

Asmita Parashar Training Consultancy
Cross-Cultural / Soft Skills Training & Image Coaching
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About Asmita Parashar

Asmita Parashar is a soft skills and cross-cultural training expert, with over 14 years' experience in the corporate training field.

Her repertoire of training encompasses enhancement of communication skills, speech and diction as well as business and social etiquette; an overall development of personality and manners which are so vital in today's competitive world.

Having spent her formative years living and working in the UK, Asmita is now based in Mumbai.

The experience of having lived and worked in two diverse cultures has given her the skills to impart effective cross-cultural training programs to both Indians and expats, enabling them to adjust comfortably to living and working in a culture so different to their own.

Image Coach: As a certified image consultant from the Image House UK, as per the syllabus of the City & Guilds Masters Award in Image Consultancy, Asmita conducts individual Image Consultancy coaching sessions for clients; either for those in the corporate sector looking to improve overall image and presentation skills or homemakers who are seeking to re-enter the work arena and require image overhaul and confidence building.

Asmita's training sessions are very interactive, with all training programs customised to client needs.

Her list of Indian and foreign clients vary from corporate houses, banks, IT companies, senior managers, actors, and homemakers.

Asmita also writes regularly for mergermarket.com, the UK-based Pearson Group company which covers news on mergers, acquisitions and takeovers.

Training Programs:

India Cross-Cultural Training for Expats

India is a myriad of cultural influences and can be quite daunting and confusing for many first time visitors. Understanding its complexities would be very useful for those who are looking to successfully work and do business in a country which is fast emerging as a country of vast opportunities and unprecedented growth.

This training program is designed for expats who are seeking to understand Indian culture, both from a business and social perspective

The program covers:

- Cultural Background
- Understanding communication styles and Rapport building
- Doing Business in India – understanding hierarchy, forms of address, Western expectations vs Indian reality, working styles
- Delegating duties and giving feedback
- Working with Indian colleagues
- Understanding company structures and hierarchy
- Social Etiquette
- Taboos
- Home life – help/useful numbers/tips
- Shopping – groceries/supermarkets/malls and popular destinations
- Social Visits
- Leisure Activities

The training is also very helpful for spouses/partners who greatly benefit from invaluable tips on everyday living which can otherwise seem daunting in a new environment like India.

Cross-Cultural Training - For Indians

This training is useful for many Indian companies whose employees work virtually or have face-to-face interactions with their global partners or clients.

The program aims to bring down communication barriers and build better understanding and rapport with foreign counterparts through cultural understanding.

The program covers:

- Understanding western/eastern cultures and mindsets
- Doing business in an alien country - do's and don'ts
- Working in a Western Culture - working with colleagues/delegating/giving and taking feedback/your expectations
- Adhering to Commitments
- Meeting Etiquette
- Saying NO - using assertive language
- Understanding humour
- Living in a western culture - expectations and common courtesies
- Taboo topics
- Building rapport
- Conference call handling
- Email Etiquette - using succinct language/tone for better understanding
- Social etiquette - dining and entertaining in India or a foreign location

Verbal Communication Skills

English is spoken differently in different countries. The English language, its structure and the accent or dialect changes from country to country. Hence it is very important to speak in a globally comprehensive English dialect.

The sole objective of this module is to make the trainees effective communicators and sophisticate English speech and language.

The program covers:

- Breath control
- Vowel and consonant sound articulation
- Syllable stress
- Listening skills
- Intonation patterns
- Pace of speech
- Common grammar issues
- Pronunciations

Business Communication Skills

Business today is very fast paced and in order to survive and excel in this cut-throat competition, it is of utmost importance to be articulate in diction, and be globally understood in the English language.

The program covers:

- Communicating effectively within the organization
- Communicating effectively with those external to the organization
- Building rapport and gaining better understanding and confidence to deal with individuals
- Importance of voice
- Verbal & non-verbal communication
- Tone/sound articulation/pace/pitch/clarity
- Listening skills
- Understanding and adapting to communications styles across cultures
- Telephone etiquette
- Conference call etiquette
- Conversational skills – building rapport

Email Etiquette

Like every other form of communication, one must use proper etiquette when dealing with other human beings. There are, of course, rules of etiquette which pertain to email.

