



CORPORATE ETIQUETTE

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OBJECTIVE

**TO ACQUIRE SKILLS RELATED TO
CORPORATE ETIQUETTE**

AGENDA

- WHY IS ETIQUETTE IMPORTANT?
- MANNERS FOR MEETING AND GREETING
- SUCCESSFUL ENCOUNTERS
- SPATIAL ARRANGEMENTS
- PROFESSIONAL PRESENCE
- SOCIAL NICETIES
- MANAGING DINING DILEMMAS
- EXPRESSING AND ACCEPTING APPRECIATION

WHY IS ETIQUETTE IMPORTANT?

- **GOOD MANNERS HELP YOU
MAKE A POSITIVE IMPRESSION**
- **KNOWING THAT YOU ARE
BEHAVING APPROPRIATELY
HELPS YOU FEEL RELAXED AND
CONFIDENT SO YOU CAN FOCUS
ON BUSINESS**

WHY IS ETIQUETTE IMPORTANT? - Contd.

- **GOOD MANNERS SAVE YOU TIME** - You won't have to spend time soothing hurt feelings or making up for damaging mistakes
- **PEOPLE LIKE TO DO BUSINESS WHEN YOU MAKE THEM FEEL COMFORTABLE**

SUCCESSFUL ENCOUNTERS

- **SMALL TALK SKILLS**

- **Tuning-In Techniques**

- ☞ **Smile - friendliness / receptivity**

- ☞ **Open posture - attentive**

- ☞ **Forward Lean - alert (arm's distance)**

- ☞ **Tone - show interest**

- ☞ **Eye Contact - direct without staring**

- ☞ **Nod - understanding**

SUCCESSFUL ENCOUNTERS - Contd.

- **SMALL TALK SKILLS**

- **Listening Manners**

- ✗ Create a setting in which you *can* listen
- ✗ Tune out internal distractions - (worries)
- ✗ Monitor your body language - receptive
- ✗ Do not interrupt
- ✗ Repeat or paraphrase what was said

SUCCESSFUL ENCOUNTERS - Contd.

- **SMALL TALK SKILLS**

- Your turn to talk

- ✂ It is appropriate to respond to what someone else has said

- ✂ If you need to start - topics may include:
Weather, Sports, Traffic, Business Events,
Books, Movies, TV Shows, Meeting Place or City
(whichever is appropriate)

- ✂ It is gracious to call the person's name during the conversation

SUCCESSFUL ENCOUNTERS - Contd.

- **SMALL TALK SKILLS**

- **Your turn to talk - Opening Lines**

- ✂ **Upbeat Observation** - “ This is very impressive.
It looks like.....”

- ✂ **Open Ended Questions** - “ What do you think
of.....?”

- ✂ **General Questions** - “ Where are you from?”

SUCCESSFUL ENCOUNTERS

- **UNDERSTANDING BODY LANGUAGE**

- **Person turns away or averts his eyes**
(disagreement / annoyed/ distracted)
- **Person turns to face you**
(interested)
- **Slouching**
(loosing interest)

SUCCESSFUL ENCOUNTERS

- **UNDERSTANDING BODY LANGUAGE**

- Raising hands to his chest

(honest)

- Wringing hands, nail-biting, foot tapping, shaking legs

(nervous)

SUCCESSFUL ENCOUNTERS - Contd.

BEHAVIOR

Talks too much

Ignores others

Interrupts

Only discusses
work

IMPRESSION CREATED

Nervous/Insensitive

Snobbish

Rude

Too serious

MANNERS FOR MEETING AND GREETING

- **IMPRESSIVE INTRODUCTION**

(First impressions can be lasting ones)

- Say the name of the person who holds position of most authority and importance first
- Keep it basic - say the name only once
- Clarify - some information about the person - keep it short

MANNERS FOR MEETING AND GREETING - Contd.

- **IMPRESSIVE INTRODUCTION**
 - When in doubt do not use first names
 - Admit that you have forgotten the name - rather than guess!
 - If someone neglects to introduce you - go ahead and introduce yourself
 - When you are introduced stand up and shake hands

MANNERS FOR MEETING AND GREETING - Contd.

- **HOW TO SHAKE HANDS**

- Say your name and extend your hand. A woman may want to extend her hand first - just in case the man is waiting for it
- Extend your right hand at a slight angle, with your thumb up. Touch thumb joint to thumb joint.

