

NABA Convention 2009

# Business Etiquette: Stop Embarrassing your Boss



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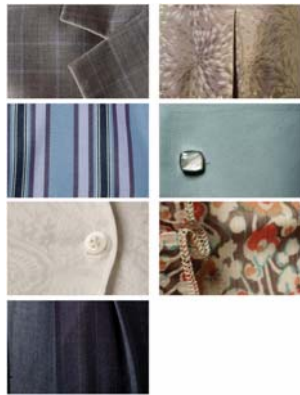
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## Presenters

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Partner,  
PricewaterhouseCoopers

Monica Oldham  
Director,  
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## Objectives

- Recognize the difference between business etiquette, social graces, and simple courtesy
- Discuss benefits and consequences from the practice of business etiquette
- Identify actions to take to enhance personal business etiquette skills

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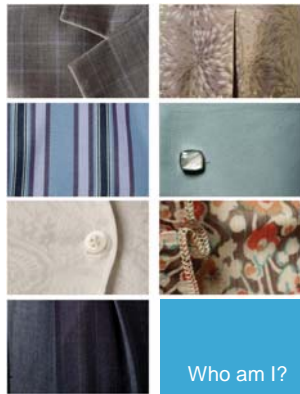
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Agenda

- Corporate culture
- Corporate image
- Personal communication
- Meeting etiquette
- Interpersonal interactions



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Pop quiz

- When wearing a name tag at a meeting, where should you wear it?
  - On your left shoulder
  - On your right shoulder
  - On your hip, at belt level
  - Around your neck, on a lanyard
- When making a business introduction, you should \_\_\_\_\_.
  - Introduce people in the order they arrive
  - Introduce a client to the president of your company
  - Introduce the president of your company to the client
  - Let them introduce themselves

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Pop quiz

- When you receive someone else's business card, you should \_\_\_\_\_.
  - File it away immediately
  - Immediately pass them your business card
  - Look at the card but say nothing about it
  - Look at the card and acknowledge it
- In the business arena, who should stand for handshaking and introductions?
  - Only men
  - Only women
  - Both men and women
  - It is not necessary for either to stand

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Pop quiz

- 5. How early should you arrive for a meeting?
  - a. Approximately 15 minutes early
  - b. No more than 5 minutes early
  - c. Within 5 minutes, early or late
  - d. Up to 15 minutes after the start time
- 6. What percentage of the message you communicate is conveyed through your visual appearance?
  - a. 7%
  - b. 38%
  - c. 55%
  - d. 75%

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Corporate culture

How would you define your corporate culture?

How does it fit with your personal culture?



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Corporate culture

Corporate vs. personal culture

Corporate culture defined:

*A blend of the values, beliefs, taboos, symbols, rituals and myths all companies develop over time*

Personal culture defined:

*Your own personal culture is how you operate and interact in everyday life. It is the words you leave with people after they meet you. (Marty Park, EO Calgary)*

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Corporate culture

### Dual realities

#### Definitions:

- Courtesy: a considerate act
- Social graces: skills used to interact politely in social situations
- Business etiquette: courtesy adjusted to meet requirements of speed and efficiency

#### Dual realities in business

- How do you balance your personal culture with what is needed for speed, efficiency, and success in your business context?
- What do you do differently?
- What is the same?

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Corporate culture

### What's acceptable – what's not?

#### Image and dress:

- Hairstyles? Business casual vs. business formal? Shoes?

#### Communications:

- Text, twitter, or IM? Cell phone or speakerphone?

#### Meetings:

- RSVP? Casual time or formal time?

#### Interactions:

- Titles? Nicknames? Unknowns?

Certain rules always apply.

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### Corporate image

How do you "see" yourself?

How do you "present" yourself?



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Corporate image

### The first few seconds

Within 3 to 20 seconds, people consider:

- Clothes
- Voice
- Posture and demeanor
- Feel of your handshake
- Personal interaction

First impressions last!

