

THE TRANSFORMATION

PRESENCE PLAN SYLLABUS

3 Months | 36 Sessions | INR 21,000

Complete week-by-week syllabus, session details,
practice activities, and take-home materials

Avecura Centre of Excellence | Lucknow, Uttar Pradesh | 2026

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FOUNDATION MODULES

WEEK 1 — FIRST IMPRESSIONS & SELF-AWARENESS

SESSION 1: THE POWER OF FIRST IMPRESSIONS

Theory & Concepts:

- Why first impressions are formed in 7 seconds
- The 3 Vs: Visual, Vocal, Verbal impact
- Self-assessment: Where do you stand today?

Practice & Activities:

- Mirror exercise: Observe your natural posture & expressions
- Video recording: Self-introduction (baseline assessment)
- Peer feedback round

Take-Home Material: Personal grooming audit checklist

SESSION 2: PERSONAL HYGIENE & GROOMING STANDARDS

Theory & Concepts:

- Professional grooming standards for men & women
- Hair, skin, nails — daily grooming routines
- Fragrance etiquette & grooming essentials

Practice & Activities:

- Grooming checklist walkthrough
- Before/after photo exercise
- Group discussion: Grooming myths vs reality

Take-Home Material: Daily grooming routine card

SESSION 3: DRESSING FOR DIFFERENT SETTINGS

Theory & Concepts:

- Dress codes decoded: Formal, semi-formal, smart casual, casual
- Colour theory & wardrobe basics
- Common dressing mistakes to avoid

Practice & Activities:

- Outfit analysis exercise
- Dress code matching game
- Personal colour palette identification

Take-Home Material: Wardrobe essentials checklist

WEEK 2 — BODY LANGUAGE FUNDAMENTALS

SESSION 4: POSTURE, STANCE & WALKING STYLE

Theory & Concepts:

- The science of confident posture
- Standing, sitting, and walking with presence
- Power poses and their psychological impact

Practice & Activities:

- Posture correction exercises
- Walk-the-ramp confidence drill
- Video review: Before vs improved posture

Take-Home Material: Posture correction daily exercises sheet

SESSION 5: EYE CONTACT, HANDSHAKE & FACIAL EXPRESSIONS

Theory & Concepts:

- The triangle of eye contact
- The perfect professional handshake
- Reading and controlling facial expressions

Practice & Activities:

- Eye contact challenge (30-second drill)
- Handshake practice with feedback
- Expression matching game

Take-Home Material: Non-verbal communication quick reference card

SESSION 6: GESTURES, SPACE & ENTERING A ROOM

Theory & Concepts:

- Open vs closed body language
- Personal space and proxemics
- How to enter a room with confidence

Practice & Activities:

- Room entry simulation (office, interview, event)
- Gesture awareness exercises
- Role-play: Meeting someone for the first time

Take-Home Material: Body language dos and don'ts card

WEEK 3 — SPOKEN ENGLISH — FOUNDATIONS

SESSION 7: COMMON GRAMMAR ERRORS & CORRECTIONS

Theory & Concepts:

- Top 20 grammar mistakes Indians make
- Tenses simplified: Present, past, future
- Subject-verb agreement essentials

Practice & Activities:

- Error spotting exercises
- Sentence correction drills
- Pair conversation with grammar focus

Take-Home Material: Grammar correction quick reference sheet

SESSION 8: VOCABULARY BUILDING & WORD POWER**Theory & Concepts:**

- Power words for professional conversations
- Synonyms, antonyms & contextual usage
- Building vocabulary through daily habits

Practice & Activities:

- Word association games
- Describe-the-picture exercise
- One-minute vocabulary challenge

Take-Home Material: 50 power words flashcard set

SESSION 9: PRONUNCIATION & FLUENCY DRILLS**Theory & Concepts:**

- Commonly mispronounced words in Indian English
- Tongue twisters & fluency techniques
- Filler words: Identifying and eliminating them

Practice & Activities:

- Pronunciation drill session
- Read-aloud fluency exercise
- 2-minute uninterrupted speaking challenge

Take-Home Material: Pronunciation guide with audio references

WEEK 4 — CONFIDENCE & SELF-PRESENTATION**SESSION 10: OVERCOMING HESITATION & BUILDING INNER CONFIDENCE****Theory & Concepts:**

