



Helping you become the best YOU



ASMITA PARASHAR

Professional Coaching and Development

For All Your Virtual and Face-to-Face Training Needs



www.asmitaparashar.com



[/in/asmita-parashar-696856a](https://in.linkedin.com/in/asmita-parashar-696856a)



ABOUT ASMITA PARASHAR

☎ +91 9820401820

🌐 www.asmitaparashar.com

Asmita Parashar is a certified executive and communications coach. She also conducts programs in cross cultural and soft skills, and has over 18 years experience in the corporate training field.

Her repertoire of training encompasses enhancement of written communication skills, speech and diction as well as business and social etiquette; an overall development of personality, manners and grooming 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 enabled her to impart effective cross-cultural training programs to both Indians and Expats who have gained through her vast experience of understanding cultural nuances.

Her list of Indian and foreign clients include corporate houses, banks, IT companies as well as individuals.

Asmita was chosen as the official communication and grooming expert for the 'I AM SHE' Ms.Universe Pageant contestants, India in 2010 and 2011.

As well as a certified Results Life & Executive Coach, Asmita has gained a certification in Image Coaching from the Image House, UK as per the syllabus of the City & Guilds Masters Award in Image Consultancy.

She is also on the faculty of Anupam Kher's acting institute, Actor Prepares, for Speech and Etiquette training. The school was recently voted one of the top 12 unique schools in the world by French language Canadian television network TV5 Quebec Canada, which has a partnership with the Paris based TV5 Monde.

Asmita was invited by TEDxYouth as a speaker. She spoke about "Discovering Opportunities in Adversity".

**ASMITA PERSONALLY CONDUCTS ALL
TRAINING PROGRAMS LISTED.**

COMMUNICATION SKILLS COACHING

True leaders know the art of communicating effectively; achieving results with teams and honing excellent rapport and interpersonal understanding with global partners and clients.

Using correct language and tone are paramount in handling intricate client relationships and teamwork.

Great leaders consistently strive to strengthen their interpersonal communication competencies by building and maintaining open, supportive, and collaborative relationships with others in the organization and outside.

- ✓ Importance of voice
- ✓ Verbal & non-verbal communication
- ✓ Tone/sound articulation/pace/pitch/clarity
- ✓ Listening skills
- ✓ Understanding and adapting to communications styles across cultures
- ✓ Body language
- ✓ Communicating effectively with internal and external stakeholders
- ✓ Building rapport and meaningful relationships
- ✓ Assertive communication
- ✓ Replacing negative habits with those that will improve interpersonal effectiveness

EXECUTIVE PRESENCE

- ✓ Introduction to Executive Presence
- ✓ Effective communication skills:
 - Listening
 - Inspiring
 - Assertive skills
 - Storytelling
- ✓ Key conversations – communicating with leadership
- ✓ Virtual presence
- ✓ Grooming and personal appearance

- ✓ Awkward conversations – with bosses and employees
- ✓ Body language
- ✓ Networking – working the room
- ✓ Connecting – art of small talk
- ✓ Relationship building – generating trust
- ✓ Emotional and social intelligence
- ✓ Handling office politics
- ✓ Personal Branding - know yourself

CROSS-CULTURAL TRAINING – WORKING WITH INDIA

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 those who are seeking to understand Indian culture, both from a business and social perspective.

THE PROGRAM IS USEFUL FOR THOSE WHO INTERACT WITH INDIA ON A FACE- TO-FACE BASIS OR VIRTUALLY

- ✓ Cultural Background
- ✓ Understanding communication styles and rapport building
- ✓ Doing business in India – understanding hierarchy, forms of address, working styles
- ✓ Western expectations vs Indian reality
- ✓ Delegating duties and giving feedback
- ✓ Working with Indian colleagues - expectations
- ✓ Understanding company structures and hierarchy
- ✓ Giving feedback
- ✓ Social etiquette

EFFECTIVE GLOBAL WORKING - FOR INDIAN EMPLOYEES

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

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

- ✓ Understanding the western humour
- ✓ Living and working in a western culture – expectations and common courtesies
- ✓ Taboo topics
- ✓ Building rapport
- ✓ Understanding the western mindset
- ✓ Doing business in an alien country – do's and don'ts
- ✓ Working with a western culture – interacting with colleagues
- ✓ Delegating/giving and taking feedback
- ✓ Adhering to commitments
- ✓ Meeting etiquette – virtual and face to face
- ✓ Saying NO - using assertive language



EFFECTIVE VIRTUAL WORKING: WORKING SEPARATELY BUT TOGETHER

Meeting hosts need to ensure that meetings are effective and run smoothly without disruptions and disturbances. Encouraging communication and collaboration amongst participants will ensure greater productivity and morale.

The program helps you use the right strategies to host successful meetings with minimal time wastage.

