

WELCOME



- This is Part Two of a Three-Part Workshop Series
- Part I Job Search and Resume Drafting
- Part II Who You Are/Professional Etiquette/Interview Skills
- Part III Financial Literacy - for College and Beyond!

Part II



- Tonight we will focus on:
 1. **Professional Etiquette and Interview Skills** (How can I present myself in a way that helps me *get* a job and *keep* a job?)

PART III



- **Financial Literacy for College, and Beyond!**

All You Need to Know About Paying for College, and Managing Your Financial Life Thereafter!

PROFESSIONAL ETIQUETTE



- By Professional Etiquette, we mean ***conventional rules of social behavior or professional conduct.***
- For our purposes, this means “How Should I Behave, Speak, Dress in Order to ***Get*** a Job and ***Keep*** a Job?”



- “Walking the Walk and Talking the Talk”
- “Acting the Part”
- Also known as “Soft Skills”

Why the Term “Etiquette”?



- Etiquette is French for Ticket
- Many years ago, on ceremonial or other important occasion, visitors were issued a “ticket” of instruction telling them how to behave at such an event
- Thus the ticket represents rules of behavior in a civilized society
- In a professional sense, then, this mean the rules of behavior in the workplace

Our Focus



- We will focus on a few key areas of the employment process where professional etiquette is particularly important:

Business Etiquette in General

Business Etiquette in the Interview
Process

ETIQUETTE PAYS OFF!



- Why do we even focus on etiquette?
Because it ***pays off handsomely***, for both the employer and employee
- Your “hard” skills (education, licensing, work experience) may get you a job...
but your “soft” skills keep you climbing the ladder of success!



- The many benefits of professional etiquette:

builds leadership and quality

refines skills needed for exceptional service

builds confidence

modifies distracting behaviors

develops conduct that is admired

develops conduct that is imitated by others

Meet and Greet



- The Opening
 - Introduce Yourself
- Remembering Names
- The Handshake
- Exchange of Cards

The Handshake



- Extend your hand first
- Stand arm's length apart
- Look the person in the eye and SMILE



- Firm, not strong
- Up and down, not back and forth
- A good firm handshake says “Welcome – I want to talk with you!” (A weak, or limp handshake indicates a lack of warmth and confidence – LET’S FIX IT!)

Handshakes to Avoid

A decorative graphic consisting of a white circle with a thin black outline, positioned centrally below the title and above a horizontal dashed line.

- The Limp Fish
- The Wrestler
- The Cling-On

Please and Thank You



- This little courtesy is vital to showing RESPECT
- It makes people see that you appreciate them – this can never be undervalued

Never Interrupt!



- It is ***always rude*** to interrupt
- This can get lost in a casual work setting
- Interrupting sends a message that the speaker is not important



- This includes walking into someone's office or work space unannounced
- Make an appointment, or at least ask “Can I speak with you when you have a chance?” (“I see you are busy – I will come back at a better time”)

When *You* are Intruded Upon



- Conversely, you will find yourself intruded upon
- When someone has overstayed their welcome and you need to get back to work, try this:
 - Move politely toward the door to signal you are busy

Juniors and Subordinates



- Why not help them?
- What comes around really does tend to go around – they will respect and admire you, which will ultimately benefit you as you head up that professional ladder

Workplace Gossip



- Don't Play that Game
- Be Above the Gossip Mill and Others will Follow Your Lead

Politics and the Workplace



- Unless you work in politics, there is no room for politics at work!

Choose Your Crowd Carefully



- You will be judged by who you hang around with at work
- If your work friends use crude language, treat others poorly and have bad work habits, your boss will develop a negative impression of you as well.

Language!



- Swearing or coarse language at work is never OK
- Speaking professionally at work will always pay off

Respect Diversity



- Off-Colored Jokes are Never OK
- Again, this is a matter of RESPECT.
- Gender, Age, Race, Ethnicity, Religion
- Sexual Harassment is *Illegal*
- Creating a Hostile Work Environment may be Illegal, and is almost certainly against company policy

The “B” WORD



- The growing tide is for employers to come down very hard on workplace bullying
- Harassment or intimidation of colleagues in any form should be avoided

Office Bullies



- The Screaming Mimi
- The Two Headed Snake
- The Constant Critic
- The Gatekeeper

Screaming MiMi



- loud, obnoxious and in your face.
- With their little faces turning beet red and their neck veins popping, they will go on spittle-flying tirades that spew venom and are designed to berate and humiliate you.
- What they lack in logic and decency they make up with high decimal rants that are often carried out in front of an audience for best effect.
- They are not open to reasonable, rational debate. They are right and you are wrong and you are going to hear about it.

