “if it has to be then it has to be ME !”

Thank You !

Edzai Marange

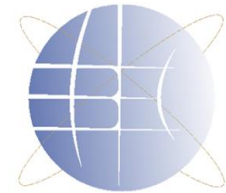
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