- ✓ Using the right technology to convey your message
- ✓ Setting expectations
- ✓ Sharing information
- ✓ Making a positive impression – grooming and body language
- ✓ Building relationships and trust
- ✓ Communication tips
- ✓ Building cross-cultural connections
- ✓ Working with language differences
- ✓ Effective feedback in a virtual environment
- ✓ Time zone tips
- ✓ Virtual chai time – small talk and connecting
- ✓ General do's and don'ts



EMPATHY SKILLS

As work becomes more technology driven, it has become crucial for leaders to develop empathy skills to build a more engaged workforce.

The willingness and ability to understand and appreciate others for employee wellbeing will ultimately result in business success.

- ✓ The importance of empathy in the workplace
- ✓ Tone and vocal aspects when conveying empathy
- ✓ The art of listening
- ✓ Techniques to listen better
- ✓ Recognising emotions
- ✓ Reading body language
- ✓ Showing compassion
- ✓ Developing an action plan to develop empathy skills

WRITING SKILLS

This workshop covers the key elements of professional writing, helping delegates increase their credibility through more accurate writing, making their writing more memorable by tailoring the tone and message to the audience, and being able to structure writing to make it more readable.

THE KEY PRINCIPLES OF GOOD WRITING:

- ✓ The 4Cs: Clarity, Conciseness, Correctness and Completeness
- ✓ Identifying your reader
- ✓ Creating a reader-friendly style

THE KEY STAGES OF GOOD WRITING:

- ✓ Identifying your key message
- ✓ Planning and organisation
- ✓ Proofreading; grammar, punctuation and spelling
- ✓ Editing

EMAIL ETIQUETTE

Like every other form of communication, one must use proper etiquette when writing to others.

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.

- ✓ General format
- ✓ The rule for attachments
- ✓ Correct salutations
- ✓ Correct signatures
- ✓ Writing using positive words (tone of writing)
- ✓ Using succinct language
- ✓ Delivering bad news effectively but politely
- ✓ Responding to an angry email
- ✓ Types of emails
- ✓ General tips

BID AND PROPOSAL WRITING

- ✓ Understand the key principles of impactful proposal and bid writing
- ✓ Learn how to plan, draft, and proof proposals effectively
- ✓ Develop techniques for writing clearly and concisely
- ✓ Improve clarity and readability of proposals
- ✓ Understand how to adapt writing according to the audience ensuring that the reader is at the heart of the written communication

PRESENTATION & PUBLIC SPEAKING SKILLS

The training program provides participants with the skills and tools to deliver confident and impactful presentations, enhancing their ability to clearly position key messages.

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



THE YOUNG EXECUTIVE - CAMPUS TO CORPORATE TRAINING

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, grooming and overall demeanour.

- ✓ Discussion - key differences between campus and work
- ✓ Understanding corporate culture
- ✓ First impressions
- ✓ Introductions
- ✓ Body language
- ✓ Understanding hierarchies
- ✓ Corporate etiquette – face-to-face and virtual meetings
- ✓ Handling conversations with internal and external stakeholders
- ✓ Telephone and conference call etiquette
- ✓ Professional email writing
- ✓ Social gatherings

BUSINESS & SOCIAL ETIQUETTE

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

BUILDING YOUR PERSONAL BRAND

Tailor-made one-on-one personalized 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 1.5 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.

LIFE & EXECUTIVE COACHING

Adapting the “Results Coaching” system of self-directed learning, the personal coaching sessions helps individuals achieve their life and personal goals.

The coaching programs are solution focused and enable individuals to discover themselves through the system of ‘stretching’ beyond their current capabilities through goal setting and action.



IMAGE ENHANCEMENT 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.

- ✓ Personal styling
- ✓ Making a great first impression
- ✓ Developing the personal and professional Image
- ✓ Basic wardrobe planning – essentials
- ✓ Dressing for your body shape
- ✓ Accessories
- ✓ Casual dressing
- ✓ Dressing for occasions
- ✓ Personal hygiene & basic grooming tips

WRITING, EDITING AND PROOF-READING SERVICES

With a background in journalism, Asmita provides her skills in the writing, editing and proofreading of papers, thesis, reports and proposals for various organizations.



COACHING SKILLS FOR LEADERS

Learn how to coach your teams by learning the coaching process.

- ✓ Coach vs Mentor – understanding the difference
- ✓ How to open the coaching meeting
- ✓ Building trust and confidence – honing the relationship
- ✓ Getting a verbal commitment
- ✓ How to vary your communication style to coachee's behavioural style
- ✓ Importance of Listening
- ✓ Probing issues / Questioning techniques – opening up the coaches
- ✓ Showing empathy
- ✓ How to explore alternatives
- ✓ Coaching to empower and problem solve
- ✓ Prioritizing time
- ✓ Providing feedback – how to give continual feedback

DINING ETIQUETTE

Handling oneself with confidence and charm during formal dinners and occasions.

