

CORPORATE ETIQUETTE



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Key Aspects

- Difference between Social and Business Etiquette
- The importance of Introductions
- Important business Etiquettes

Difference between Social and Business Etiquette

Social Etiquette	Business Etiquette
Marked by Courtesy	Marked by Hierarchy & Power
Gender Plays a Role	Gender has no Role

Principles underpinning all Etiquette

Golden:

- Treat others as you would like to be treated

Platinum:

- Treat others as they would like to be treated

What is Etiquette?

- Etiquette is a code of behaviour that delineates expectations for social behaviour according to contemporary conventional norms within a society, social class, or group.



Why business Etiquette ?

- Differentiates you from others in a competitive job market
- Enables you to be confident in a variety of settings with a variety of people
- Honours commitment to excellence and quality
- Modifies distracting behaviours and develops admired conduct
- Exhibit Professionalism and develop a polished image

“Be one step ahead, practice the social skills necessary to help you make a great first impression and stand out in a competitive job market”.



The Importance of Introductions

- Gender
- Name Tag



Introductions

- Failing to introduce people in a business situation makes you look downright unprofessional.
- Always rise as a mark of respect
- Look into the eyes and smile
- Give a firm handshake



Introductions

- Introduction protocol-Junior is introduced to senior
- The rule is to say important persons name first. Add a few words about that person
- If you forget someone's name during an introduction, don't panic. Look the person directly in the eye and with a sincere smile, say "I'm sorry, but your name just slipped my mind. Could you remind me?"
- Stay around till both the parties start speaking.

Handshake

- Handshake is a gesture of acceptance and welcome
- Extend your right hand
- Web to web, finger to finger
- Give slight pressure
- Grasp the other person's hand firmly and completely
- Look into the eyes and smile
- Release the hand in three seconds
- But no matter what, never, ever refuse to accept someone's hand



Certain important business Etiquettes are :

E-mail etiquette

Dining etiquette

Telephone etiquette

Office etiquette

Meeting etiquette

Business card etiquette

Cubicle etiquette

Dress etiquette

Networking

Email etiquette

- Email etiquette is so new – the rules are evolving because of our increased use of email
- Some general rules of etiquette should be observed

Need of Email Etiquette

- Professionalism
- Efficiency
- Protection from liability



Email etiquette rules

- Be concise and to the point
- Use proper spelling, grammar & punctuation
- Make it personal. Avoid using BCC and CC unnecessarily
- Use templates for frequently used responses
- Answer swiftly
- Use a meaningful subject
- Read the email before you send it
- Keep attachments to a Minimum and mention your attachment in the content
- Take care with abbreviations and emotions
- Take care with rich text and HTML messages
- Use active voice instead of passive voice

Use Smart Subject Lines

- All messages should have clear and specific
- “Subject Lines” that
 - describes the message content
 - specifies if there are any actions required & due dates
 - mentions clearly who the message is for
- Subject Line Template:
 - TAG description [actions] [due date] [(EOM)]

Use Smart Subject Lines

Good Subject Line Examples	Poor Subject Line Examples
FYI: Meeting minutes from 3/14 discussion	Weekly Minutes
Reports Included: Minutes from MRM, all Reports due Friday 4/1	Here are the URLs
DISTRIBUTE: Program agenda & related information	Re: presentation
Bob, Joe: need you at noon meeting Wed w/ your updates	(blank subject line)
AGENDA: Staff meeting Thurs 3/12 10:00 pm	Unrelated subject line
Mary: I will attend the MRM & present summary. (EOM)	Sending an email with an old subject line

- If you can type your entire message in the subject line and don't need to write anything in the body of the message – do so!
- Type (EOM) at the end of the subject line. EOM means “end of message”

Think Before You Click

- Don't automatically "REPLY TO ALL".
- Take one last look at your distribution list – is this email necessary for all recipients. Eg. Welcome Mail – when replying, send it only to the person to be welcomed.
- Once the email discussion goes beyond 2-3 replies anyway, it's time to pick up the phone.

