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Objectives

- Basic Business Etiquette Tips
- Making Introductions
- Networking
- Corporate Image
- Conversation Starters
- Key Words to Remember
- E-mail Etiquette
- Business Luncheon Etiquette



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Why Etiquette?

"Don't reserve your best behavior for special occasions. You can't have two sets of manners, two social codes – one for those you admire and want to impress, another for those whom you consider unimportant. You must be the same to all people."

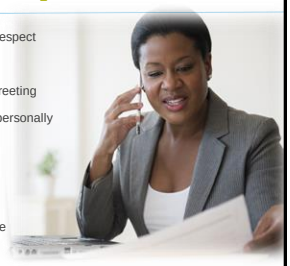
- Lillian Eichler Watson

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Basic Business Etiquette Tips

- Treat everyone with equal courtesy and respect
- Be punctual
- Have a concise, professional voicemail greeting
- Whenever possible, answer your phone personally
- Return all calls as soon as possible
- When leaving a message
  - State your name and organization
  - Leave a concise but detailed message
  - Slowly give your telephone number
- If you are traveling overseas representing an American firm, be very aware of the customs and culture of the country you are visiting



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Making Introductions

- When you are introducing someone:
  - In business, introduce the junior to the senior
  - Explain who people are
  - Use their full names
- When you are being introduced to someone:
  - Rise if you are seated
  - Smile and extend your hand
  - Repeat the other person's name in your greeting
- How to remember the name of somebody you are being introduced to:
  - Repeat back the name of the person to whom you are being introduced
  - Think of another person with the same name
  - Say the name several times to yourself



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Networking Tips

- Clothing, behavior and mannerisms = confidence level
- Make direct eye contact
- Good posture and confidence = competence and self-esteem
- Make a list in advance of people you want to approach
- Smile
- Break out of your comfort zone
- Mingle
- Keep business cards handy just in case
- Talk to people you don't know
- Introduce yourself with name and department, or name and company if you are from another company



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Corporate Image

- Dress professionally
- Avoid too much cologne or perfume
- Hair should be clean, professionally styled and neatly combed
- In public do not:
  - Comb your hair
  - Apply makeup
  - Clip nails
  - Brush your teeth



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Conversation Starters

Do Discuss

- Weather, traffic, travel, books, current events, the arts
- Personal questions may include their name, where they live, where they're from, where they work, first job, school, obstacles they've overcome, accomplishments they are proud of

Do Not Discuss

- Personal health issues (yours and theirs)
- Controversial subjects such as politics and religion
- Inappropriate jokes
- Do not interrupt or finish other's sentences, go into too much detail, talk too loud or too soft, preach or gossip

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Key Words to Remember

These words are too often neglected in business:

- Please
- Thank You
- Well Done



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E-Mail Etiquette

- Growing concern that we do not use email effectively or appropriately
- Email messages often written with too much informality and sometimes too aggressively
- Email messages lack non-verbal expression to supplement what we are "saying"
- Judgments about a person's motives and intentions are made based on their tone of voice, gestures and proximity - all which are lacking in an email message
- Email makes it more difficult to figure out what the message sender means
- Easier to offend or hurt someone in email
- It is important to be as clear and concise as possible

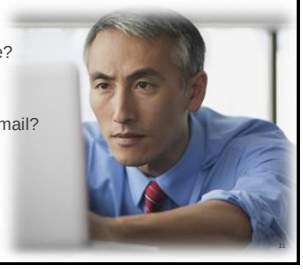
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How Do I Know if I am Using the Correct Etiquette?

- How should I format my email?
- To whom am I sending my email?
- Can I send attachments?
- How long should my email be?
- Am I being polite?
- When should I not send an email?



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How Long Should an Email be?

- One page printed or the length of your computer screen before scrolling
- There are times when email messages need to be longer
- Organizations often seek to reduce their paper costs when sending documents, such as orientation schedules and information, memos, convention information, newsletters, and policy changes
- For long emails try to include:
  - An executive summary at the top of the document
  - How soon a response is required from the recipient(s)
  - A table of contents

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Am I Insulting Someone?

- "Virtual venting" is sending highly critical or inflammatory emails
- It is best to avoid venting because it tends to create more conflict and tension
- What you say cannot be taken back
- Things to consider before venting in email:
  - Would I say this to this person's face?
  - Am I putting the receiver in an awkward position?
  - How would I feel if I got this email message?

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Inappropriate vs. Appropriate Digital Communication

Inappropriate Message	Appropriate Message
• "This project really sucks and I cannot believe that he is making us do this. I'm sick and tired of all these dumb assignments. He needs to get a life!" • "If you don't fix this problem then I am going to quit TOMORROW!!!!!! I am sick and tired of Martha's incompetence!!!"	• "This assignment came at a tough time. I wasn't expecting so much work. I can't wait until the end of the quarter." • "I'm growing increasingly frustrated by the current situation. Can we set up a time to talk about this more?"

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When Should I Not Send an Email?

- Disciplinary action
- Conflicts about grades or personal information
- Concerns about fellow workmates
- Complaints

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Social Networking

Do

- Be careful of the image you are presenting of yourself
- Assume your personal sites are visible to all
- Remember the internet is forever
- Monitor your reputation online

Don't

- Mix personal and business
- Don't be offensive, use foul language etc.
- Don't be tagged in inappropriate photos

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Business Luncheon Etiquette

Most common etiquette blunders

- Using and holding utensils incorrectly
- Waving utensils around while talking or pointing them at people
- Cutting food into tiny pieces all at once
- Not using a napkin or using it incorrectly
- Eating before host picks up his/her fork
- Breaking a roll into little pieces
- Ordering food that is messy or difficult to eat while conversing

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Etiquette Don'ts

- Drinking from a bowl
- Picking your teeth
- Using bread as a plate cleaner
- Smelling your food
- Taking food from someone else's plate
- Stacking dishes or pushing them toward someone else when you are done

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Loose Lips Sink Ships

- Chewing with mouth open, talking with food in mouth, slurping soup
- Being rude to service people, complaining loudly or openly about food or service
- Offering opinions or making judgments about diets or food preferences
- Not putting your cell phone on vibrate before the meal starts

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Sensitive Workplace Issues

- Handling colleagues special situations
- Seeing eye dogs in the workplace - the do's and don'ts
  - Always ask the owner before approaching the dog
  - Don't disturb the dog when it is resting
  - Never give the dog a command, only the owner does that
  - Walk on the owner's right side, but several paces behind them
  - No treats/food
  - Ignoring the dog is the best course of action

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Closing Thought

"Etiquette is the invention of wise men to keep fools at a distance."

- Sir Richard Steele

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