



A Step Towards a Happier
Personal and Professional Life

**SOFT
LAUNCH[®]**
Confidence & Etiquette For Every Day



Tune into Your True Self

"The most beautiful project you can work upon is that of yourself." Everybody wants to be successful but have you wondered what a successful person looks like? How that person talks, how that person walks, basically how he/she behaves in general. Your personality, your aura has an influence over the people around you. But in order to showcase and project the right influence, you first need to learn how to build that.

Success is not just about having a college degree. Just having it is not considered to be working on yourself. You are more than that. You need to show your true worth and we at Soft launch, help people showcasing that. Soft Launch is first of its kind professional grooming course in India that gives you an instant edge over your competition and makes sure that you are ready to make the right impressions. It enhances your image, soft skills and quality of life and makes you a better person, individually and professionally.

Apart from having educational and professional knowledge, one needs to have the knowledge to improve self-worth, boost confidence, improve communication and groom oneself. Your degree has prepared you for a career; a Soft Launch course prepares you for success.

"ELEVATE TO YOUR BETTER SELF FOR PERSONAL AND PROFESSIONAL FULFILLMENT"

Arunima who is the founder of Soft Launch truly believes in this motto and with this, she is able to enhance the lives of individuals endeavouring to elevate the quality of their personal and professional lives. She does this in a very, systematic, disciplined but fun filled way ensuring that you develop your personal and professional image successfully.

She approaches each client and every student in a batch with an open mind, trying to understand their current educational and cultural backgrounds, their aspirations and then helps them to evolve to their highest potential by giving them insights and knowledge into dressing, confidence, mannerisms, communications and all facets of soft skills. She aligns them with the highest international standards of etiquette and cultural sensitivity that would enable them to live and work confidently in a very globalized world.

With her just 5-7 days program, whether in a batch or in one-to-one personal sessions, you will be able to unlock the advantages attached to it. As time passes by, you will start incorporating your soft skills which will not just enhance your personality but will also help you to understand and deal with different situations in your life, be it the happy and joyous one or the challenging or trying one. You will have more faith on yourself and will be able to build a positive perspective towards life.

DAY WISE PROGRAM SESSION WITH A DURATION OF AROUND 1 HOUR.

◉ Day 1 - Introduction to Image, its relevance and components.

On the 1st day, students will get notes on 3 complementary chapters namely:

- 1) Preface- Detailing Arunima Manwani's ideology, which is a good guide for all students and will help them to lead good, responsible lives.
- 2) Stock Phrases- these are a collection of phrases and sentences for different situations that students should memorize for better written and verbal English communication in formal and work scenarios.
- 3) Financial Management and Leadership skills - this would enable students to visualise and work towards living more fulfilled lives in their personal and professional capacities.

Every student will be given detailed soft copy notes via e-mail / students can take copy of the chapters on their pendrive for all the topics covered in each session.

Students are expected to read the all the chapters and collect questions if any. Arunima will answer all questions during the 6th session reserved for Questions and Answers.

The day 1 of this program will help you to understand how to perfectly project a professional image. Creating the correct first impression at the workplace or even in one's social and personal lives is vital to building and maintaining long- term fruitful relationships and associations with people. This session will introduce you to the elements of Image and how you can project the best image effortlessly. Working on your own body language as well as having the ability to understand and decipher others' body language will help you take the right decisions. Dressing well will boost your confidence and leave a positive impression on others. You will gain a knowledge on body language and kinds of dressing that will suit your personality. Understanding and maintaining a proper and sophisticated body language and dress code is really essential for you to achieve what you've been dreaming for.

◉ Day 2 - Personal Grooming/Hygiene and Common Courtesies

Don't we want people to remember only a positive side of ours? Don't we want them to remember as the one who's always very sophisticated, chivalrous, courteous and well-mannered? Being well groomed is a way of displaying good manners. Grooming helps boost your self-esteem and self-confidence. Practising common courtesies is a necessity when you consider yourself a part of civil society. Showing respect to others and being considerate to others around you in varied circumstances will show you in good light and people will always remember your good behaviour. So, grooming will not just impact you but other people around you as well. It is of course important for your personal development but it will also help you to make people imbibe a more positive image of you which will be a cherry on top. Isn't it?

◉ Day 3 - Professional/Business Etiquette

The way you behave at your professional space is the most important trait which needs to get perfect. You're being judged the most when you are at your workplace. It is necessary to be at your best wherever you go but at professional space, you must learn to be in a more polished state. Having stated that, learning business etiquettes is a necessity in today's modern era. The manner in which you meet, interact and behave with your colleagues, seniors, clients or suppliers has a long lasting impact on your success at work. Following certain protocols at work will make you seem more professional and you will be respected for your behaviour. Having an understanding of social and professional etiquette will remove any awkwardness and help you in deciding how to react better at all times, especially during difficult times. Good work ethics and work etiquette should be an inherent part of our nature. You will thus, be made to learn the following traits to imbibe a more civilized professional image-

- a) Introductions, Meetings, Greetings and Business networking
- b) Telephone, E-mail and Digital World Etiquette
- c) Workplace Etiquette
- d) The language of business

◉ Day 4 - All about Dining

Dining is a private affair and also an integral part of entertaining guests. Be it professional or social settings, you are required to behave graciously at the table.

