MERCURY

Work Ethics, Etiquette & Behavior Training

13 – 17 December 2026
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15096_252271 **Date:** 13 – 17 December 2026 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

First impressions are often made within seven seconds of a meeting and are challenging to reverse. This work ethics, etiquette, and behavior course aids in crafting a favorable first impression and navigates the subtleties of interacting with others in various business contexts, considering cultural and regional distinctions.

Since business engagements can extend to informal settings like meals, your dining skills can significantly influence perceptions of you as a potential partner. Over one week, you will gain insights into proper manners and business etiquette suitable for diverse scenarios. Additionally, we cover international protocol standards to prevent diplomatic incidents due to misunderstandings during formal events and visits.

This work ethics, etiquette, and behavior course elevates employees' professional presence by improving their work behavior skills, understanding their work behavior, and learning the fundamentals of work etiquette and ethics. It fortifies the participants' knowledge about the importance of proper conduct in the workplace, thus cultivating an environment that fosters respect, efficiency, and positive interactions among colleagues.

Targeted Groups:

- This course suits all staff, providing a solid orientation for new team members.
- Personnel Officers.
- Public Relations Professionals and Events Organizers.
- Personal Assistants.
- Employees in the hospitality business.
- Those whose roles involve interaction with key individuals in government and private sectors.

Course Objectives:

By the end of this work ethics, etiquette, and behavior course, participants will be able to:

- Explain how to behave correctly in both business and social situations.
- Describe how to interact and communicate effectively with various types of guests.
- Demonstrate appropriate personal and professional conduct.
- Plan VIP visits and formal events with the finesse of an ideal host.
- Apply proper communication etiquette.
- Implement protocol and etiquette that vary among different cultures, nations, and regions.

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Targeted Competencies:

At the end of this work ethics, etiquette, and behavior training, target competencies will:

- Public speaking.
- Verbal and non-verbal communication.
- Influencing.
- Presentation delivery.
- Active listening.
- Building rapport.

Course Content:

Unit 1: Principles of Business Etiquette and Protocol:

- Definitions and concepts related to work etiquette meaning and work behavior definition.
- The guiding principles of exemplary work behavior skills.
- Why are work etiquette and organizational work ethics important?
- Importance of protocol in business.
- The importance of manners.
- The role of manners in creating the right corporate image.
- The six fundamental principles of work ethics and etiquette.

Unit 2: Achieving Communication Success:

- Communication levels and the definition of work ethics in communications.
- The four core principles of effective workplace communication.
- Components of the communication process and employee work behavior.
- Aspects of communication delivery and their impact on work ethics for employees.
- Barriers to effective communication and strategies to overcome them.
- The significance of cultural considerations in communication.
- Managing perceptions and biases.
- Key qualities for successful communication.
- Listening etiquette.

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Unit 3: Personal and Professional Conduct:

- Universal expectations for professional conduct and work ethic behaviors.
- Etiquette for formal scenarios.
- Dealing with complex personalities.
- Four choices for dealing with various behaviors.
- International business etiquette.
- Customs and cultures.
- Best practices.

Unit 4: Planning and Hosting VIP Occasions:

- Preparing for official visits.
- Understand the protocol at important events.
- The qualities of an ideal host are a strong work ethic and a strong work ethic in the workplace.
- Seating arrangements.
- Risk management and contingency planning.
- Avoiding common mistakes.
- Protocols for receiving dignitaries at airports.

Unit 5: Proper Communication Etiquette:

- Phone etiquette.
- Meeting etiquette.
- Email etiquette.
- Proper use of titles and forms of address.
- The etiquette around exchanging gifts in professional settings.

Unit 6: Variations in Protocol and Etiquette:

- Understanding administrative protocol.
- Flags, anthems, and logos.
- Approaching awkward situations and solutions.
- Looking at global variations in protocol and etiquette.

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Conclusion:

By integrating these elements, the work ethics, etiquette, and behavior course aims to instill a comprehensive understanding of work ethics and behavior, ensuring participants leave with actionable insights into improving their professional conduct and communication.