Write For Action

- In the first 1-3 lines of your email, specify what this email is about.
 - Does it include action required?
 - Does it require a reply back by a certain date?
 - What information is contained that the reader will find necessary for their job?
- Use the To: and CC: addresses appropriately
- Stop replies before they start
 - If a reply is not required, end your message with “(Reply Not Necessary)”

Recommended Standards

Recommended Subject Line Tags:

- URG - Stop everything, read me first
- HOT - Need immediate attention
- RSP - Need you to respond, either way
- MTG - New/modified meetings
- FWD - Forward to your respective group (s)
- HLP - Need information, assistance
- FYI - Just for your information
- ACT - Needs action

Recommended Standards

Rules:

- No outlook templates or “pretty stationary” when sending/replying messages
- Reply to sender only. Only "Reply to All" when absolutely necessary
- PowerPoint Files: Zip all attachments. Large files; use shared server or websites
- When possible, short messages should be written in the subject line, with the EOM tag

General Tips

- Use Follow Up Flags
 - If you find you are on a distribution list you don't need to be on
 - Send a note to the originator to be removed
 - If you get involved in an email discussion that you don't need to be in
 - Ask to be taken off the distribution
- While forwarding the message delete the list of email addresses if not necessary
- If you see someone else practicing bad email etiquette
 - Send a friendly note and ask them to correct it

General Tips

- Font:
 - Use standard font throughout the message content
 - Avoid colour fonts in a professional email
 - Be very specific with the use of bold, *italic* or *underline* font style
 - Keep the size of the font visible and constant
- Paragraph and line spacing should be legitimate and visually appealing
- Avoid short forms or slang (e.g. 'u' instead of 'you', 'y' instead of 'why', 'r' instead of 'are', etc)

Call to Action

- Implement these guidelines in your own email usage
- It's got to start with YOU

Dining etiquette

- Be on time
- Wait to sit until host/hostess indicated the seating arrangement
- Stand on the right side of your chair and enter from your left
- Put your napkin in your lap
- Decide on your menu selections quickly
- Never order the most expensive item
- Wait for all people to be served before beginning
- Know which silverware to use with which food
- Wait until everyone has been served before you begin to eat
- Salt/Pepper pass together
- Generally pass food to the right

Salt and/or pepper: They should be passed together, even when only one is requested. Don't season food before tasting it.



Stemware (glasses): Glassware is limited to four (as shown). Wine is poured from the right. Don't overfill glasses.



Water glass

Red wine glass

White wine glass

Champagne flute

Place card: Never switch or change seating arrangements already planned by host.



Dessert spoon and fork: When dessert is served with both fork and spoon, the fork is the pusher and the spoon is used for eating.

Bread dish and butter knife: Tear bread into bite-size pieces on the bread plate and butter each piece with butter knife just before you eat it.



Cutlery: The rule is to use it from the outside in. Once a utensil has been used, it should not touch the table again.



Salad fork

Fish fork

Meat fork

Napkin placement: Once seated, the host takes his napkin, then guests follow and place onto them on their laps.



Flatware: The number of silverware pieces indicates number of courses to be served. A formal dinner consists of seven courses, in this order: soup, fish, sorbet (or palate cleanser), a meat or fowl dish, salad, dessert and coffee.



Meat knife

Fish knife

Salad knife

Soup spoon

Manners in dinning etiquette

- Don't eat with your mouth full
- Keep one hand in your lap unless you are eating European style
- Remove anything from your mouth with the same implement that it went in with (except bones)
- Eat at a moderate speed
- Try to maintain some polite dinner conversation
- Never medicate yourself at the table
- If you must leave the table, place your napkin in your chair

Telephone Etiquette

- When you initiate a call identify yourself
- Tell the basic nature of your call
- Have someone answer your calls.
- Always return calls.
- No phone calls during meetings



Telephone Etiquette

- Identify yourself when making a call
- Address the caller by his name in a courteous manner
- Keep conversation brief
- Never be impatient
- Listen carefully
- Do not interrupt
- Do not eat or chew something while speaking on phone
- If you wish to put the caller on hold, request his permission to do so
- Close your conversation with an appropriate salutation
- Let the caller hang up first
- In case of missed calls, return the call within a reasonable period of time
- If some one calls you by mistake, inform the caller politely that he reached a wrong number



Managing Angry Callers

- Listen his problem or complaint carefully
- Do not interrupt him, let him finish the whole thing first
- Do not say, "you are wrong"
- Empathize with him
- You should be good in your area of work and investigate about his complaint or problem and solve it
- Tell him the process of solving the problem
- Do not mislead
- Call him back when you have the solution, this feedback is important



Office Etiquette

- Those who follow good office etiquette are promoted and given choice assignments.
- Those who are seen as crass are passed over or have their employment terminated.
- Be self-aware-use common sense
- Mind your own business
- Never go over your supervisor's head
- Obey your company's business dress code
- Treat every employee with the same respect
- Do not post things of an offensive nature



Reasons for firing employees

- Bad language.
- Excessive workplace gossip.
- Drinking on the job.
- Leaving without telling anyone.
- Too many personal calls

Breaches of office etiquette

- Bad hygiene.
- Bad habits.
- Wastefulness with paper.



