



The Etiquette Advantage in Business



MODULE I

Why Business Etiquette?

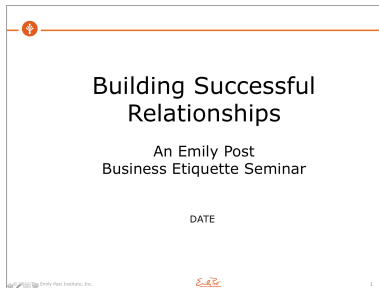


Image 1

SLIDE 1: COVER SLIDE

1. IMAGE 1: Have the cover slide on the screen when participants arrive. Introduce yourself and welcome participants.
2. Thank the organization for making the seminar possible.
3. Depending on the size of the class, ask each person to introduce him- or herself.
4. Review breaks and where the restrooms are.
5. Ask people to set all cell phones to silent or switch them off at this time.
6. Explain the handouts trainers may use at a seminar or presentation:
 - a. Workbook
 - b. Top Ten Sheets
 - c. Raffle tickets
 - d. *The Etiquette Advantage in Business*
 - e. Difficult Situations worksheets
7. Introduce the course:
 - a. EXPLAIN: Your goal is to get everyone on the same page about what etiquette is and what it can do for them.
 - i. Etiquette is not about rules; it's about building relationships.
 - ii. Relationships are the key to success in business.
 - iii. Job skills get you in the door; people skills get you the job, promotion, or contract.
 - b. The plan for the day:
 - i. To give participants a fresh look at what etiquette is.
 - ii. To explain how etiquette is principles-driven, not rules-driven.
 - iii. To show how participants will learn to use the principles.
 - iv. To delve into different areas of etiquette and learn specific manners.
 - c. Ask if they have any questions.

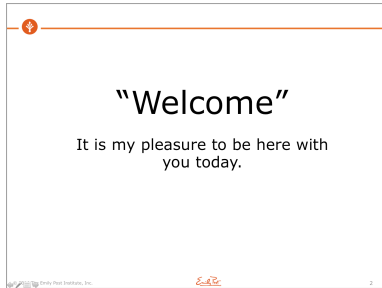


Image 1

SLIDE 2: OPTIONAL WELCOME SLIDE

1. IMAGE 1: Welcome slide. Optional slide. If you want to use this slide, use the notes from the previous page with this slide.

Agenda		
■ Welcome, Introduction	8:30-8:45	
■ Why Business Etiquette	8:45-9:00	
■ What Is Etiquette?	9:00-9:20	
■ Difficult Situations	9:20-10:00	
■ Break	10:00-10:15	
■ Communications	10:15-10:45	
■ Enhancing Your Image	10:45-11:05	
■ Introductions	11:05-11:15	
■ Business Social	11:15-11:45	
■ Dining Etiquette	11:45-12:15	
■ Break	12:15-12:30	
■ Lunch and Dining Etiquette	12:30-1:40	
■ The 24/7 Professional	1:40-1:50	
■ Close and Evaluation	1:50-2:00	

Image 1

SLIDE 3: OPTIONAL AGENDA SLIDE

1. IMAGE 1: Agenda.
 - a. This is an optional slide.
 - b. Introduce the agenda by indicating you'll talk a little about what etiquette really is, not what they probably think it is, and then you'll explore specific areas of etiquette that relate to them.
 - c. Review the agenda with the participants.
 - d. Point out times where breaks will occur so they know they'll have opportunities to check their messages and email and return calls.



Image 1



Image 2

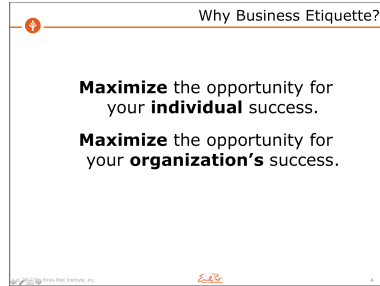


Image 3

SLIDE 4: WHY BUSINESS ETIQUETTE

1. IMAGE 1: Slide header.

The Emily Post Institute believes that for people to embrace etiquette, it has to be for more than just because "It's the right thing to do." Manners don't exist just for manners' sake. To be accepted and acted upon, it is important not only to articulate the manner, but also the "why" behind the manner.

This slide gives the trainer the opportunity to present the "Why?" for business etiquette in general. Manners help us to succeed both individually and as an organization.