MANNERS FOR MEETING AND GREETING - Contd.

- **HOW TO SHAKE HANDS**

- Provide a firm handshake but not a bone-breaking one
- Message given:

Limp - person is a wimp

Bone-crushing - trying to dominate

No response to extended hand - person is aloof

MANNERS FOR MEETING AND GREETING - Contd.

● EXCHANGING BUSINESS CARDS

- Card should be in good shape**
- Should be readily available**
- Be selective about distributing cards (but not while in a group)**
- Appropriate time - at the start or at the finish - not during a meal**

MANNERS FOR MEETING AND GREETING - Contd.

- **TIPS ON TIMING**

- ✗ It is rude to be late
- ✗ Apologize for your delay when you arrive
- ✗ Schedule meetings farther apart
- ✗ Estimate duration of tasks
- ✗ Be more organized
- ✗ Don't overstay your welcome

SPATIAL ARRANGEMENTS

- **INS AND OUTS - DEALING WITH DOORS**

- ✗ **Whoever gets to the door first opens it**
- ✗ **If someone is carrying something, you can assist to opening the door**
- ✗ **Never allow the door to slam in one's face**
- ✗ **If a person holds the door for you say "Thank you"**

SPATIAL ARRANGEMENTS - Contd.

- **INS AND OUTS - DEALING WITH DOORS**

- ✗ While moving through revolving doors - get synchronized through courteous cooperation. Don't stop abruptly or change speed suddenly.

- ✗ When you are the host, lead the way by going first and wait for the guest to join you

SPATIAL ARRANGEMENTS - Contd.

- **UPS AND DOWNS - ELEVATOR ETIQUETTE**

- ✗ When an elevator stops at a floor that isn't yours - move to allow people in and out
- ✗ A host should walk the departing visitor to the elevator
- ✗ Adopt a group mentality - move to the back or side to make room for others

SPATIAL ARRANGEMENTS - Contd.

- **SENSIBLE SEATING**

- ✗ Let the host indicate where the visitor should sit. If not indicated, inquire before you take the seat
- ✗ Put the briefcase or purse on the floor
- ✗ Sit up straight and do not fidget

SPATIAL ARRANGEMENTS - Contd.

- **PHYSICAL DISTANCE - REASONABLE PROXIMITY**

- ✗ In a business setting, you should rarely, if ever, touch a person
- ✗ Comfortable distance - 3 feet - or an arm's length away
- ✗ It can help to keep your professional reputation intact

PROFESSIONAL PRESENCE

- **GROOMING STRENGTHS**

- ✂ Hair is trimmed and well styled
- ✂ Hair is clean and free of dandruff
- ✂ Make up is well designed and appropriately applied
- ✂ Face is clean-shaven
- ✂ Nose and ear hairs are trimmed
- ✂ Finger nails are clean or polished

PROFESSIONAL PRESENCE - Contd.

- **GROOMING STRENGTHS**

- ✂ Amount of perfume is restrained
- ✂ Teeth are polished
- ✂ Breath is fresh
- ✂ Glasses fit well and are clean
- ✂ Posture is good - shoulders back, head up

PROFESSIONAL PRESENCE - Contd.

- **GROOMING WEAKNESSES**

- ✗ Food-stained clothing
- ✗ Slip or undergarments showing
- ✗ Hem unraveled
- ✗ Wrinkled clothing
- ✗ Button missing or unbuttoned
- ✗ Shoes need polishing

PROFESSIONAL PRESENCE - Contd.

- **CLOTHING TIPS**

- ✗ A double-breasted jacket should always be buttoned, including the inside button
- ✗ The tip of a man's tie should extend to the middle of his belt
- ✗ Men's dress shirts should always be long-sleeved

SOCIAL NICETIES

- **ENTERTAINING CLIENTS**

- ✂ **Dress appropriately for the situation**
- ✂ **Attempt to ensure the client has a good time.
Make transportation, seating and meal arrangements as required.**
- ✂ **Be knowledgeable about the event and react appropriately to artists or players**
- ✂ **Use the time and effort to know more about the client - interests, family, personality**

SOCIAL NICETIES - Contd.

