



BUSINESS ETIQUETTE: **A Lasting Impression**

A Few Simple Facts . . .


◆ **Etiquette is . . .**

- 80% common sense
- 20% kindness

◆ **Job success is due to . . .** (*Carnegie Institute Study*)

- 15% technical training, intellect, job skills
- 85% ability to deal successfully with others

◆ **Harvard study of people fired . . .**

- For every 1 person fired for failed performance, 2 were fired for failure to deal with other people successfully.
- 

Most Poor Behavior is Unintentional

- ◆ We don't **know**
- ◆ We can't **think quickly**
- ◆ It was **no big deal** to us --- so we didn't realize it would matter to others



So --- Why Does It Matter?

Unfortunately, many times you don't get a second chance !

Do Over

Objectives

Today, we will de-mystify **Business Etiquette** by understanding accepted protocol around some basic topics:

- **The “People Principle.”** Etiquette is about people
- **Introductions.** Introducing yourself and others. Offering an impressive handshake. The business card
- **Business-Social Networking.** Tips for networking and connecting with people you meet. Protocol for navigating the business meal circuit
- **“Net-iquette.”** Etiquette points for today’s electronic contact tools

**It's Not
All About You !**

It's More Than Knowing the Right Fork ...

It's about People!

- **Business Etiquette** is about being comfortable around people, and making them comfortable around you
- **Business Etiquette** is also about presenting yourself with the kind of polish that shows you can be trusted and taken seriously



"The Power of the Small"

It's also about "Micromessages"

- Micromessages are those **subtle signals** that pass between people
- Micromessages **communicate at a gut level** how people really feel
- People **understand** micromessages immediately. And what they understand matters more than what you intended to communicate



It's People and "Micromessages"

Make it a point to meet and show appreciation to **EVERYONE** who helps you pull off an important job ---
Preparing a document, arranging and running a presentation, securing / preparing a conference room:

- IT staff
- AV techs
- Administrative Assistants
- Housekeeping staff

Don't Differentiate by Position or Status

It's People and "Micromessages"

- **Rapid movement and advancement are common today.** So, a pesky salesman can become your important client. A former Administrative Assistant can become your manager
- **When you consistently show respect and courtesy** to everyone, you increase your credibility
- **Even people at the top will suspect your motives** if you treat VIPs with great courtesy and snap at counter clerks

Don't "Kiss Up – Kick Down"

It's People and "Micromessages"

- **Always pass along credit and compliments** to everyone who made a contribution to the effort
- **Speak well of your co-workers**, and always point out their accomplishments. Appearing to take credit is a sure way to sabotage relationships with co-workers
- **Speak well of your boss inside and outside the company.** Give them the benefit of the doubt, as you should anyone

Don't hog the limelight

It's People and "Micromessages"

Remember what you can about people, and be thoughtful. People will remember your kindness much longer than you will:

- Send cards or notes for birthdays
- Send congratulations on promotions
- Send flowers or a note to mark other events important in people's lives --- engagements, weddings, condolences

Make people around you feel valued as people

Introductions

The Introduction Puzzle

- ◆ **The big question: Who should you introduce first?** In business, gender and age are not deciding factors. In general, introduce the person of greatest importance or authority first. Or the person you most want to show respect or honor
- ◆ **When a client is involved,** mention him / her first
- ◆ Proper business introductions should **include first and last names**
- ◆ If you forget someone's name, you might "cover" by introducing the person you do know first. **"Do you know Joan Smith, one of our account reps?"** This sometimes gets the unknown person to introduce herself. If not, admit you can't remember. "Your face is familiar. Please help me with your name"



How's Your 10-Second Commercial?

What's That?

Your 10-second commercial is what you say when someone asks you, **"What do you do?"**

It tells others the value of what you do in a non-technical way that invites conversation. It has 3 parts:

- ◆ What you do
- ◆ Who you do it for
- ◆ How it makes their lives better

Keep it short and to the point.

An Impressive Handshake

- ◆ Give a **firm handshake**
- ◆ Avoid the **bone crusher** and the **limp fish**
- ◆ Business etiquette has become **gender neutral**. Women don't have to hesitate to offer their hands first



The Business Card

Treat it with respect !