- Psychology of confidence: Fake it till you make it?
- Identifying personal confidence blockers
- The comfort zone expansion model

Practice & Activities:

- Stand-and-speak exercise (random topics)
- Rejection therapy mini-exercise
- Affirmation and visualisation session

Take-Home Material: Confidence building daily exercise card

SESSION 11: SELF-INTRODUCTION MASTERY**Theory & Concepts:**

- The 30-second, 1-minute, and 2-minute intro formats
- Structuring your story: Hook, body, close
- Adapting introductions for different settings

Practice & Activities:

- Write and deliver 3 versions of your intro
- Peer feedback and refinement
- Video recording for self-review

Take-Home Material: Self-introduction script templates

SESSION 12: VOICE MODULATION & TONE CONTROL**Theory & Concepts:**

- Pitch, pace, pause — the 3Ps of voice
- How tone affects perception
- Projecting authority vs warmth

Practice & Activities:

- Reading passages with different emotions
- Volume control exercises
- Storytelling with voice variation

Take-Home Material: Voice modulation practice passages

WEEK 5 — SOCIAL ETIQUETTE ESSENTIALS**SESSION 13: PHONE, EMAIL & DIGITAL ETIQUETTE****Theory & Concepts:**

- Professional phone answering and calling etiquette
- Email writing basics: Subject, greeting, body, close
- WhatsApp and social media professionalism

Practice & Activities:

- Mock phone call exercises
- Email drafting and peer review
- Social media profile audit

Take-Home Material: Email templates & phone scripts

SESSION 14: GREETING PROTOCOLS & SOCIAL BEHAVIOUR**Theory & Concepts:**

- How to greet in formal, semi-formal, and casual settings
- Introduction protocols: Who introduces whom?
- Small talk: Starting and sustaining conversations

Practice & Activities:

- Greeting role-play scenarios
- Small talk speed dating exercise
- Networking simulation

Take-Home Material: Small talk conversation starters list

SESSION 15: BEHAVIOUR AT EVENTS & PUBLIC SETTINGS**Theory & Concepts:**

- Restaurant and cafe etiquette basics
- Behaviour at weddings, parties, and formal gatherings
- Managing awkward social situations gracefully

Practice & Activities:

- Restaurant simulation exercise
- Social event role-play
- Awkward situation resolution game

Take-Home Material: Social etiquette cheat sheet

WEEK 6 — INTEGRATION & TRANSFORMATION SHOWCASE

SESSION 16: COMPREHENSIVE MOCK SCENARIO: PROFESSIONAL SETTING

Theory & Concepts:

- Review of all modules covered
- Integration: Combining grooming + body language + communication

Practice & Activities:

- Full professional scenario simulation
- Walk in, greet, introduce, converse, exit — full cycle
- Video recording for comparison with Session 1

Take-Home Material: Personal progress report

SESSION 17: COMPREHENSIVE MOCK SCENARIO: SOCIAL SETTING

Theory & Concepts:

- Social confidence integration
- Handling multiple social interactions simultaneously

Practice & Activities:

- Social event simulation (party/gathering)
- Peer evaluation round
- Confidence scorecard update

Take-Home Material: Social confidence self-assessment

SESSION 18: FINAL ASSESSMENT & GRADUATION

Theory & Concepts:

- Transformation review: Day 1 vs Today
- Setting goals for continued growth

Practice & Activities:

- Final self-introduction (recorded)
- Before/after video comparison viewing
- Certificate ceremony and feedback session

Take-Home Material: Certificate of Participation + Personal Growth Plan

TRANSFORMATION MODULES

WEEK 7 — EVENT & DINING ETIQUETTE — PART 1

SESSION 19: FORMAL DINING ETIQUETTE

Theory & Concepts:

- Table setting knowledge: Cutlery, glasses, napkins
- Course-by-course dining behaviour
- Dos and don'ts at the dining table

Practice & Activities:

- Table setting arrangement exercise
- Mock formal dinner practice
- Napkin folding and usage drill

Take-Home Material: Dining etiquette visual guide

SESSION 20: BUFFET, CASUAL DINING & RESTAURANT BEHAVIOUR

Theory & Concepts:

- Buffet etiquette: Queue, plate, portions
- Ordering at restaurants with confidence
- Tipping culture and bill-splitting norms

Practice & Activities:

- Buffet simulation exercise
- Menu reading and ordering role-play
- Group dining scenario

Take-Home Material: Restaurant etiquette quick card

SESSION 21: EVENT BEHAVIOUR: WEDDINGS, PARTIES, CORPORATE

Theory & Concepts:

- Dress code adherence for different events
- Arrival, mingling, and departure protocols
- Gift-giving etiquette

Practice & Activities:

- Event simulation: Corporate reception
- Event simulation: Indian wedding scenario
- Mingling and exit strategy practice

Take-Home Material: Event behaviour checklist

WEEK 8 — INTERVIEW PREPARATION — PART 1

SESSION 22: INTERVIEW FUNDAMENTALS & PREPARATION**Theory & Concepts:**

- Types of interviews: HR, technical, panel, video
- Research and preparation framework
- Dressing and grooming for interviews

Practice & Activities:

- Company research exercise
- Interview outfit planning
- Pre-interview checklist creation

Take-Home Material: Interview preparation checklist

SESSION 23: COMMON HR QUESTIONS MASTERY**Theory & Concepts:**

- Top 25 HR interview questions decoded
- STAR method for answering behavioural questions
- Handling tricky and negative questions

Practice & Activities:

- Tell me about yourself — perfected version
- STAR method practice with real examples
- Weakness and failure question drills

Take-Home Material: HR question-answer templates

SESSION 24: MOCK INTERVIEW ROUND 1**Theory & Concepts:**

- Brief recap and confidence boosting
- Body language during interviews

Practice & Activities:

- Full mock interview (15 min per person)
- Panel feedback on content, delivery, and body language
- Video recording and review

Take-Home Material: Individual mock interview scorecard

WEEK 9 — PUBLIC SPEAKING & STAGE PRESENCE**SESSION 25: CONQUERING STAGE FEAR****Theory & Concepts:**

- Understanding glossophobia and its triggers
- Breathing techniques for anxiety management
- The 3-step fear elimination framework

Practice & Activities:

- Breathing and grounding exercises
- Progressive exposure: Stand → Speak → Present
- 1-minute impromptu speaking challenge

Take-Home Material: Stage fear management toolkit

SESSION 26: STRUCTURED SPEECH DELIVERY**Theory & Concepts:**

- Speech structures: Problem-solution, chronological, topical
- Opening hooks and powerful closings
- Using stories, data, and humour effectively

Practice & Activities:

- Write a 3-minute speech
- Deliver with structure focus
- Peer feedback on structure and delivery

Take-Home Material: Speech structure templates

SESSION 27: GROUP DISCUSSION & IMPROMPTU SPEAKING**Theory & Concepts:**

- GD rules, roles, and evaluation criteria
- How to initiate, contribute, and summarise
- Impromptu speaking techniques

Practice & Activities:

- Group discussion simulation (timed)
- JAM session (Just a Minute)
- Impromptu topic challenge

Take-Home Material: GD topics practice list

WEEK 10 — CORPORATE & WORKPLACE ETIQUETTE**SESSION 28: WORKPLACE BEHAVIOUR & MEETING CONDUCT****Theory & Concepts:**

- Office etiquette: Desk, pantry, common areas
- Meeting protocols: Arrival, participation, follow-up
- Managing relationships with seniors, peers, juniors

Practice & Activities:

- Mock meeting simulation
- Email follow-up drafting
- Workplace scenario role-plays

Take-Home Material: Workplace etiquette guide

SESSION 29: PROFESSIONAL EMAIL & BUSINESS WRITING**Theory & Concepts:**

- Professional email structure and tone
- Common email mistakes to avoid
- Follow-up, escalation, and request emails

Practice & Activities:

- Email writing workshop (5 scenarios)
- Peer review and editing
- LinkedIn message writing

Take-Home Material: Professional email template pack

SESSION 30: NETWORKING SKILLS & BUSINESS INTRODUCTIONS**Theory & Concepts:**

- The art of professional networking
- Elevator pitch creation
- Business card exchange etiquette

Practice & Activities:

- Elevator pitch practice
- Networking event simulation
- Follow-up message drafting

