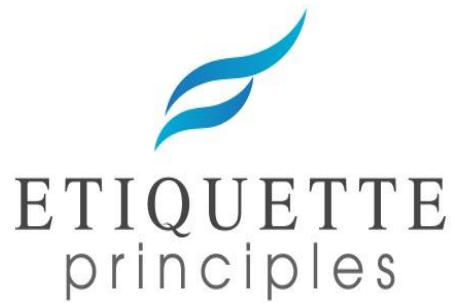


Building Successful Relationships



November 28, 2012

AGENDA

1. Introductions– Why Business Etiquette
 2. Professional Image
 3. Communications and Business Social
 4. 24/7 Professional
 5. Q & A
- 

Objectives

Awareness

Knowledge

Practice

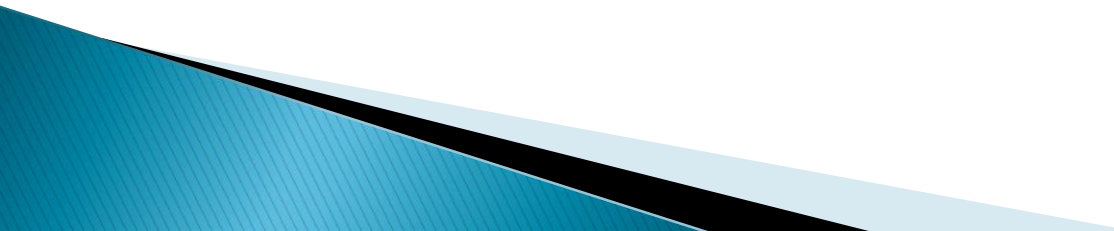
Owning



Why Business Etiquette?

Maximize the opportunity for your individual success.

Maximize the opportunity for organizational success.



Image

Why Does Image Matter?

- ▶ Just as books are judged by their covers, people are initially evaluated by how they look.
- ▶ First Impressions are formed in 5 seconds and the first thing people see is YOU.
- ▶ Dressing for success give us **confidence**—when we dress better we perform better.

Proper Attire for the Ladies?



Business Professional Proper Attire for Women



Business Casual Attire for Women



Business Casual Proper Attire



Accessories



Business Professional Proper Attire for Men



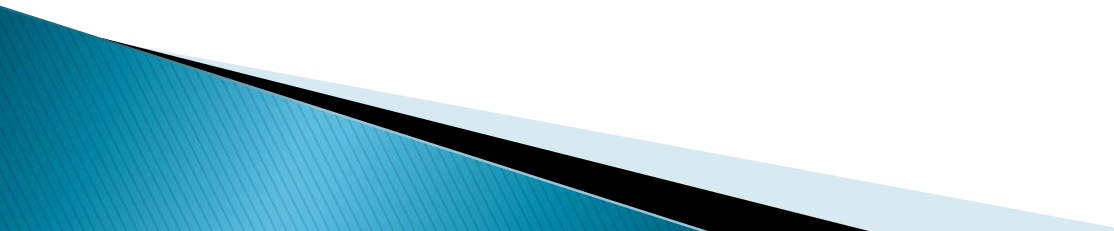
Business Casual Attire for Men



Proper Attire for the Men



Personal Hygiene Tips:

- ▶ Shower Daily
 - ▶ Brush your teeth 3 times per day
 - ▶ Limit fragrance
 - ▶ Wear Clean Wrinkle-Free Clothes
 - ▶ Keep Nails Trimmed and Clean
 - ▶ Lint Roll
 - ▶ Prevent Foot Odor
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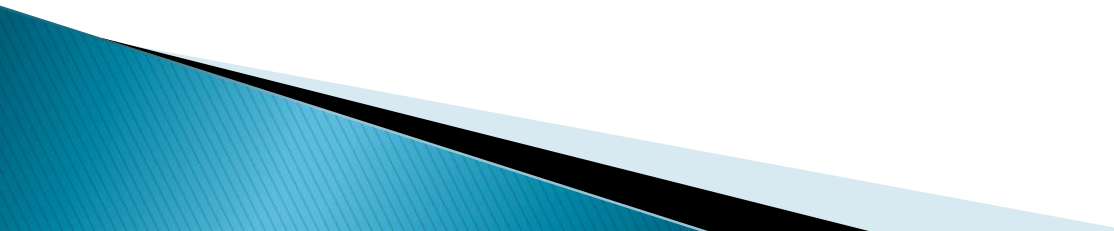
Etiquette Question

AP/IPSOS Manners Poll

On a frequent/occasional basis, do you encounter people using their cell phone rudely? ■ 89%

Have you used your cell phone in a loud or annoying manner in the past few months? ■ 8%

Goals in Etiquette

- ▶ Think Before Acting
 - ▶ Make Choices That Build Relationships
 - ▶ Do It Sincerely
- 

Communications

Email Fiasco

Hey Pete,

So you met Dr. Dufree at the “meet and mingle” this past winter, he was the one who was so rude, his hair was a mess and his shirt was hanging out. Anyway, you’ll be interviewing with him. Just remember to smile a lot and nod. He likes to think he’s smart and stuff. So, when he brings up a lame idea, act like it’s really good. I know it sounds bad, but once you get around some of that stuff, it’s a great place to work. He’s the only “issue” I have here, so it’s worth it. Can’t wait to see you next week!