The Two-Headed Snake



- This workplace bully can be one of the most dangerous as you may not even realize you are dealing with one until after they have already destroyed your reputation.
- To your face they may represent themselves as a friend; you may even trust and confide in them.
- With the Two-Headed Snake you are dealing with a Dr. Jekyll and Mr. Hyde character.
- They will stab you in the back, slander your character and steal credit for your work while telling you they are your biggest fan.

The Constant Critic



- If you ever thought you were good at your job and pride yourself on your work you are about to learn the truth.
- Your self-esteem will take a beating from the Constant Critic who will nit-pick you to death. Even if you've received excellent performance reviews and are at the top of your field they will find a way to twist everything into a negative.
- If they need to create the evidence themselves, falsify documents or sabotage your projects they will prove that you are incompetent – at everything, all the time.

The Gatekeeper



- This workplace bully is a petty little power-tripper that will trip you up by denying you the resources you need to do your job then dance around with glee telling everyone when you fail.
- Will they expand your responsibilities and workload while cutting your budget and staff? Will they change the deadline to make success impossible? Will they "forget" to send you a critical memo or cut you out of project meetings?
- When you fail they will use it to prove to everyone that you are incompetent.

Office Equipment



- This belongs to the Company – Not to You!
- Be careful not to use Company equipment for your personal use
- This includes computers, telephones, photocopiers and stationery items

The Golden Rule



- Treat Others as You Would Like to be Treated!
- R-E-S-P-E-C-T

No matter what age, what gender, what professional level, *everyone* wants to be respected

The Art of Conversation



- Read the Newspaper
- Discuss the Weather
- Ask Questions!
- Avoid Giving Your Opinion

Introducing Others



- Always Introduce Junior to Senior, Colleague to Client
- Say their name clearly
- Explain their relationship to you

Introducing Others (Cont.)



- Appreciate that the two people are not comfortable with each other – they do not know each other. Minimize their discomfort!
- Try to break barriers between others by using “ice breakers”
- Steer the conversation in the direction you want it to take

Being Introduced to Others



- Maintain eye contact with the person you are being introduced to
- “Nice to me you”
- “How do you do?”
- Stand and lean forward attentively
- Use first name only when asked to do so

Meetings



- Plan in Advance
- Send a Concise Agenda
- Less than 1 Hour Rule
- Confirm 1 Day Before
- Confirm Room availability and Equipment
- Be courteous
- Stick to Agenda and Stay in Control
- Send Minutes within 48 hours

Cubicle/Small Space Etiquette



- **Maintain Low Speaking Voice**
- **Conduct personal business away from cubicles**
- **No heavy perfumes**
- **Minimize smoke odors**

Telephone Etiquette



- Phone “behavior” is really important!
- Phone Scenarios at Work:
 - Answering Calls for Others
 - Transferring Calls
 - Handling Complaints by Phone
 - Placing Calls
 - Voice Mail
 - Speakerphone

Answering Calls for Others



- Identify your Name, Your Company and ask “How May I Help You?”
- Offer Assistance (“She is not in, can I help you?”)
- Do not make promises for others (“I will tell him you called” NOT “He will call you right back”)
- Take accurate message (Caller, time, date, reason for call, urgency, best time to reach caller)

Call Transfers



- Always ask for permission (and ***get*** permission) before transferring a call
- Always explain who the call is being transferred to and why
- Always specify likely duration of the hold

Call Closure



- Always end Call on a Positive Note
- Pleasant Tone
- Summarize What Has Been Discussed
- Don't Sound Rushed
- Offer to Provide Further Assistance

Handling Complaints



- Listen Carefully
- Be Interested and Empathetic
- Agree as Often as Possible
- Stay calm and courteous – NEVER ARGUE!
- Do Not Interrupt
- Do Not Blame Co-Workers

Complaints (Cont.)