Take-Home Material: Elevator pitch script + networking tips card

WEEK 11 — PROFESSIONAL DRESSING & INTERVIEW MASTERY**SESSION 31: PROFESSIONAL DRESSING MASTERCLASS****Theory & Concepts:**

- Dressing for your body type
- Building a professional capsule wardrobe
- Accessories, shoes, and colour coordination

Practice & Activities:

- Wardrobe audit exercise
- Outfit creation challenge
- Style do's and don'ts demonstration

Take-Home Material: Capsule wardrobe planner

SESSION 32: MOCK INTERVIEW ROUND 2**Theory & Concepts:**

- Advanced interview techniques
- Handling salary negotiation basics

Practice & Activities:

- Full mock interview with panel
- Salary discussion simulation
- Detailed feedback and scoring

Take-Home Material: Salary negotiation script

SESSION 33: VIDEO INTERVIEW & VIRTUAL PRESENCE**Theory & Concepts:**

- Camera presence and framing
- Lighting, background, and audio setup
- Virtual meeting etiquette

Practice & Activities:

- Video interview simulation
- Virtual meeting role-play
- Screen presence assessment

Take-Home Material: Video interview setup checklist

WEEK 12 — INTEGRATION & TRANSFORMATION ASSESSMENT**SESSION 34: MOCK INTERVIEW ROUND 3 (FINAL)****Theory & Concepts:**

- Complete interview simulation with all elements

Practice & Activities:

- Full 20-minute interview simulation
- Panel evaluation with scoring
- Comparative review: Round 1 vs Round 3

Take-Home Material: Final interview scorecard

SESSION 35: GRAND SOCIAL SIMULATION**Theory & Concepts:**

- Integration of all social and professional skills

Practice & Activities:

- Full event simulation: Arrive, mingle, dine, network, present, exit
- 360-degree peer evaluation
- Social confidence final assessment

Take-Home Material: Social confidence certificate

SESSION 36: FINAL ASSESSMENT & GRADUATION**Theory & Concepts:**

- Complete transformation review
- Goal setting for continued growth

Practice & Activities:

- Final presentation: Your transformation journey
- Before/after video showcase
- Certificate ceremony: Certificate of Completion

Take-Home Material: Certificate of Completion + Career Readiness Report

STUDY MATERIALS & RESOURCES

Printed Study Kit

- Session-wise course booklet with theory notes and exercises
- Grooming standards visual guide (laminated)
- Body language quick reference cards
- Grammar correction workbook
- 50 Power Words flashcard set
- Pronunciation guide with phonetic spellings

Practice Worksheets

- Self-introduction script templates (3 formats)
- Interview question-answer preparation sheets
- Email writing templates (professional scenarios)
- Daily grooming audit checklist
- Wardrobe essentials and capsule wardrobe planner
- Weekly self-assessment forms

Digital Resources

- Access to Avecura student WhatsApp group for daily practice
- Curated YouTube playlist for pronunciation and fluency
- Recommended reading list for communication skills
- LinkedIn profile optimisation guide (PDF)
- Video recordings of mock interviews for self-review

Assessment & Certification

- Session 1 baseline video recording (personal reference)
- Mid-course progress report with trainer feedback
- Final assessment scorecard with detailed evaluation
- Avecura Presence Certificate upon completion
- Personal growth roadmap for continued development

ASSESSMENT & EVALUATION CRITERIA

CRITERIA	WEIGHT	EVALUATION PARAMETERS
Professional Image & Grooming	20%	Dress code adherence, personal grooming standards, overall visual presentation
Communication Skills	25%	English fluency, grammar accuracy, vocabulary usage, pronunciation clarity
Body Language & Presence	20%	Posture, eye contact, gestures, confidence in room entry and social interaction
Social & Professional Etiquette	15%	Dining behaviour, event etiquette, phone/email professionalism, greeting protocols
Confidence & Self-Presentation	20%	Self-introduction delivery, public speaking ability, interview performance, stage presence

GRADING SCALE

90–100%	Distinction	Exceptional transformation across all parameters
75–89%	Merit	Strong improvement with consistent performance
60–74%	Pass	Satisfactory progress with room for continued growth
Below 60%	Reassessment	Additional sessions recommended before certification



Walk in with Potential. Walk out with Presence.

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