2. IMAGE 2: Maximize your opportunities for individual success.

a. KEY TEACHING POINT: Etiquette will help you be more successful with:

- i. Friends
- ii. Colleagues at work
- iii. Significant other and your family

b. We all like to be liked. Etiquette helps make it possible for people to enjoy being with you.

3. IMAGE 3: Maximize your opportunities for your organization's success.

a. KEY TEACHING POINT: Etiquette will help you help your organization be more successful with:

- i. Building better relationships at work with:
 - 1. Co-workers
 - 2. Managers
 - 3. Subordinates
 - 4. Clients/customers
 - 5. Prospects
 - 6. Suppliers
 - 7. General public
- ii. Because of improved relationships at work, the business itself will be more successful.
 - 1. Best opportunity to land new contracts.
 - 2. Best opportunity to forge strong bonds with co-workers.
 - 3. Best opportunity to work in teams.

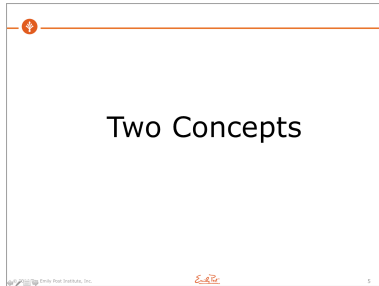


Image 1

SLIDE 5: TWO CONCEPTS

1. IMAGE 1: Start by introducing two concepts.
 - a. These two concepts are at the very heart of all etiquette.
 - b. They are the basis for the three goals and the principles of etiquette that follow.

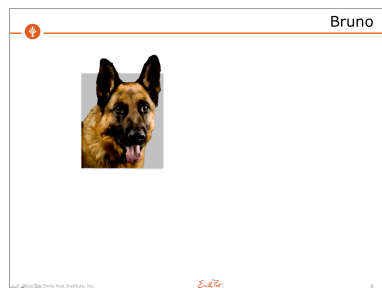


Image 1



Image 2



Image 3

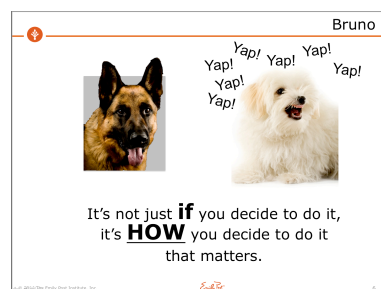


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SLIDE 6: BRUNO SLIDE

1. IMAGE 1: Bruno. This is a true story from Emily Post about her dog, Bruno.
 - a. Tell the participants: Bruno, a big German shepherd, was Emily's dog when she was a little girl. The family vacationed in Bar Harbor, Maine. Bruno went with them to their waterfront home. He had a penned-in area. At the house next door, also on the water, was a family with a little yappy dog.
2. IMAGES 2 THROUGH 3: Image of little dog that barks and snarls.
 - a. This dog barked incessantly, especially any time it saw Bruno. One day the family noticed that something was missing—the barking. After enjoying the peace and quiet for a few minutes, they also realized that Bruno was not in his pen. They became worried and started looking for him. That's when they noticed Bruno next door, and, much to their horror, they also noticed that Bruno had the yappy dog in his mouth. Bruno had choices about what to do at this point.
 - b. It is his choice that is the real point of the story. Instead of easily ending the yapping once and for all, he chose to walk to the water's edge with the dog in his mouth. He trotted out to the end of the dock and dropped the yappy dog into the water. He then turned around and went home. The yappy dog floundered around; finally he paddled his way to the shore and dragged himself home—never to yap again.
3. IMAGE 4: KEY TEACHING POINT: It's not IF you are going to do something, it's HOW you choose to act that makes a difference.
 - a. Bruno had choices: He could snap the dog in half and end the problem or he could influence the dog in a way that stopped the yapping but also did no real harm. He chose the latter. No question he was going to do something about the problem. But HOW he chose to solve it was the key.
 - b. Much of etiquette is focused not on IF but on HOW.
 - c. Make the Bruno story relevant to seminar participants by explaining that every person has multiple opportunities each day to make choices about how to interact with others. They can choose to simply solve a situation, or they can solve a situation in a way that also builds the relationship at the same time. The HOW matters.