Understanding food habits across the globe, being aware of eating habits of different cultures and being informed about dining etiquette will save you from possible embarrassment and help you build good rapport with the people you work with or live around. Dining is also an-

integral part of an aesthetic and graceful life, be it at home with family members, friends or with business clients, during this workshop, you will learn this art. This session includes tips on healthy eating and lifestyle as well as give you nuanced insights into a sensitive understanding of other cultures as well.

You will thus, be made to learn the following traits-

- a) Table settings
- b) Formal and Informal Dining
- c) Eating habits, Food Taboos and Healthy living

◉ **Day 5 - Being Culturally sensitive and understanding Cultures of the world.**

In today's globalised world it is imperative for us to be culturally sound and racially sensitive. Being culturally sensitive means having empathy and deeper understanding of how cultures have evolved over past centuries, knowing how to behave and react to different situations in life when interacting with people from other cultures. This session will give you an understanding of multi- cultural aspects, diverse populations, their past, their values, their work ethic, behaviour patterns and what motivates them. This will help you create harmonious work interactions with them, be it a short term or longer association.

We will delve into broad categorisation of 3 types of countries as given by one cross cultural specialist. Workshop notes will contain details on over 15 countries which are some of the biggest trading partners of India, countries that matter on the world economic stage and destinations to which Indians travel the most for leisure. The list of countries includes USA, UK, Germany, Netherlands, Belgium, Switzerland, Hong Kong, Singapore, Ireland, Canada, Australia, France, Russia, South Africa, Israel, U.A.E, Italy, Japan, and South Korea.

Later if you want to enhance your knowledge even further, you can contact us for notes on Austria, Denmark, New Zealand, Spain, Mexico, Argentina, Saudi Arabia, Bangladesh, China, Vietnam and Malaysia. These notes for are priced separately for each country for nominal fee.

◉ **Day 6 - Open house questions and answer sessions. Discussions on all topics. (1- 2 hours)**

On the 6th day, students will have a question and answer session with Ms.Arunima Manwani on all topics covered in the course.

Before the start of the Program, students can also choose to demand a personal dining training program over 2 hour sessions depending on the number of students attending it on the 6th day.
This dining training program is optional for a nominal extra fee.

For student batches outside New Delhi, first 5 days' sessions would be conducted online through webinar sessions by Arunima Manwani. On the 6th day a session lasting between 4-5 hours can be arranged with prior notice for Arunima Manwani in your city/institute. These sessions are meant to include questions and answers on the course- including dining practice.
A nominal extra fee would be charged, depending on number of students attending it.

Note:
● First 5 days sessions (1-1.5 hours duration each day) can be held in 5 consecutive days or once or twice a week as convenient for students/institute.

| Fee Structure |
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ABOUT ARUNIMA MANWANI

Marvellous Mentor

She is sophisticated yet simple, subtle yet significant. She is stylish yet comfortably effortless, classy yet chic. She is the one who looks poised yet looks powerful. She has everything in her. She has beauty in not just her appearance but in her mind as well. With her beautiful yet powerful mind, she has class and that's why she can attract mass. Lastly, she has the ability to make you all of that. Sounds powerful, right? She is Arunima Manwani, the Founder and Chief Image Consultant Trainer of Soft Launch.

Soft Launch is the brain-child of Mrs. Arunima Manwani. She trains students ranging from school children as young as 10 years of age, to would-be brides and bride grooms, professional interns, young professionals of different fields and senior bureaucrats. She works with people who want to build their life a more sophisticated one. She enhances people's lives in terms of their personal image, quality of life, personal appearance and align them with international standards of etiquette and couture.

Arunima Manwani holds a B. Com degree from HR College, Mumbai. She is a certified fashion designer from B.D. Somani Institute of Art and Fashion Technology, Mumbai. Arunima had earlier worked for few years as an Assistant Merchandiser with US based companies like Macy's and Talbots. In the last few years, she went back to attain higher training on Image and Protocol. She is a certified Image consultant and Personal Stylist from Sterling Style Academy, Milan (Italy). Also, certified as International Etiquette and Protocol Trainer from The European School of Protocol, Brussels (Belgium). She is also a certified children's etiquette trainer from the ISOE, New Delhi which is affiliated to Etiquette School of Manhattan, New York City. Now she has her own registered Trademark brand as mentioned above called Soft Launch, and her own written content (with registered copyright).

She has conducted workshops for school children, law school interns across Law firms in Delhi. She has a whole host of private clients who choose to get trained in the privacy of her office space. On 19th March 2021 she conducted online training on 'Cross Cultural Sensitivity' for senior Bureaucrats (Senior Class 1 grade officers) at Vigyan Bhawan, New Delhi. The session was attended by over 50 participants, selected from all states and Union Territories of India. The purpose was to train them to learn more on specific countries, which would enable them to get more investments into India. Arunima recalls this as a very enriching experience. This training was based on her trainings from The European School of Protocol, Brussels.

Arunima believes in making her clients comfortable and at ease, irrespective of their backgrounds, in order to increase their interpersonal skills through performance and delivery. That's why she's one of the biggest Personal Image and Style Consultants today. She's the Founder and Chief Image Consultant Trainer of her brain child i.e., Soft Launch which she has been running successfully and the happy clients from all over the world are the live examples of her expertise in the field.



Contact for personalised and/or advanced programs which include Personal Color Analysis and Color Swatches; Body Shape Analysis with guidance on suitable outfits; Wardrobe Consultancy and Management; Personal Shopping Assistance for curating personal wardrobe for regular wear, office wear and special occasions.

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