- Explain that You want to Solve the Problem
- **APOLOGIZE!**
- Do Not Make Promises You Cannot Keep!
- Act Fast
- Follow Up

Placing Calls



- **PLAN Your Call**

Keep notepad and pen/pencil handy

- **Identify Yourself and State the Reason for the Call**

- **Make Your Own Calls Wherever Possible**

Voice Mail



- Your Voice Mail Message Should Be Specific and Thorough

Your Name

Company Name

Your Title or Job Description

Who to Call in an Emergency

Update Your Messages

Speakerphone



- ALWAYS tell a caller when they are on Speakerphone
- Ask their permission to keep them on Speakerphone
- Tell them why they are on speakerphone
- Introduce everyone in the room
- Identify yourself when talking to someone on speakerphone (“This is Sally, _____”)
- Notify the party whenever a new person enters the room

Telephone Courtesy Tips



- Keep the courtesy phrases flowing
May I Help You? Please, Thank You, You are Welcome
- Avoid Slang
Uh-huh, yeah, nope, dude, bye

More Telephone Tips



- No Gum
- Don't End Call Abruptly
- **Smile** while speaking - people can literally hear a smile!

Helpful Customer Service Mantra



- Sometimes Good Manners is Simply Putting Up with Another's Bad Manners

Cell Phones



- Turn Off at Work Unless Clients Have Your Cell #
- Be Careful of Your Ring Tone!
- Turn Your Ringer Off!
- Do Not use in public places unless it is appropriate to be speaking aloud in such a venue

Email Etiquette



- Stay Formal
- Proper Spelling and Grammar
- Concise and to the Point
- Avoid Unnecessary Attachments

Email Etiquette (Cont.)



- Do not overuse high priority designations
- Do Not overuse Reply to All Option
- Do Not Use ALL CAPITALS or too many !!!!!
- Use Subject Line Carefully – Avoid “Urgent” or “Important”

Email Etiquette (Cont.)



- NEVER use email to discuss confidential issues
- Select subject line carefully once email goes beyond 2-3 replies
- Think through your choices of Reply, Reply all, CC and BCC
- Email is company property

Emails (Cont.)



- Email is FOREVER
- You have no control over whether and where an email is forwarded to
- NEVER reply when angry or frustrated
- No mass emails from work
- No chain emails from work

Proper Email Format



- Subject Line: Clear and Concise
- Salutation: Dr. Mr/Mrs _____
- Main Body: This is in regards to

- Closing Statement: If you have further questions, _____
- Signature: Sincerely yours,

DRESSING



- Dressing for work is intended to convey confidence and capability
- This is NOT dressing for college, or dressing for a night out with friends.
- This also is NOT dressing for a quick trip to the grocery store

Females



- Dress

Nothing See-through or flimsy

Nothing flamboyant

Stay conservative, at least until you learn the corporate culture

- Accessories - minimal

- Jewelry - minimal

- Makeup - minimal

Males



- Trousers and Shirts – Sober Colored
- Ties – Sober Colored
- Suits – where appropriate
- Shoes – shined and with socks
- Stay conservative, at least until you learn the corporate culture
- Not sure? ASK!

Personal Hygiene



- Avoid Body Odors
- Avoid Strong Perfumes
- Avoid Pungent Foods
- Mouth Freshener is Very Helpful

Office Lunches



- **Clean Up After Yourself**
- **Mind Your Manners**

Office Parties



- Follow Appropriate Dress Code
- No Rude Jokes
- No Foul Language
- No Gossip
- No Uninvited Guests
- Alcohol – Do Not Overindulge

Professional Etiquette and Food



- Never request Food to-go
- No Smoking
- No Excessive Alcohol Use
- No Excessive Eating
- Ask Others to Pass Out-of-reach Items
- Notify Hosts of Dietary Restrictions in Advance
- Follow the Lead of the Host/Hostess

Food (Cont.)



- Outside – In: Fork, Spoons, Knives
- No utensil that has been used should hit the table again
- No utensils in cups or glasses
- Use coasters
- Buffet plates should be half full
- Cracker and sugar wrappers? Fold and Tuck
- What is a charger anyway?