- ◆ Always carry yours --- and use a good-looking case that you are pleased to pull out
- ◆ Accept a card as if it were a gift
- ◆ Never write on the face of a card --- yours or another's
- ◆ Never put a card in your back pocket, where you will sit on it



Business - Social Networking



Tips for Successful Networking



- ▼ **Before an event**, use your address book or “people database” to refresh your memory about people you are likely to meet
- ▼ **Ask questions**. Don’t come across as being only interested in yourself
- ▼ **Use the circumstances of the event** as an ice breaker. After introducing yourself, ask how they know the host or group
- ▼ **Distance to stand**: 3 feet. Closer invades personal space. Further, you must yell

The Dreaded “Small Talk”

Introduce Yourself

“Hi. I’m _____. I’m with XYZ company. And you? Nice to meet you.”

Ask a Light Transition Question

Did you make it to the last meeting? Is this your first one?

Ask a Thoughtful Question to Spark Conversation

- ▼ “How did you get started in your business?”
- ▼ “What do you enjoy most about what you do?”
- ▼ “What significant changes have you seen in your industry?”
- ▼ “What do you see as upcoming trends?”

Try this “Small-Talk Formula”

Small Talk: Don'ts and Do's

Don't

- Give an overabundance of detail.
- Interrogate. "Conversing" is friendly.
- Interrupt the other person.
- Complain.
- Try to "one-up" the other person.
- Glance around the room while someone is talking with you.
- Give too much personal information.

Do

- Choose safe topics:**
- ◆ Career background.
 - ◆ Achievements. Goals.
 - ◆ Relevant article read or seminar attended
 - ◆ Hobbies and leisure activities
 - ◆ Community involvements
 - ◆ Entertainment – movies, books
 - ◆ Current events (non-controversial)
 - ◆ Family (keep it light and not too personal)

Let's Do Lunch

Business dining is about business

- ▼ The Table Setting: Think "**BMW**" – **B**read, **M**eal plate, **W**ater
- ▼ If someone uses your bread plate, don't embarrass them. Put your roll on your dinner plate. This is not your last meal !
- ▼ Do not put your used napkin on the table until you are finished. If you must leave the table, place your napkin on your chair
- ▼ Don't order messy food, finger food, or carbonated drinks
- ▼ Good table manners may not be noticed. Bad table manners will be remembered

"The world was my oyster, but I used the wrong fork."
--- Oscar Wilde

"Net-iquette"



BlackBerry Blues



First, there was the **cell phone** menace. Now we know the basic rules of cell etiquette, such as # 1: Turn it off !



Now, technology has created a new group of people addicted to their **PDA's**. There's even a slang word for them.



Stop Me Before I E-mail Again !

A recent poll of 150 senior executives revealed:

86% said people they work with often check and respond to e-mail during meetings

39% also said this practice is “hugely disrespectful,” and “never okay”



A Little Perspective Is Needed ...

Do you know if your senior executives are in the **39%**?

- ▼ In our 24 / 7 world, all messages are deemed critical
- ▼ The reality is --- most are not
- ▼ Most e-mails and many phone calls can wait
- ▼ A general rule of thumb is that if you must take a call or respond to a message, step outside
- ▼ If in a meeting or presentation, let the host or speaker know this may happen, and apologize beforehand



The Other Technologies: Be Aware

Phone Always return calls. Even if you don't have the answer yet, call and explain what you're doing

E-mail Your image is at stake. Watch what you write (*content*) and how (*language and style*)

Fax Don't send "War and Peace" over someone's fax machine. If it's big, ask permission



Rule of Thumb . . .

When in doubt ...
stick to the basics



The Basics

- ▼ Be courteous to people around you, regardless of the situation or hierarchy
 - ▼ Consider others' feelings
 - ▼ Avoid raising your voice
 - ▼ Listen. And don't interrupt
 - ▼ Address conflict as situation-related, rather than person-related
- ▼ Apologize when you are wrong, out of line or step on others' toes
 - ▼ Avoid using harsh or derogatory language or tone toward anyone (present or absent)
 - ▼ Don't abuse or misuse today's technologies. Consider the human impact in any situation

Final Thought . . .

Your Mother Was Right . . .

MIND YOUR MANNERS !

Good manners are not a style or trend.
They are the language of all
successful relationships