- **OFFICE PARTY MANNERS**

- ✗ Be on time
- ✗ Treat your managers with respectful friendliness
- ✗ Look as if you are having fun
- ✗ Don't flirt
- ✗ Don't get drunk
- ✗ Don't gossip

MANAGING DINING DILEMMAS

- **GETTING READY FOR LUNCH**

- ✂ The restaurant should be an appropriate setting for a business lunch - ambience should be suitable and professional - should not be rushed through the meal
- ✂ Be aware that in any event, the meal itself is a prelude to the work that will take place

MANAGING DINING DILEMMAS - Contd.

- **GETTING READY FOR LUNCH**

- ✂ The person who does the inviting is the host and should immediately and clearly establish himself or herself as such
- ✂ When inviting the person, give the guest a choice of dates, a choice of restaurants, a choice of time
- ✂ The guest should know where to meet
- ✂ Ensure reservations have been made

MANAGING DINING DILEMMAS - Contd.

- ❌ Arrive 10 minutes early to greet your guest
- ❌ When the chair is pulled out, make sure your guest gets it - even if you're the woman and he's a man
- ❌ Never start discussing business until after you've given your guest a chance to order
- ❌ Use an appropriate approach to bringing up business, such as "Well, shall we talk about the new contract?"

MANAGING DINING DILEMMAS - Contd.

- ✂ When it's time to take care of the check the rule is simple - the host pays. If you are a lady, and your guest is a man - you *may* arrange to pay the bill away from the lunch partner to avoid embarrassment to him
- ✂ Use appropriate knives, spoons etc. Do not make chewing/slurping sounds. Do not heap your plate.
- ✂ Food dishes are to your left and drink containers to your right

OFFICE EQUIPMENT ETIQUETTE

- **TELEPHONE ETIQUETTE**

- ✂ On receiving a call:

- ◆ Say “Hello” - Greet “ Good Morning.”

- ◆ Include your full name

- ◆ If extension is shared - mention Department

- ◆ If frequent outside calls - mention Company

- ◆ Include “verb” e.g. “This *is* Mary...” or “ Mary *speaking*”

OFFICE EQUIPMENT ETIQUETTE

- **TELEPHONE ETIQUETTE**

- ✂ To improve the impression you make:

- ◆ Speak slowly and distinctly
- ◆ Don't shout or raise your voice
- ◆ Don't chew on anything
- ◆ Do not sneeze or cough into the receiver
- ◆ Apologize if you have dialed a wrong number
- ◆ Pay attention to your language

OFFICE EQUIPMENT ETIQUETTE - Contd.

- **TELEPHONE ETIQUETTE**

- ✎ Beware of background noise
- ✎ Silence those swallows
- ✎ Have notes at hand
- ✎ Ask if this is a good time to talk
- ✎ Don't be afraid of pauses (2 seconds)
- ✎ Don't have your secretary juggle calls
- ✎ Be well equipped (speaker phone, headset)

OFFICE EQUIPMENT ETIQUETTE - Contd.

- **PROTOCOL FOR SHARED EQUIPMENT**

- ✂ Learn how to use the equipment properly
- ✂ Take turns
- ✂ Clean up your mess before leaving the area
- ✂ If it's empty, fill it
- ✂ If it breaks, fix it or get it fixed
- ✂ Leave equipment ready for the next user

OFFICE EQUIPMENT ETIQUETTE - Contd.

- **FAX MACHINE FINESSE**

- ✗ **Don't fax restricted-access material without advance permission**
- ✗ **Make sure your cover sheet includes the to and from names and departments and the number of pages sent**
- ✗ **When sending a fax, confirm receipt**

EXPRESSING AND ACCEPTING APPRECIATION

- **GIVING COMPLIMENTS**

- ✗ Be consistent - compliment everyone who deserves it
- ✗ Be specific - be direct
- ✗ Don't confuse praise with feedback
- ✗ When appropriate give praise in public or in writing
- ✗ Be timely

EXPRESSING AND ACCEPTING APPRECIATION - Contd.

- **ACCEPTING COMPLIMENTS**

- ✗ Acknowledge the compliment - say “Thank You”
- ✗ Don’t argue with or attempt to qualify the compliment
- ✗ Even when you genuinely disagree with the reason for the compliment, don’t insult the speaker

Thank you

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