



TRAINING

MIND YOUR BUSINESS MANNERS!

Professional Edge is empowering managers for corporate success



Praveeni Perera
Chief Executive Officer



MEDIA SERVICES PHOTOFLE (PROFESSIONAL EDGE CONSULTING)

In today's business world, success in the workplace is not merely about delivering profits alone. An element of social expectation has been built into job profiles and aspirants looking to scale the corporate ladder. Business etiquette is becoming something of a skill in itself, and more and more organisations are encouraging their employees to undergo social and business-etiquette courses that ensure suitable conduct at high-powered business meetings and dinners.

The Chief Executive Officer of Professional Edge Consulting, Praveeni Perera has founded a business-etiquette and corporate-training organisation that offers managers the A to Z of business etiquette "for guaranteed success" in the workplace. Established in Canada this year, the inspiration to set up Professional Edge Consulting was the result of her determination "to be her own boss", she admits.

After her master's degree, she scouted around for business opportunities and espied a perfect opportunity in this field. More importantly, she feels, this is a global niche that has room for growth – and she is

confident that Professional Edge Consulting can be built into a global company despite its Canadian roots, of which she is very proud. Her partners in the business are her mother Priyangani Pannila Perera, a communications specialist, and Louise Jackson, a corporate trainer with a wealth of experience in the Canadian arena.

"We will be making an entry into the Sri Lankan market with a conference entitled 'Manners in Management', in Colombo on 23-24 March 2012. I am extremely excited about this opportunity to make my country of birth my first overseas initiative! So far, I have had an extremely positive response from Sri Lankan companies and students in professional courses, who view this programme as an essential ingredient in making them ideal candidates for preferred employers in Sri Lanka and abroad," she explains.

In fact, some private educational institutions are interested in this corporate-training programme to put the finishing touches to students who will be then be supremely qualified to join the global workplace. Perera's MBA degree in international business is being put

to good use as she is able to straddle different cultures with ease, while highlighting subtle social, cultural and business nuances which managers need to be aware of to prevent the potential loss of important business deals due to blunders in protocol.

She says: "Manners in Management consists of four seminars. Our first seminar addresses business etiquette, with an aim to polish general manners and social niceties in the workplace. The second seminar examines communication etiquette, and focuses on all aspects of corporate communications from email and phone etiquette to the composition of business letters and proposals. Dining etiquette will be addressed in our third seminar, which will give participants an overview of what is expected of them at corporate dining occasions."

"We will cover a number of different scenarios, from a cocktail party to a formal business dinner. Yes, this is where it comes down to which fork to use! The last session will be an image-consulting seminar, where participants will learn to dress for success. Essentially, our conference caters to global

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business professionals in the mid to upper organisational levels who seek the polish and poise that knowledge in business etiquette empowers them with," she explains.

This will also prove to be a confidence booster for shy or unsure employees, and enable them to put their best foot forward at job interviews and important business dealings or even for day-to-day functioning in offices. Considering the rapid pace of globalisation and the increasing possibility of employees being transferred abroad or seeking jobs overseas, this knowledge could prove to be a game changer!

Manners in Management is hoping to attract at least 100

participants for the two-day conference and will bring the topic of business etiquette to the fore, providing a much needed opportunity for managers to avail themselves of this unique seminar content.

The conference will also feature a kiosk displaying information and literature on Canadian businesses and institutions of higher learning. Professional Edge Consulting is headquartered in Ottawa, but Perera explains that the nature of the business is suited to online marketing and she is hoping that in a few years, the business will have no fixed geography, expanding to countries around the world.

"The conference content is

significant to global business situations and familiarises participants with the nuances they need to be aware of to ensure that they do not inadvertently insult or upset their business partners and potentially sour dealings or create misunderstandings. Manners in Management will be open to any participant who seeks success in their professional life!" she concludes.

"We dress the corporate world with manners for success'... that's the credo of Professional Edge Consulting, and Sri Lanka's managers will have an opportunity to be groomed for success with the upcoming Manners in Management conference in March 2012.

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