Business Etiquette for the Professional

Jonna L. Martin
AdvanceMe Associates
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Why Professionalism Matters for Individuals

- Positive feedback
- Personal reputation
- Enhances career
- More opportunities
How much time does it take to make a first impression?
Mehrabian Study

- 55% Visual
- 38% Vocal
- 7% Content
Judgments based on appearance

1. Economic level
2. Educational level
3. Trustworthiness
4. Social position
5. Level of sophistication
6. Economic background
7. Social background
8. Educational background
9. Success
10. Moral character
ABCs Of Professional Image

A
Appearance
Attire and Grooming

B
Behavior
Business and Social Etiquette

C
Communication
Verbal and Non-verbal

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Office Etiquette

Make the best possible impression
Office Protocol

Stand when someone enters your office

Do not answer office phone or cell phone when meeting

Focus on person-let them know if you are expecting a call or have a meeting

Stand to exit-extend hand-say something nice
Open Office Protocol

• Sound (and smell) carries-speakerphone, loud calls
• Visibility increases messy space
• Ringing cell
• IPOD
Meeting Protocol

• *Punctuality*
• What if you are going to be late?
• Texting during meeting
• Neutral stance
• Traditional **power seats**
• Doing origami at meetings
Non-Verbal Communication in Business

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The Basics

- Firm handshake
- Great posture
- Eye Contact
- Smile
Great Posture

Assured
Capable
Candid
Level headed
Poor Posture

Bowed Head
Unsure
Vulnerable
Possibly guilty
No Eye Contact
Same possible perceptio
Body Language to Avoid

- Adjusting glasses
- Clearing throat
- Crossing arms
- Fiddling w/pen
- Glancing at watch
- Looking around room
- Pointing
- Biting nails
- Playing with hair
Office Behaviors

• Having Lunch at desk or not taking lunch
• Polling before making a decision
• Over decorating an office
• Feeding others

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Voice Impression

- Tone and voice create impression
- Smile is communicated through voice
- Matching pace enhances connection
Verbal Communication to Make an Impact

- Great use of Vocabulary - Molloy study
- Listening skills - Great listeners are best conversationalists
- Asking questions
  - Open ended, relevant, not too personal
Verbal communication to avoid

- Slang/swearing
- Acronyms
- Filler words (Like, um, you know)
- Calling people by nicknames
- Monopolizing conversation
What We Say

• **We say “we”**

• Qualifiers (It’s kind of like, we sort of, Perhaps we should)

• **Minimizing** words (It was only, It was nothing)

• **Filler** words

• Couching statements as questions

• Details
More of what we say

- Trailing voice mails
- Feeling language

- It feels like we should VS I believe it would be best
- How would you feel VS What would you think
How We Say It

- Fast talking (space issue)
- Soft spoken
- Higher pitch
- Power pauses and silence
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Communication that will enhance your career

- Receiving instruction
- Receiving feedback
- No whining
- No excuses
- No complaining
Interactions in Workplace
Communication with Manager

- Best approach
- Elevator talk
- Preparation
- Win/Win/Win
Presenting to a Group

- People are more afraid than of death
- Know your subject (practice)
- Deep breaths
- Eye contact
- Avoid nervous displays
Using PowerPoint

- Keep it simple
- Avoid over reliance
- Use stories and examples
- Maintain eye contact
Communication that will enhance your career

- Being proactive
- Receiving feedback
- No whining/excuses
- Understanding chain of Command

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Networking

Makes connections and enhances opportunities
Provides resources and business contacts
Supports business and social agenda

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Remembering names

Our minds are structured to remember faces not names!
Tips to Remember Names

- **R** Repeat the name
- **E** Elect to Focus
- **C** Challenge yourself to practice
- **A** Ask for spelling
- **L** Look at name tag
- **L** **Link** the name to something
What if I don’t know anyone?

- Where to go?
- Singles/Groups/Couples
- Circle room
- Approach in line of vision
Small Talk

*Is more like tennis than golf*....

**Formula** (1-4 and repeat)

1. Making Statements
2. Asking Questions
3. Offering a bit of info about yourself
4. Asking something about person
Topics of conversation to avoid

- Politics
- Religion
- Off color subjects
- Personal sharing (TMI)
Techniques if you forget a name

• Say yours first as you extend your hand
• Be honest-say something nice
• Travel with a friend
Introductions

• When being introduced-look at introducer and then other person
• When introducing-give a bit of info about each person
• Say most senior person’s name first: Madame President I would like you to meet…
  • *Hint: Most Important person is ALWAYS the client*
Conclusion

ABCs of Business Etiquette

Your Business Image is 100% up to you!

Don’t roll the dice with this…..decide how you want to be perceived and make it happen.

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Questions??

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Jonna L. Martin

www.powerofimage.com

585-478-2224

Jonna@powerofimage.com