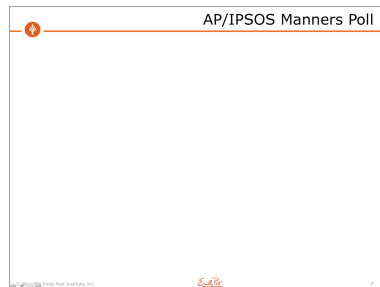


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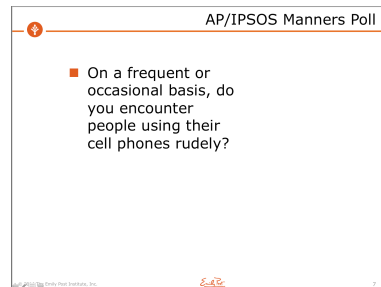


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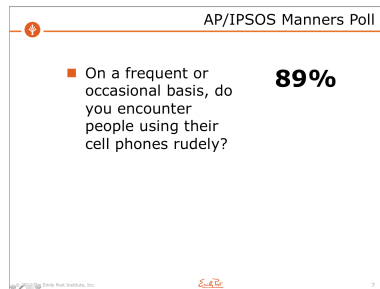


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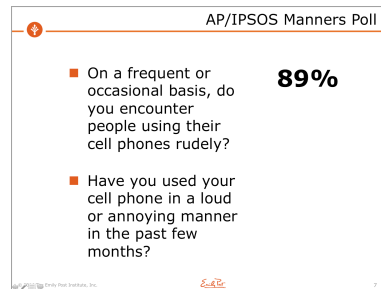


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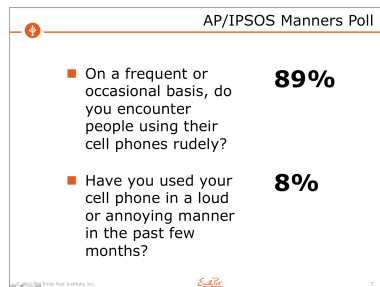


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SLIDE 7: AP/IPSOS POLL

1. IMAGE 1: Associated Press/Ipsos Rudeness Study surveyed Americans about etiquette.
 - a. This poll asked Americans their opinions about etiquette.
 - b. If you are asked, AP is Associated Press. Ipsos is an international polling organization.
2. IMAGE 2: READ the first question. Ask for audience opinion.
 - a. Encourage audience participation.
 - b. Most of the audience will likely raise their hands.
3. IMAGE 3: 89%.
 - a. About 89% of Americans have witnessed people using cell phones rudely in the past three months on a frequent or occasional basis.
 - b. Not surprising, really: Cell phones are one of the most frustrating and asked about etiquette problems at The Emily Post Institute.
 - c. It's the next question that is the real issue.
4. IMAGE 4: READ the second question. Ask for audience opinion.
 - a. Encourage audience participation.
 - b. Likely that far fewer members of the audience will raise hands.
5. IMAGE 5: 8%.
 - a. About 8% of Americans admit to using a cell phone in a rude way.
 - b. So either lots of people (89%) are all seeing the same few people (8%) use a cell phone rudely or people are not admitting to their own rude use of cell phones.



Image 1

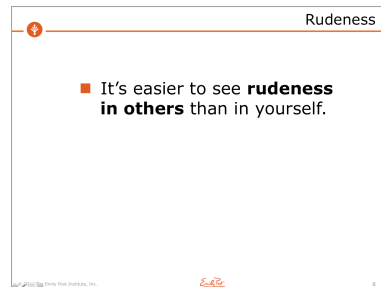


Image 2



Image 3

SLIDE 8: RUDENESS

1. IMAGE 1: The difference between 89% and 8% informs us about how people see rudeness in themselves and how they see it in others.
2. IMAGE 2: KEY TEACHING POINT: People see rude behavior in others, but they don't see it in themselves.
 - a. It's not likely all 89% are seeing the same 8% being rude.
 - b. It's much more likely that people see and are willing to admit rudeness in others but not in themselves.
3. IMAGE 3: TEACHING POINT: Rudeness is unintentional.
 - a. In most cases, people are unintentionally rude.
 - b. EXAMPLE: You didn't wake up this morning, look in the mirror, and plan to be rude to people during the day. You probably didn't say to yourself, "I'm going to make someone's day just a little bit worse today." You like to be liked and don't plan to take actions that will cause people not to like you.
 - c. Sometimes we act out of habit, without thinking at all. Substituting good habits for bad and replacing thoughtless behaviors with intentional actions are two ways to combat rudeness.