Office Etiquette

- Show a healthy respect for colleagues experience and expertise
- Exhibit a positive attitude and know what your role will be on the team – How can I best assist?
- Leave your personal life at the front door
- Inquire about the proper way to respond to co-workers, supervisors, clients (Business letter head, phone call etc.)

Office Etiquette

- Greetings
- Punctuality
- Space
- Time
- Play the Host
- Posture
- Hovering
- Communication
- Credit & Compliments
- Speak well of your co-workers
- The Boss

Meeting etiquette

- Avoid swear words and vulgar references
- Poor communicating skill is not professional
- Avoid personal questions during first meeting
- Whoever gets to the door first should open it and hold for others who are following
- Turn off your cell phone ringer, accept voicemail and text messaging only



Business card etiquette

- Always have a business card
- Have it in a good shape and updated
- Have it readily available
- Be selective about distributing
- Present it in a appropriate time and manner



Cubicle Etiquette

- Never enter someone's cubicle without permission.
- Announce yourself at their doorway or lightly knock on the wall.
- Post a sign or flag at your cube entrance to signal when you can be interrupted.
- Don't peek in as you walk past each one.
- Don't loiter outside someone's cube while you wait for him or her to finish a phone call.
- Never read someone's computer screen or comment on conversations you overhear.
- Keep your hands off others desk. Just because there's no door doesn't mean you can help yourself to their paper
- Avoid eating meals inside the cube



Dress Etiquette

- The Professional looks
- Dress for the part
- Simple but Classy
- Grooming



Professional Appearance

Grooming is fundamental

- Hair clean and styled appropriately
- Clean nails, skin and teeth
- Many professionals wear make-up (depends on field)
- Check fragrance and clothing care

Professional Appearance

Wardrobe

- Professional Business Wardrobe
 - For women: skirted/pant suit, dress shirt, clean well maintained dress shoes (generally closed-toe shoe)
 - For men: suit, formal shirt, tie (well maintained dress shoes)

Outerwear

- Appropriate for women/men: Trench coat, umbrella

Professional Appearance

Business Casual Wardrobe

- – For women: dress pants, shirt, well maintained dress or casual shoe (no tennis shoes, flip flops, etc.)
- – For men: slacks/khaki pants, polo shirt, or other collared dress shirt, well maintained dress or casual shoes (no tennis shoes, flip flops, etc.)

****NOTHING SLOPPY****

Networking

BREAK OUT OF YOUR COMFORT ZONE

- Mingle – Mingle – Mingle – Mingle – Mingle
 - Don't travel with your friends
 - Make direct eye contact, smile and speak
 - Contribute positively to the conversation with your thoughts and open ended questions
 - Don't monopolize someone's time (This is not a time to gain free advice.)
 - If appropriate, collect business card(s)
 - Politely excuse yourself and move on to another individual