Later,

Sarah P.

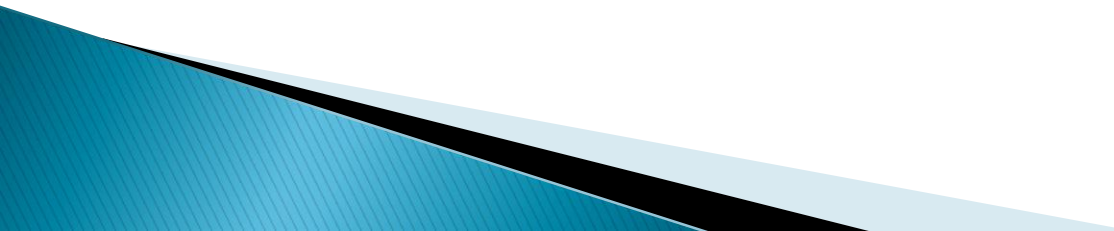


Social Media Fiasco

“True confession but I’m in one of those towns where I scratch my head and say ‘I’d rather die than live here.’”

-Ketchum PR Account Executive/Vice President James Andrews, about Memphis during his visit to client FedEx

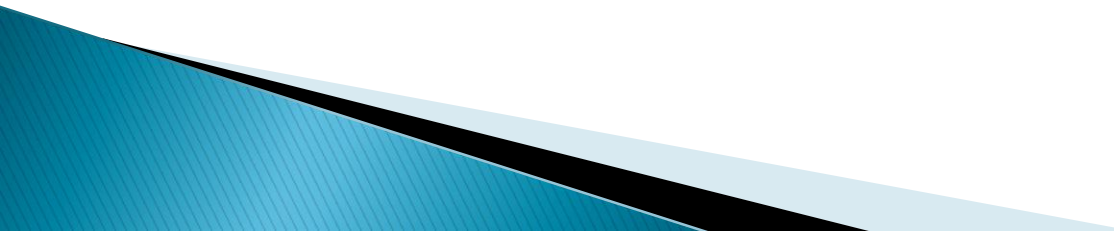
**The Most Important
Communication Guideline:
Be aware if it is public or
private.**



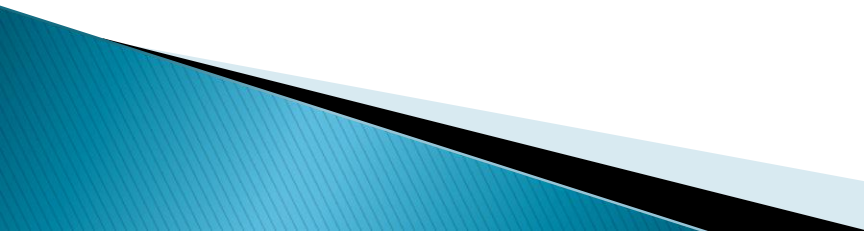
Business and Social Situations



Small Talk

- ▶ Nametag placement
 - ▶ Where to position yourself in the room
 - ▶ Ask people about their opinions
 - ▶ Listen. Listen. Listen.
 - ▶ Practice. Practice. Practice.
 - ▶ What's your elevator pitch?
 - ▶ The Business Card
- 

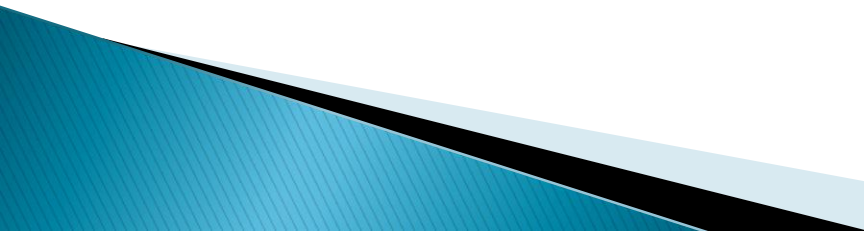
4 Best Business Social Practices

1. Avoid the temptation to socialize with colleagues.
 2. Keep professional; professional.
 3. If another person joins your conversation, make introductions, welcome the person, make a comment or ask a question to engage the person in your conversation.
 4. Avoid dirty laundry, gossip and controversial topics.
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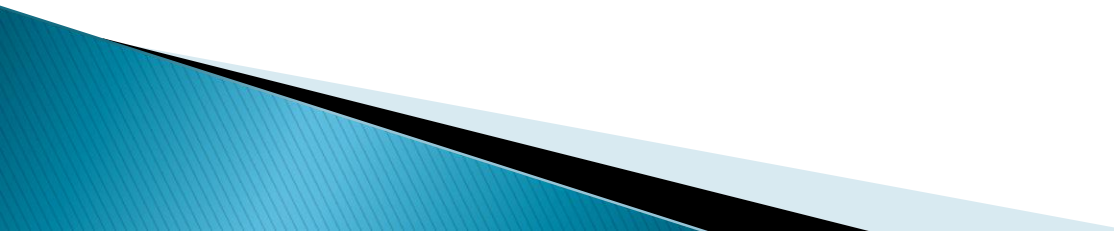
Introductions



