



**WELCOME TO HYBRID TECHNOLOGY TRAINING'S
BUSINESS ETIQUETTE COURSE!**

In this course we will examine how your knowledge and application of etiquette can help you to achieve success in your career. We are here to help make your classroom and future work experience as rewarding as possible by equipping you with the relevant knowledge, skills and understanding required by industry to thrive in our technologically evolving society.

Thank you for taking the time to invest in yourself through education and this program. You have made a great decision.

The Business Etiquette Workbook is designed to enhance your learning experience and to provide you with an easy-to-reference tool upon completion of your hybrid technology training. Simply fill in the blanks as you complete each section of the course. This is an interactive course. Be sure to interact with the instructor and your classmates as required during the instruction.

Please keep in mind that the contents of this course are for educational purposes only and are not intended as legal advice. Consult with your own legal counsel for specific legal advice if and when warranted.



Business Etiquette Increases Your Influence in Every Situation

When most people think of etiquette, they immediately think of a social behavior associated with a particular class of people, group or society. However, etiquette also refers to the code of ethical behavior regarding professional practice or action among the members of a profession in their dealings with each other.

Business etiquette is a necessary entity that unifies and imparts professionalism, appropriate attire, expectation and the perception of trustworthiness in the work place and throughout the entire employment process. Unfortunately, it is not mandatory, but remains highly recommended.

Being successful in your career has to do with not only your job skills, but also your people skills. Forming positive relationships with people is easier when you have good business etiquette on your side.

The choice to treat others with respect is essential to individual and organization success. Business etiquette establishes interpersonal communication that complements performance and quality, making life more pleasurable and easier when you know what to expect from others and they know what to expect from you. Manners do make a difference throughout the employment process and in the workplace.

A positive attitude is also essential to adhering to the fundamental principles of etiquette. A positive attitude is a reflection of the heart and moves you from thought to action. Etiquette is intentional, yet it still requires some pre-work.



EMPLOY 5 STAGES TO INTENTIONAL BUSINESS ETIQUETTE

Stage One: PLAN - Gather information.

Stage Two: PREPARE - Receive instruction.

Stage Three: REHEARSE - Practice the encounter.

Stage Four: EXECUTE - Perform proper etiquette.

Stage Five: FOLLOW-UP - Say "Thank You."

"The greatest gap between successful and unsuccessful people is how they plan, prepare and execute; a by-product of how they think"

5 BARRIERS YOU MUST FACE AND OVERCOME TO DEMONSTRATE INTENTIONAL ETIQUETTE

1. Everyone is not like you.
2. Every job is not your last employer.
3. Everyone does not support your desire to communicate and connect with others in the workplace.



4. Suspend the requirement for knowing how. How does not matter; but instead, focus on why you can verses why you cannot.
5. Know that your past experiences and relationships have no authority over your future.

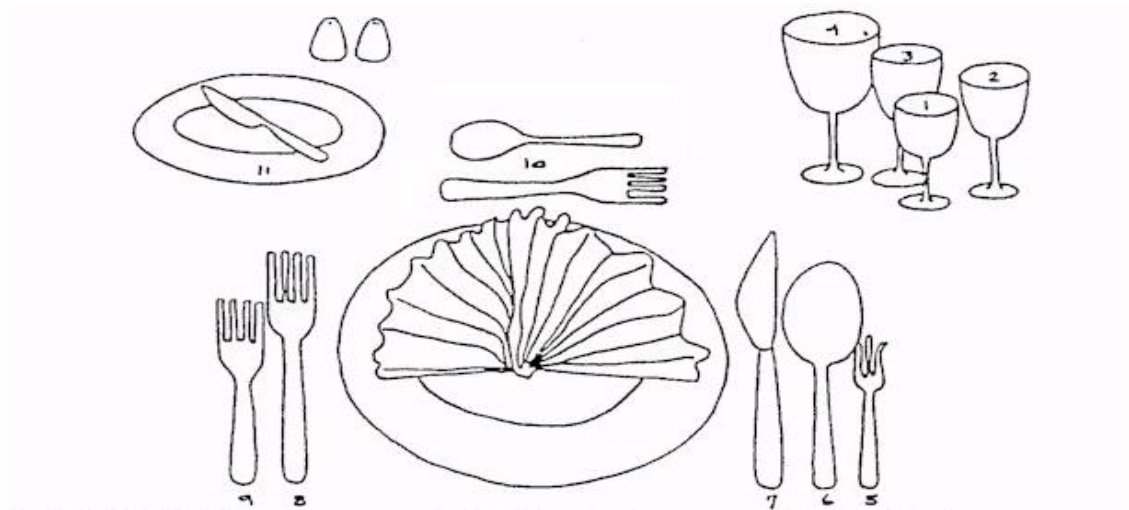
WE COOSE HOW WE:

1. View the world.
2. See ourselves.
3. See others.

7 AREAS OF ETIQUETTE

1. DINING ETIQUETTE.

Standard Table Setting: Start with utensils on the outside and work your way “in”.