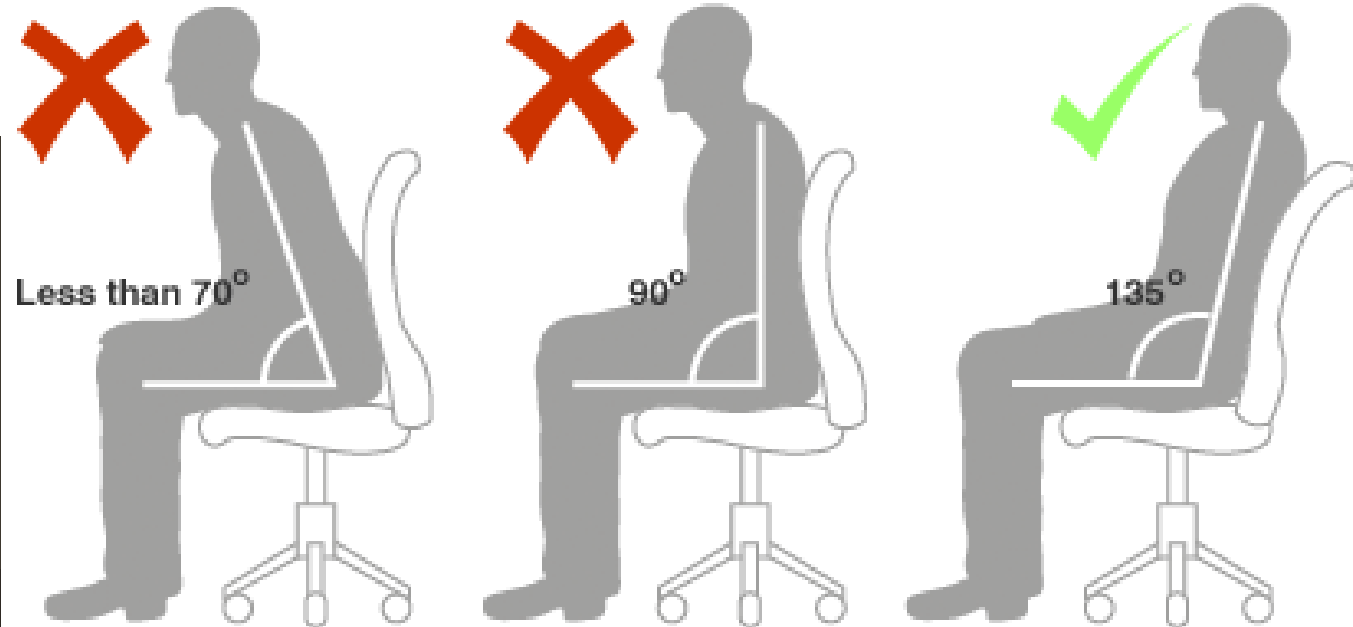
Business Etiquette postures



Hand shaking positions

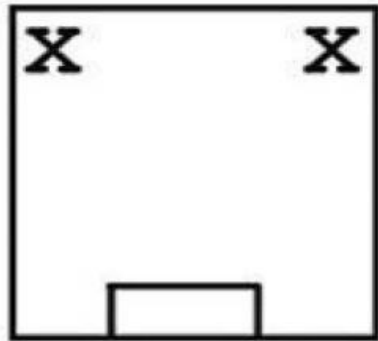
Seating Positions

SEATING POSITIONS

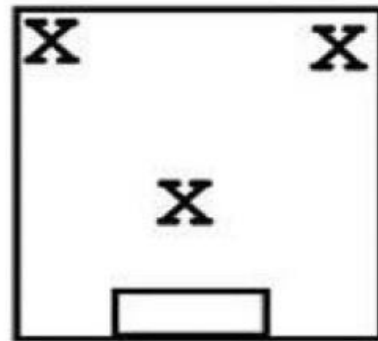


Lift / Elevator Etiquette

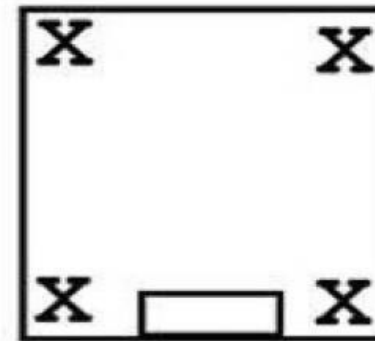
Where to stand in an elevator:
(Depending on # of people)



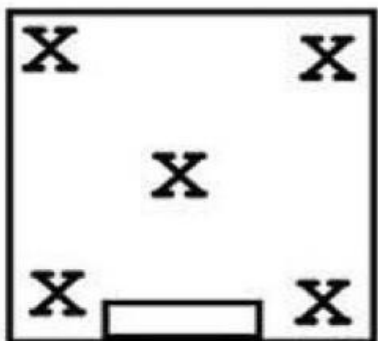
2 People



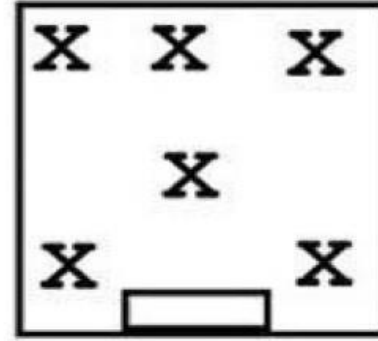
3 People



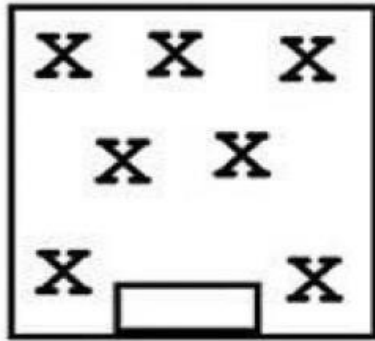
4 People



5 People



6 People



7 People

Lift / Elevator Etiquette

- While waiting to board stand away from the doors
- Push the floor button for someone who can not reach it
- It is ok to break the ice and say “Hello”
- Exit quickly so you do not hold people up
- Hold the door if someone is coming on
- If you can, give people their space
- When an elevator stops you are to let people out first, then enter
- Do not stand in front of someone exiting and just keep saying excuse me



***EVERY ENDING
IS REALLY JUST A
NEW BEGINNING***