Image 1

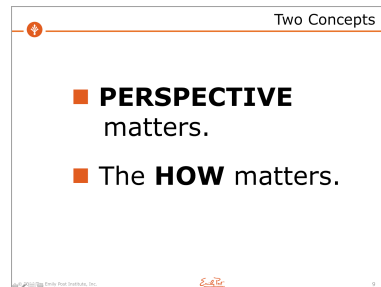


Image 2

SLIDE 9: TWO CONCEPTS

1. IMAGE 1: KEY TEACHING POINT: Perspective matters.
 - a. People see their actions from their own perspective. Often, they don't ask themselves how other people are going to think about what they do or say.
 - b. The cell phone is a perfect example:
 - i. The person sees his/her need to use it. He or she doesn't consciously ask, "Is using this rude?" Instead the person justifies the action as necessary and therefore it doesn't matter if it is problematic to other people.
 - ii. Yet, we know from experience and surveys that from other people's perspective, the action of using the phone is bothering them and does seem rude.
2. IMAGE 2: Reveal the concept The How Matters.
 - a. These two concepts are at the core of etiquette.
 - b. EXPLAIN: These two concepts lead directly to three goals you want to discuss now.



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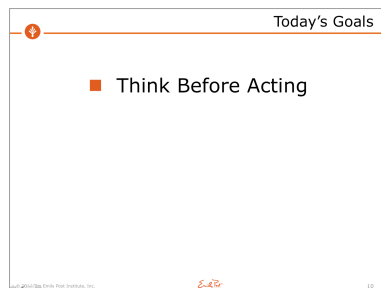


Image 2

SLIDE 10: TODAY'S GOALS

1. IMAGE 1: Slide header.
 - a. Start the discussion of this slide by emphasizing that if the participants only take away three pieces of advice from the program, that the following three pieces of advice are the most important of the day.
 - b. If people do these three things, they will do a better job of building successful relationships:
 - i. In the workplace.
 - ii. At home with their significant other and family.
 - iii. With friends and in social situations.
 - c. The rest of the course shows how to use these three goals in your life.
 - d. The first goal is the most important.
2. IMAGE 2: Think before acting.
 - a. Thinking before acting is the start to success. Remember the point we just made: People aren't rude intentionally. People don't get up in the morning planning to be rude to someone. So how does rudeness happen? By not thinking first.
 - i. QUESTION: How many times have you been rude or done something stupid—we all do—and the other person has said, "Why did you do that? What were you thinking?"
 - ii. People do stupid, rude things because they don't think about how their actions or words affect someone else.
 - iii. If they had thought about the action they never would have done it.
 - b. One goal today is to get participants to THINK about their actions BEFORE they act. If people would just THINK, they would avoid a lot of the trouble they get into.

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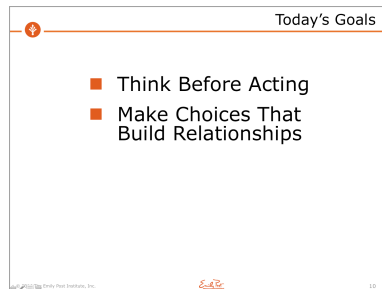


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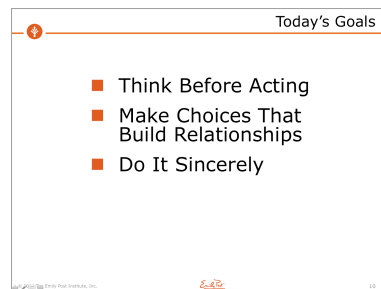


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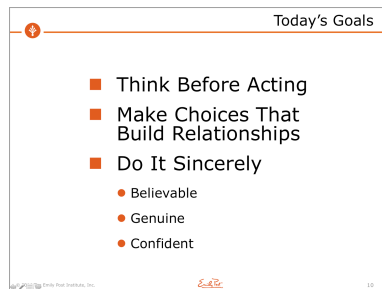


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SLIDE 10: TODAY'S GOALS continued

