

BEST! Impression Management Training

Bridging Reality and Expectations

Often times, people feel the need to present different versions of themselves – who they are with family, who they are with friends, who they are at work, etc. In the work environment, when the reality of who someone is conflicts with who they think they need to be, stress, conflict and trust issues can plague a team and workplace.

With proper training, employees can learn to balance who they are and who they are expected to be. This improves morale and productivity, fosters teamwork and builds trust and cohesive teams who achieve business goals.

BEST! Impression Management Training Teaches Employees How To Balance Who They Want to Be, Who They're Expected to Be and Who They Are.



The BEST! Impression Management Training Program

Based on global best practices in impression management training, the BEST! Impression Management Training Program provides your employees with the knowledge and skills they need to be the best they can be. Comprehensive training includes:

- Introduction to Impression Management
- What is Impression Management?
- Who Am I?
- How Do I Want to Be Seen?
- A Balancing Act
- Being Yourself While Presenting a Positive Image
- Workplace Impressions
- Sales Impressions
- Online Impressions
- Balancing Conflict in Tasks and Relationships
- Building Trust
- Characteristics of Trusting Relationships
- The Speed and Efficiency of Trust
- Impression Management Action Plan

The BEST! Impression Management Training Program may be deployed as an eLearning, classroom or blended program, with comprehensive skill development using case studies, activities, role-plays, evaluation and testing, and final certification followed by mentoring and ongoing OJT. The program is completely customizable with the Bank's standards, policies and procedures, or it can be deployed as off-the-shelf training.



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