Miscellaneous Tips



- The Workplace is the Wrong Place for Emotional Outbursts – Leave Your Problems at the Door
- Dating at Work is generally a bad idea
- Grooming at Work is Not OK
- No Whining! Praise Down, Protest Up
- Return Phone Calls within 1 day

More Miscellaneous Tips



- Correspondence on company letterhead should contain company business only
- Send Thank You Notes (within two weeks)
- RSVP (within a week or by date listed)

Gifts



- Be mindful of company policies
- As a general rule, stay under \$20
- Avoid gift exchange at work, if possible (off site best)
- Supervisors who give gifts must keep them all equal
- Employees who receive gifts from supervisors are not expected to reciprocate

Miscellaneous Customer Service Tips



- Do Not Talk to Others while assisting customer
- Do not point to an item or room rather than take a customer to it
- Do not talk about others in front of customers
- Do not work on other tasks while waiting on customers
- Do Not respond “I don’t know” without even attempting to find out
- Follow through with promises!

Emily Post



- Too Many Rules?
- Manners are a sensitive awareness of the feelings of others. If you have that awareness, you have manners, no matter what fork you use!

THE INTERVIEW



Tonight we will also develop key **Interview Skills.**

We will cover all of the basics, from the basic question of “what should I wear?” to “what should I say?!”

TYPES OF INTERVIEWS



- One on One (Structured or Unstructured)
- Group Interviews (Structured or Unstructured)
- Call Back Interviews

STRUCTURED INTERVIEWS



- Structured Interviews: set of standardized questions asked of all applicants.
- Biographical - sketch of past experience.
- Behavioral – how have you handled a past situation?
- Situational – how would you handle a given situation? Case study. Diagnose and correct an organizational challenge. Very effective.

UNSTRUCTURED INTERVIEWS



- Unstructured Interviews: Questions are improvised, not pre-determined. Can be done by untrained staff.
- Challenges: Keeping conversation job related; compiling adequate bases for comparison of multiple candidates; avoiding inappropriate or illegal questions.
- Stress Interview: Interviewer assumes aggressive and insulting posture to gauge ability to handle such a situation. Might be good for CSR or FBI jobs, but not ideal for most positions.

Call Back Interviews



- You Have Already Impressed them!
- Now it is Time to Close the Deal

INTERVIEW TIPS



- Making the Best First Impression
- Using Silence to Your Advantage
- What if I Do Not Have Much Experience?
- Things You Need to Find Out Before the Interview



- What if Someone Asks the Impossible Question?
- Addressing Hard Feelings About Previous Employer
- What is the Best Way to Present Myself in an Interview?
- What Do I Do When There is Silence?



- How Can I Give Strong Answer Without Being Too Forward?
- What is A Fatal Error You Do Not Want to Make in an Interview?
- Addressing Questions About Average Performance
- Should I Go Over my Resume in the Interview?
- Applying Your Experience to a Different Field



- Answering Case Questions
- What Questions Can I Ask?
- Why and How Should I Follow-Up?

KEY INTERVIEW QUESTIONS



Tell me About Yourself

Why Should We Hire You?



Can You Walk Me Through Your Resume

Why Do You Want to Work Here?



Can You Identify Your Greatest Weakness/es?

Can You Identify Your Greatest Strength/s?



How Would Your Peers Describe You?

What Can You Do For Us That Other Candidates Cannot?



What Are You Most Proud Of?

When Were You Most Satisfied in a Job?



Can You Describe An Obstacle You Overcame?

Where Do You See Yourself in 5 Years?



If You Were an Animal, What Would You Be?

What Do You Do Outside of Work?

PRE INTERVIEW PREPARATION



- Interview Preparation - **BE PREPARED**
This is the **GOLDEN RULE** of Interviews!
- Study Your Own Resume
- Study the Organization



- Ask What Format the Interview will Follow
- How Many People Will You Meet With?

DURING THE INTERVIEW



- **Non-Verbal Communication**
- **First Impressions**
 - Dress Conservatively**
 - SMILE**
 - Arrive 15 Minutes Early**
- **Breaking the Ice**

DURING THE INTERVIEW (CONT.)



- **Waiting in Reception**
- **Body Language**
- **What Salary are You Seeking?**

ASKING QUESTIONS



- **ALWAYS** Have Questions Prepared to Ask the Interviewers
- This May Just Be an Inquiry About Timeframe of the Hire

INTERVIEW FOLLOW UP



- **ALWAYS** Send Thank You Notes
- This Will Require You to Get Each Person's Contact Information
- This May Set You Apart From Other Candidates

WOOPS!



- **INTERVIEW MISTAKES**
- **NEVER Smoke**
- **NEVER Drink Alcohol**



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