

How to address the British

- Despite their reputation for stiff formality, the British are in fact quite informal and the immediate use of first names is increasingly prevalent in all walks of British life
- Before proceeding with a handshake, men should wait for a businesswoman to extend her hand
- Professional or academic titles are rarely used. The only exceptions include medical doctors and priest.

In a Meeting

- British businessmen approach their work in a detached way that regards objective facts and solid evidence as the only legitimate forms of persuasion; feelings and personal relationships are usually irrelevant
- Thorough preparation is important: you should bring a plentiful supply of business cards and ensure that you have the proper materials for making effective presentations
- British businessmen are generally interested in long-term relationships rather than quick deals
- Decision-making can be a slow, deliberate process and rushing or putting pressure on the decision-maker is usually counterproductive. The 'hard sell' approach is not welcome and will not be well received
- Strangely, humour is often an important part of business discussions in the UK. Having a good joke will never harm - but it should be good or, again, you will look stupid.

At the Workplace

- Intense displays of emotion - good or bad - tend to be frowned upon. Any such display, along with loud talking or shouting, is seen as an unprofessional 'outburst' and a lack of control
- In the office, backslapping and hugging are also discouraged
- Good Topics for conversation: You can always discuss your positive experiences in the UK , British history or sports, as well as your knowledge of current events
- Many UK workers socialize in the local pub after the workday for an hour or two with colleagues. It is unlikely that a deal will be done in a pub, but once trust is built and you are on friendly terms, you may be taken out for a drink.

Business Attire

- Conservative dress is the norm for both men and women in British business culture where darker colors (black, dark blue, charcoal grey) and heavier fabrics (wool) predominate
- Many businesswomen tend to wear conservative, yet stylish, skirted suits or trouser suits
- Do not put pens, pencils, etc. in shirt or jacket breast pockets (you may, however, wear an ornamental silk handkerchief in your jacket pocket)
- Avoid wearing striped ties (there is a risk that the stripe may 'belong' to an institution such as a school, university, club or military regiment of which you are not a member).

Appropriate gifts

- Giving gifts is not a normal part of British business culture. Indeed, British business colleagues are quite likely to feel embarrassed to receive any gift at all
- Small gifts such as a pen or a book, again suitably inscribed, would be suitable tokens of genuine gratitude and flowers or wine /champagne suffice to thank (junior) colleagues for their services
- It is always good form to buy a round of drinks for your colleagues after work. (This is also the most common way of celebrating someone's birthday.

Dining Etiquette

- The British generally pay a lot of attention to good table manners. You may eat chicken and pizza with your fingers if you are at a barbecue or very informal setting. Otherwise always use a knife and fork
- As a general rule, you use cutlery from the outside of the layout first. So, first you might have a soup spoon (on the right of the place-mat), then you might have a small knife and fork, then maybe a fish knife and fork, then the meat knife and fork, then the dessert cutlery across the top of the setting, the spoon being the uppermost implement. The knife for buttering your roll should be placed on the side plate
- When eating soup, tip the bowl away from you and scoop the soup up with your spoon
- Always say thank you when served something. It shows appreciation

When you have finished eating, and to let others know that you have, place your knife and folk together, with the prongs (tines) on the fork facing upwards, on your plate.