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Corporate image

### Grooming and attire

Ask yourself:

- Is my wardrobe appropriate for my workplace, position, and duties?
- Am I dressed for the job I want, the job I have, or the job I had?
- Are my clothes and hair flattering or am I a fashion victim?
- Do my accessories promote my professional competency?
- Does my cologne or perfume leave a more lasting impression than I do?

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Corporate image

### Business and social introductions

Who meets whom?

- Social environment
  - A younger person is presented to the older person
  - A man is presented to a woman
- Business environment
  - The person of higher position should be honored
  - Use correct titles and do your homework

Calling names

- Use last names until invited otherwise
- Ask if you forget – offer if they forget

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Corporate image

### Business and social introductions

#### A proper handshake

- Men and women – rise to the occasion
- Beginning and end of the meeting
- Consider the culture

#### Business card exchange

- Be prepared
- Treat it with respect
- Don't give more than one
- Consider the position

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### Personal communications

#### Do others hear you?

What are they hearing besides your words?



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Personal communications

### Oral communications – in person

#### More than what you say

- Words = 7%
- Tone = 38%
- Image = 55%

#### Respect

- Business vs. casual language
- Who is talking and where are you – being fully present
- Cubicle privacy – the “wall”

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Personal communications

Oral communications – phone

Phone vs. in-person – who takes precedence?

Greetings

- Business vs. personal
- Name or no name?

Cell phones – the invisible phone booth

Speakerphone or handset?

Voicemail

- Think twice when leaving a message
- Is this what you want to say? Who else might hear?

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Personal communications

Written correspondence – email

Business is business

- Think twice for “funny” or “personal” notes
- Focus on key points – brief but not abrupt

Think about hidden messages:

- “Response requested” vs. “Response required”
- Avoid “mood mail”
- “Dear Sir”
- Reply vs. Reply-all?

Spell-check, spell-check, spell-check

Think beyond the intended audience

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Personal communications

Other correspondence

What is appropriate in your organizational culture?

- Instant messages? Text messages?
- Social networks?

Other written correspondence

- Formal letters
- Thank you notes

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## Meeting etiquette

Are you ready for the meeting?

Who else is there, besides those at the table?



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## Meeting etiquette

### Proper prior preparation

Répondez s'il vous plaît – respect the meeting organizer

#### Meeting preparation

- Pre-meeting meeting
  - Meet with your boss before the meeting to strategize – no surprises
  - Who else are you representing?
- If attending the meeting
  - Know what your role will be in the meeting – no potted plants
  - Conduct personal research, if necessary
- If running the meeting
  - Prepare a timed agenda
  - Respect time – beginning, breaks, and end

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## Meeting etiquette

### Being fully present

#### Multiple meeting masters – sidebar conversations

#### Hidden messages

- What does your body language say?
- What do your questions and comments say?
- Are you arriving late? Leaving early?

#### The Blackberry trap

- What if you're expecting a call?
- Cell phone/Blackberry – off/on vibrate and out of view
- Return calls on the break

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Interpersonal interactions

What do *you* say when you're *there*?

What do *they* say when you're *gone*?



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Interpersonal interactions

Peer to whom?

Consider your personal interactions with your:

- Boss
- Peers
- Clients
- Subordinates
- People you don't know

Do you show the same level of professional courtesy? Business etiquette?

Consider the "Washington Post" test...

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Pop quiz – answers

1. When wearing a name tag at a meeting, where should you wear it?
2. When making a business introduction, you should \_\_\_\_\_.
3. When you receive someone else's business card, you should \_\_\_\_\_.
4. In the business arena, who should stand for handshaking and introductions?
5. How early should you arrive for a meeting?
6. What percentage of the message you communicate is conveyed through your visual appearance?

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Courtesy: the ritual by which we avoid hurting other people's feelings by satisfying our own egos.

Kenneth Clark

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