This program aims to develop email etiquette skills among participants; adding the professional touch to all business email correspondence.

The program covers:

- General format
- Attachments
- General tips
- Delivering bad news effectively but politely
- Correct salutations
- Correct signatures
- Writing using positive words (tone of writing)
- Responding to an angry email/letter
- Using succinct language

Business & Social Etiquette - Making positive impressions

The program covers:

- Making a positive first impression
- Introductions
- Rapport building
- Conversation starters (do's and don'ts)
- The proper handshake
- Business cards
- Meeting etiquette
- Mobile phone etiquette
- Assertive communication
- Body language
- Dress and appropriate colours
- Dining and entertaining

Image and Grooming

Everyone wants to make a positive impression. The program is especially designed for those who are in client facing roles or those wishing to build their image through correct dressing and grooming.

The program covers:

- Personal Styling
- Making a great first impression
- Developing the personal and professional Image
- Basic wardrobe planning – essentials
- Dressing for your body shape
- Accessories
- Colour co-ordination
- Casual Dressing
- Dressing for Occasions
- Personal hygiene
- Hair
- Basic Grooming Tips

Presentation & Public Speaking Skills

The training program is for those who are seeking to improve their presentation skills in terms of content and delivery.

- Knowing your audience and matching presentation styles
- Team presentations vs Individual
- Engaging the audience
- The voice – speaking with clarity and conviction
- Overcoming nerves
- Non-verbal communication – body language & eye contact
- Using persuasive words and phrases
- Humour and anecdotes
- Fielding questions
- Grooming – making a positive impression

Campus to Corporate Training – adapting to corporate life

This training is especially designed for those who are entering the corporate field for the first time and need to be aware of certain do's and don'ts of life in a professional environment in terms of etiquette and grooming.

- Differences between college and work
- Understanding corporate culture
- First impressions
- Introductions & handshakes
- Body language
- Body Language
- Understanding hierarchies
- Corporate etiquette
- Telephone and conference call etiquette
- Writing professional emails
- Social gatherings

Dining Etiquette

How to handle oneself with confidence and charm during formal dinners and occasions.

What is covered?

- Placement Settings
- Formal Dinners – Western classical menu
- Handling different kinds of Food – Indian, Continental and Oriental
- Crockery and Cutlery – Cover setup and usage
- Napkin Etiquette
- Dining Etiquette – Do's and don'ts
- Wine vs. Spirits
- Wine Etiquette
- Art of Small Talk – Striking Conversations, Taboo Topics, Pitch and tone of voice
- Buffet etiquette

English Speech Training for Actors

The training program has been specifically designed for stage and film actors who are seeking to enhance English speech and diction.

The training program is customized as per individual requirements and cover aspects of correct sound articulation, intonation patterns and voice exercises for greater enhancement and clarity.

Script sessions form an integral part of the training program.

Image Coaching for Individuals

Tailor-made one-on-one personalised programs for individuals who are seeking to improve soft skills and gain an added advantage in an increasingly competitive world.

The program helps enhance overall image in terms of communication, presentation, grooming and etiquette.

Each consultation is broken up into 2 hour nuggets and the individuals given a customized training plan based on areas of improvement.

The program is particularly useful for senior management and individuals who require overall image enhancement in terms of business and social skills.

List of Clients

- I AM SHE, Ms Universe
- Barclays Bank
- Ugam Solutions
- Tara Jewels
- TV 18 India Ltd (CNBC)
- Cybertech
- Mastek
- J P Morgan
- EXL
- LRN
- TATA Consultancy Services
- Aamby Valley, Sahara India
- Syntel
- Cummins
- University of Cairo, Egypt
- Macquarie
- Infinite Retail Solutions (Croma Retail)
- John Lewis Partnership (Retail UK)
- Communicaid UK and Paris
- HSBC
- Tesco UK

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- BNP PARIBAS
- Sapient
- Mahindra Holidays & Resorts
- Gujarat Gas
- Grazing Goat Productions