Why Introductions Matter

- ▶ First impressions can make or break you.
 - ▶ The introduction is your opportunity to make a strong first impression.
 - ▶ How you handle yourself gives strong clues about your confidence and professionalism.
- 

Introduction Exercise

- ▶ Find a partner near you.
 - ▶ One partner stands and moves a few steps away. The other remains seated.
 - ▶ The standing partner goes to the seated partner and introduces him/herself.
 - ▶ Both note what the other does well and does poorly.
 - ▶ Identify the 4 parts of an introduction.
- 

Shaking Hands

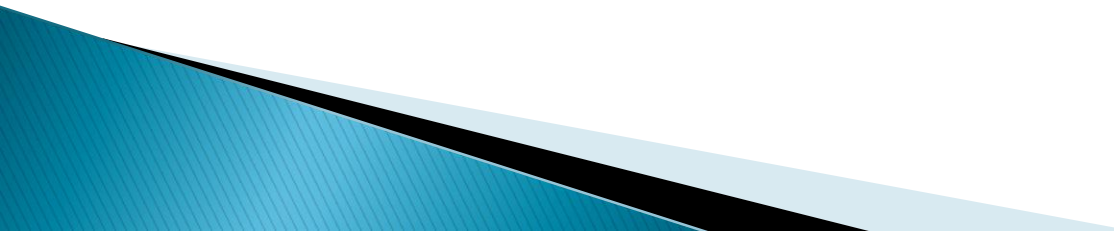
- ▶ Introductions matter. 4 steps:
 - Stand up.
 - Look them in the eye and smile.
 - Firm grip.
 - Say your name and repeat their name.
- ▶ Confidence is key.

Order of Introduction

Always talk first to the person who is more important.

“Mr. Client, I would like to introduce our senior partner, Tom Smith, to you.”

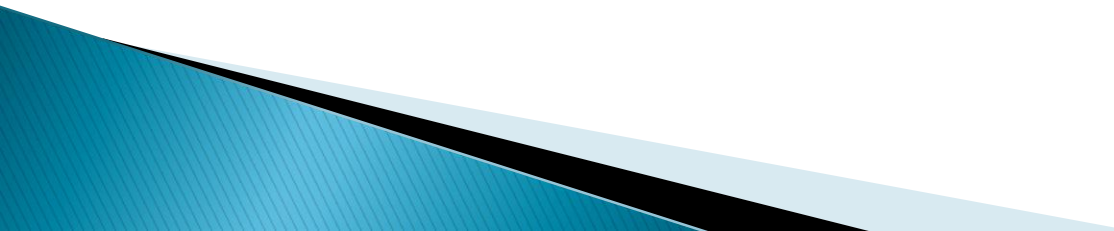
Forgetting a Person's Name

- ▶ Admit your predicament.
 - ▶ Apologize.
 - ▶ Move on.
- 

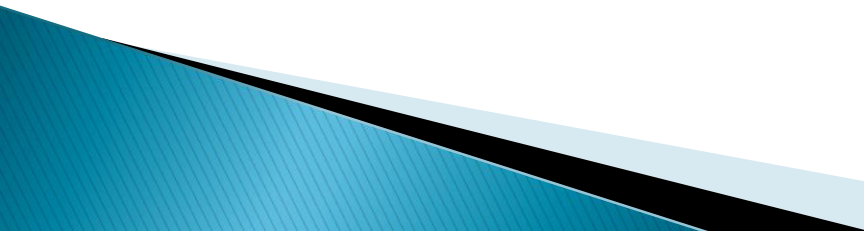
The 24/7 Professional



24/7 Professional

- Know actions outside work affect you.
 - Know purely social situations can become business situations instantly.
 - Maintain the highest level of professional conduct at off-site business venues.
- 

Top Ten Business Etiquette Behaviors

1. Be on time.
 2. Use “Please”, “Thank You” and “You’re Welcome.”
 3. Present yourself for the job you want to have, not the job you are in: attire, attitude, effort.
 4. Harness the power of the compliment.
 5. Fight demeaning or superior attitudes in yourself.
 6. Take responsibility.
 7. Be prepared.
 8. Focus on the etiquette for image, introductions and business social.
 9. Think before acting and then act to build relationships.
 10. Embrace and use the principles of etiquette.
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Questions?





ETIQUETTE
principles

Thank You

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