1. Sherry Glass
2. White Wine Glass
3. Red Wine Glass
4. Water Goblet
5. Seafood Fork
6. Soup Spoon
7. Dinner Knife
8. Dinner Fork
9. Salad Fork
10. Dessert Fork and Spoon
11. Butter Plate

2. TELEPHONE ETIQUETTE.



3. OFFICE ETIQUETTE,

- Adhere to the established office policies.

4. EMAIL ETIQUETTE. In today's work environment, much of our dialogue with both co-workers and customers is done electronically. Be concise and to the point.

"Nothing in life is more important than the ability to communicate effectively"
President Gerald Ford



5. MEETING ETIQUETTE,

- Use professional communication skills is required even if you miss an appointment. Take responsibility for your actions, contact and sincerely apologize and set-up another appointment.

6. BUSINESS CARD ETIQUETTE,

- Always have a business card readily available.

"People may hear your words, but they feel your attitude"
John C. Maxwell



7. SOCIAL ETIQUETTE.

- Keep in mind that your purpose for attending a business reception is to network, NOT to eat or drink.

INTRODUCTIONS

First impressions are key to lasting relationships. Sigmund Freud once said that it's an ego thing. If the person likes you at the onset, everything that you do from that point on causes that person to adjust back to their first impression. The opposite also applies.

In order to make a great first impression, when approaching someone in a business environment the handshake and introduction should take place when 3 feet apart. Any further may result in yelling and any closer may result in the invasion of their personal space. Be sure to research cultural differences when required.



Master the art of a good business handshake. Today, handshakes are expected, regardless of one's gender.

GOOD HANDSHAKE	PROPER HANDSHAKE
E	C
G	A
B	D
	F

- A. may be "pumped" once or twice from the elbow
- B. squeeze thumb firmly
- C. includes good eye contact with the other person
- D. lasts about 3 seconds
- E. slide your hand into the other person's so that each person's web of skin between thumb and forefingers touches the other's
- F. is released after the shake, even if the introduction continues
- G. keep the fingers together with the thumb up and open

NERVOUSNESS

Nervousness is common when meeting someone for a job opportunity...more so because you are meeting someone who can be considered your senior. Unless



nervousness causes you to freeze, it should actually be taken in a positive spirit. Therefore, ask yourself two questions:

1. Why am I nervous?
2. Don't I have the skills and experience for the job?

In order to combat the nervousness, tear down the fear barriers and awaken your confidence, consider what or who is your motivation for success. Allow your motivation to fulfill a purpose or goal in your life. Then use those thoughts as fuel you over the nervousness, which no longer impacts you only. Since you have the right skills and experience for the job, along with a humble attitude, there is no reason outside of your own beliefs that will cause you to fail.

BODY LANGUAGE. Non-verbal communication has the tendency to communicate intentions long before verbal communication has an opportunity to engage. Understanding the conscious and unconscious signals that each body part, movement and posture relays attributes and feelings to others is key to communicating and connecting.

Example: When having a conversation with one person, although three or four other people are present, eye contact with those in attendance demonstrates good etiquette. Making eye contact with attentive bystanders acknowledge their presence, allows for inclusion and demonstrates good manners.

Name specific body parts and attributes that are key to communication:



1. Facial Expressions
2. Eye Signals
3. Mouth Signals
4. Head Signals
5. Arm Signals
6. Hand Signals
7. Handshake Signals
8. Legs and Feet Signals
9. Personal Space
10. Mirroring
11. Seating, as related to others
12. Cultural Differences
13. Sexual Body Language
14. Bowing and Curtsyng



DRESS FOR SUCCESS

Appropriate appearance goes beyond your clothing; shoes, belts, watches, jewelry and accessories should all be in good condition and considered a part of your “personal presentation.” Keep in mind that your hair is one of the first things that people notice and should be well groomed as well.

What jobs are these people dressed to interview for?



1. Consultant

2. Financial Advisor

3. Corporate Trainer

4. Supervisor/Manager

5. Banking

6. Public Relations

7. Executive Assistant

8. Broadcasting



1. Corporate Executive

2. Medical

3. School Principal

4. Engineer

5. Supervisor/Manager

6. Consultant

7. Financial Advisor

8. Program Manager

1. Retail

2. Fast Food

3. Tele-Marketer

4. Manufacturing

5. Janitorial

6. Housekeeping

7. Data Input



1. Computer Programmer

2. Clerical

3. Social Worker

4. Nurse

5. Paralegal

6. Flight Attendant

7. Photographer



2. Data Input

3. Factory Worker

4. Manufacturing

5. Janitorial

6. Grounds Maintenance

7. Machinist

8. Fast Food

CONGRATULATIONS



You have completed our Business Etiquette course. Best of luck to you on the Embedded Assessment.

We look forward to working with you again as you complete the Soft Skills portion of the Hybrid Technology Training course. Please contact us if we may be of



further assistance.

Hybrid Technology Training Team