- ✓ 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
- ✓ 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

TESTIMONIALS

Asmita trained me and my family how to adapt to India as an expat. Her approach of answering our questions by giving examples and explain how India works was really helpful. With her background with one foot in Europe and one in India made her answers really understandable. In India you normally cannot assume that someone really understand you fully since words have another meaning, but with Asmita I was fully confident that she really understood my situation and could give me answers or solutions that I, as a western European, am able to do. My everyday life in India became really easier after her training.

- FILIP SEBEK
Senior TCMS Software Engineer (RoQ/TCMS India)
på Bombardier Transportation

Asmita adeptly played the role of a strategic partner who understood the organization's business objectives and delivered various programs for cross cultural trainings, soft skills trainings, personality development and leadership coaching.

Her core capabilities are in aligning the training programs towards achieving business results. Asmita has the personna, skills and deep experience to work with a wide range of people across different age groups and industry segments. Highly recommended ... if transformation of cultures using behavior change is on your agenda!

- HEMANT REHANI
Global Head - Life Sciences Digital Operations
Delivery, Cognizant

ASMITA, well she has been by far one of the few folks that I've worked with from the industry who actually 'GETS IT!' She is very much In sync with the times, clued into Corporate cultures, organization trends and most important of them all executive coaching, and is an excellent Life Coach to almost any level of leadership. She brings high level of credibility to the role, and fits in very fast and well in to the required surroundings! Requires a very short runway, as earlier mentioned 'she gets it'!

- DAVID THOMAS
Global Human Resources Leader, Specialty Salesat Dell EMC

Thank you so much for today. It was brilliant. I so enjoyed it and the information given was invaluable.

- ALLI SULLIVAN
J P Morgan



I have had the privilege of knowing Asmita since 2009, and as an expat in the city of Mumbai, found her remarkably helpful and knowledgeable in providing me with some much needed explanations about the differences in culture; from my upbringing in UK, and landing in Mumbai to setting up my event management company.

The day-to-day challenges can be fierce without someone who understands and empathises with you. I feel Asmita has all the qualities one needs to make the transition easier with her sensibility of living in the country for over two decades and going through what we all go through in our early stages.



- ANITA PATEL

International Event Planner, Tania-Tapel Events (India) Private Limited



Asmita is an excellent coach. Her ability to listen, her experience and enthusiasm support the trainee to get a deep understanding of the training and its purpose.

I'm happy and confident to recommend her for any training to improve personal and professional skills.



- LAURENT ROMANET

Country Chief Operating Officer, BNP Paribas India



I've had the pleasure of knowing Asmita for almost a year. She is an excellent and a highly effective soft-skills trainer.

Her knowledge and experience of living and working with different cultures makes her uniquely positioned to understand and address the challenges faced by individuals and corporates in today's competitive world. Asmita is extremely influential and has helped me with various aspects of personality development and coaching on effective communication skills - verbal and non-verbal both within the organisation and externally.

She has been a great coach and it has been a pleasure to work with her.



- CHINTAN THAKKAR

Managing Director - India at OSTC Ltd.



Very enjoyable and interactive. Everybody had the opportunity to ask questions.



- SMITHA RAMAN

Sales, Mahindra Holidays and Resorts



After searching wide for an English speech trainer, I was fortunate to come across Asmita through a colleague.

I had just signed an International film and was looking out for someone who could help me with my English speech and intonation patterns.

Asmita worked with me diligently for over a week and I was extremely happy at the way we worked on the various speech exercises and articulation patterns which I was initially unaware of. She prepared me for the role by going through various script sessions which became an invaluable part of the training.

It was a great learning experience and I thoroughly recommend the training to anyone, not just actors, who is seeking to enhance their overall vocal/tonal quality and English sound articulation for greater improvement, clarity of thought and speech sophistication.



- PRIYANSHU CHATTERJEE

Actor



The Corporate Etiquette and Cross-Cultural program which was conducted by Asmita was extremely helpful and insightful for the participants.

Through her interactive workshops, Asmita brings a vast wealth of international experience and knowledge, which is invaluable for any organisation seeking to enhance cross-cultural understanding and communication skills, whether working virtually or on a face-to-face basis.

I highly recommend this program!



- LC SINGH

President and CEO, Nihilent Technologies, Pune



I was looking to improve areas of soft skills right, right from enhancing my vocal and written communication to incorporating correct etiquette and grooming in my business and social interactions.

The personalised communications coaching was just what I required; enabling me to learn at my own pace and according to my specific requirements.

It has been a great and eye-opening learning experience and I am glad to say that I have gradually seen a positive change in my attitude and inter-personal interactions.

I cannot stress the importance and benefits of this type of personalised coaching.



- M BAFNA

Senior Leader, Top 4 Consultancy Company



Asmita guides her client to perfection and her ability to encourage, motivates them to do even better.

One other very important attribute of hers is that she identifies the requirement of her client and gives timely, correct and proper feedback where he or she should work on.

This gives tremendous faith in her suggestions/ recommendations.



- R.IYER

Top 4 Consultancy Company

CLIENTS





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