

ACADEMY OF SOCIAL  
COMPETENCY



17+  
UPPER-  
INTERMEDIATE  
COURSE

## READY-TO-TEACH PROGRAM FOR TRAINERS

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## COURSE GOALS:

Developing communicative competency, mastering the ability to understand one's self and others, effective use of verbal means of communication, interpretation of non-verbal signals, training of active listening skills, developing skills of conflict prevention and conflict resolution, acquaintance with social perceptions, developing individual communication strategies, practicing positive thinking, introduction to the rules of business etiquette, teaching good manners and restaurant etiquette.



## LEARNING OBJECTIVES:

- Develop skills of cultural verbal communication
- Teach the understanding of non-verbal communication
- Form ideas about the effect of «the first impression»
- Learn methods of conflict prevention and resolution
- Get acquainted with the features of job interviews
- Develop the ability to conduct small talk
- Learn how to establish contact and build rapport
- Teach the main elements of dress-code
- Establish good manners and norms of business etiquette
- Develop the ability to recognize and control emotions
- Establish goodwill and positive thinking
- Teach the ability of protecting personal boundaries
- Develop creative and analytical skills
- Form the skills of active listening and empathy
- Educate the responsibility to create a personal image
- Activate the process of self-reflection and self-presentation
- Educate about the responsibility of creating a personal image





## FOR: AGES 17 AND UP

- Full course: 20 lessons (once a week)
- Length of each lesson: 60-90 minutes
- Duration: 5 months
- Audience size: 4 - unlimited

## COURSE MAP:

- Body language: non-verbal ways of expressing emotional states; analysis of personal motives; reading of non-verbal signals and interpretation of micro-details; establishing personal boundaries; creating contact and building rapport; extending the range of one's body language
- Social skills: expressiveness of speaking; basics of active listening; small talk; information distortion mechanisms; politeness maxims; ways of verbal communication (dialogue, discussion, conversation, public speaking); request and refusal; effective collaboration and teamwork; open and closed questions; self-presentation; positive thinking; social confidence; ways of conflict resolution; navigating a job interview
- Appropriate look: elements of a personal image; clothing as a way of self-expression; stereotypes of social perception; components of the first impression; qualities of a leader's image; self-acceptance; factors of success; dress codes and business requirements
- Good manners: greetings and introductions; farewells; compliments; etiquette of business communication; hospitality; gift giving; rules of conduct when using transportation;
- Dining etiquette: restaurant etiquette; rules of service; table behavior; gastronomic etiquette and the nuances of eating different dishes; difference of American and European eating styles; use of linen napkins; silent service codes

# A STEP-BY-STEP METHOD MANUAL:

- Timed Lesson Plan
- Detailed Trainer's Guide
- Visual materials

## COURSE INCLUDES:

Warm ups, scenarios, modelling, brainstorming, individual assignments, group discussions, working in pairs and teamwork, debates, reading, homework and practice.