3. IMAGE 3: Make choices that build relationships.
 - a. Once a person has made the effort to think before acting and they have conceived of possible courses of action or things to say, they should consciously choose to act or speak in a way that will build the relationship.
 - b. Don't just choose the action or words that are right for you; choose the action or words that will most likely make everyone feel as good as possible about the situation, even if it's not the best for you.
 - c. Choose actions or words that, if the tables were reversed, you would want done or said to you.
4. IMAGE 4: In addition to the two goals for the day, there's one more goal that is critical to achieving the first two goals: Be sincere.
 - a. Sincerity is vital. A false smile or sarcastic "thanks" can do damage to a relationship.
 - b. If a person can't be sincere the first two goals will fail, because people see right through insincerity.
 - c. Recovering from being insincere is very difficult.
 - d. Sincerity engenders trust. Insincerity breaks trust.
 - e. Beware of false politeness.
5. IMAGE 5: What it means to be sincere.
 - a. People know the difference between "lip service" and the "real deal." If people don't believe you, if they think you are fooling them, then they lose trust in you.
 - b. If they believe you, then you appear genuine to them.
 - c. If you are believable and genuine, then they will have confidence in you.
 - d. If they have confidence in you, they will trust you. Trust is paramount to a good, successful business relationship.

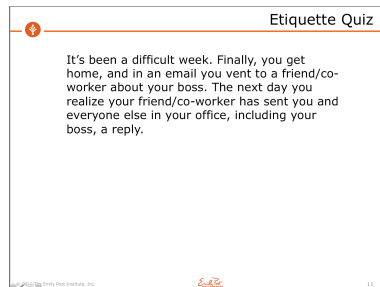


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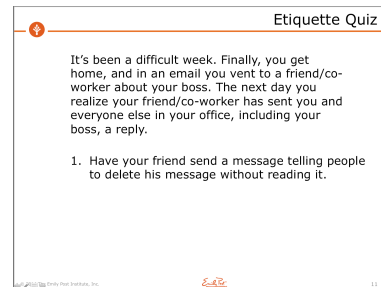


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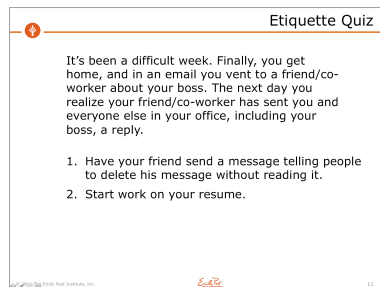


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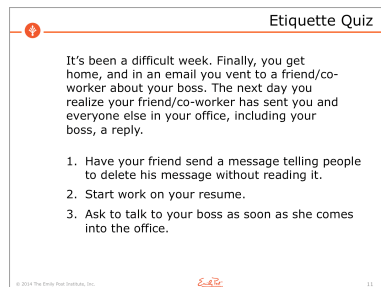


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SLIDE 11: ETIQUETTE QUIZ

1. INTRODUCE THIS SLIDE: Here is a concrete example to help make the goals real.
2. IMAGE 1: An email sent to the wrong people.
 - a. This is a good slide for new hires and employee groups.
 - b. This quiz illustrates the goals and why thinking before acting is particularly important.
 - c. READ QUESTION. Indicate this is a real-life situation that happens much more often than anyone would care to admit.
3. EXPLAIN: The first goal works by encouraging a person to consider more than one possible solution. Explain that you are going to look at several possible solutions, not just the first one that comes to mind.
4. IMAGE 2: Ask recipients to delete without reading.
 - a. Seems like a joke, but people really do this.
 - b. Does anyone actually obey this follow-up? No. They're more likely to read the email. Ask your audience what they would do—they will say they would want to read it.
5. IMAGE 3: Work on your resume.
 - a. This answer causes laughter.
 - b. Note that losing a job probably isn't a laughing matter, and it has happened over email blunders like this one. A better solution would be one that builds the relationship and solves the issue.
6. IMAGE 4: Ask for a meeting with your boss.
 - a. This makes the most sense.
 - b. QUESTION: What is really important in this answer?
 - i. The word: "ask."
 - ii. Go to the boss before the boss comes to you.
 - iii. Much better to be proactive than reactive.
 - c. An apology can go a long way. Don't be afraid, or too proud, to apologize.
 - d. Note: By examining options—consciously thinking before acting—you quickly see what is the best solution to the problem.
7. ENHANCEMENT: Remind your participants that taking responsibility for the mistake is one of two important steps in resolving a problem. The next step is to offer a solution to the problem. In this case the solution might be to lead a discussion at the next staff meeting about inappropriate emails.