

Business Etiquette

Elevate your Interactions



FACILITATOR GUIDE

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Getting Started

About this Program

This program is intended to provide learners who are new to the workplace with foundational skills in Business Etiquette. These skills will help them better navigate social situations within the business world. This includes both in-person and digital interactions.

Learning Objectives

After completing this course, the learner will be able to:

1. Describe why basic etiquette matters in the workplace.
2. Demonstrate how to create a good first impression.
3. Recognize how to craft an effective image through dress and hygiene.
4. Apply conversation skills at networking or other events.
5. Practice digital etiquette (email, video calls, phone calls).
6. Demonstrate basic etiquette skills to be used in the workplace and everyday life.

Training Materials

There are a few things you'll need for an effective training session:

- Facilitator Guide and PowerPoint slides
- Participant Guide for each participant
- Laptop/projector/screen
- Blank nametags
- Handouts
 - "What's my Style?" activity pieces
 - Dress codes cheat sheet

Preparation

The following resources are referenced in this training. It would be helpful for the facilitator to review these prior to facilitating the class.

Ted Talk: Amy Cuddy - Your body language may shape who you are (The Power Pose)
https://www.ted.com/talks/amy_cuddy_your_body_language_may_shape_who_you_are?utm_campaign=tedsread&utm_medium=referral&utm_source=tedcomshare

Book: Captivate, The Science of Succeeding with People, by Vanessa Van Edwards

Book: Writing Professional Emails, The Step-by-step Guide, by Dr. Michelle Sann

Book: Business Etiquette 101, The Young Professional's Guide to a Successful Career, by Dr. Sheldon Dyer

Agenda Overview

Topic	Time
Introduction	5 minutes
First Impressions	15 minutes
Dress and Hygiene	15 minutes
Conversation Skills	30 minutes
Break	10 minutes
Digital Etiquette: mail	15 minutes
Digital Etiquette: video conference	10 minutes
Digital Etiquette: call vs. text	5 minutes
Summary/Rules to Live by	20 minutes
Total Training Time	2 Hours

Instruction Notes

Use this Facilitator Guide to prepare for and deliver the program. Suggested scripts, talking points, answers and activities are included. Be sure to reference and direct learners to their Participant Guide as well.

The following instructions will be visually represented in the text:

The script for the facilitator to SAY will look like this.

Suggested ANSWERS from participants will look like this.

The following icons will be used:



Flip Charting activity; flip chart responses, ideas, etc.



Participant Guide; learner should read or write in page referenced



PowerPoint Slide; show referenced slide to guide discussion



Video, play video for class



Group activity; divide participants as instructed to complete assignment



Break; class break for designated amount of time



Transition; move from one topic to the next

Facilitation Outline

Introduction

Duration	5 minutes
Key Points	✓ Introduce topic and learning objectives
Materials	PP slides, Participant Guide

	<p>Show Slide 1 (Title Slide)</p> <p>Say: What does the term “etiquette” mean to you? There is no right or wrong answer, only different perceptions.</p> <p>Possible responses:</p> <ul style="list-style-type: none"> - <i>Good manners, tea parties, which fork and knife to use</i>
 <p>*Click to Reveal</p>	<p>Show Slide 2 (Definition)</p> <p>Say: Etiquette is understood to be the “rules” or the “guidelines” for social interactions. It’s a practical way of showing consideration to others.</p> <p>Say: Is there a difference between social etiquette and business etiquette? There is no right or wrong answer, only different perceptions.</p>
 <p>*Click to Reveal</p>	<p>Show Slide 3 (Social vs Business)</p> <p>Say: Social etiquette emerged in a different era, when men and women had separate roles in society. Historically, social etiquette gave preference to women and the elderly. You still see social etiquette in action today when a man pulls back a chair to seat a woman for dinner, or a young person offers their seat to an older person.</p> <p>As gender roles began to evolve in the workplace, new guidelines emerged to support a more informal and balanced environment – what we refer to today as business etiquette - where deference is given based on rank or position - regardless of age or gender. You see business etiquette in action when both men and women seat themselves at a business lunch, or when a junior employee opens the door for the CEO.</p>

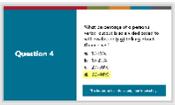
 <p>*Click to Reveal</p>	<p>Slide 5 (Objectives)</p> <p>Say: Here are the categories we will cover to give you the extra edge when it comes to etiquette in the workplace:</p> <ul style="list-style-type: none"> - Create a good first impression. - Craft an effective image through dress and hygiene. - Apply conversation skills at networking or other events. - Practice digital etiquette (email, video conference, text). - Review “Top 50 Rules to Live By.”
	<p>Show copy of Participants Guide</p> <p>Say: We will spend the next two-hours covering this topic. As we move through the content, you’ve got a Participant Guide you can use to follow along and take notes.</p>
	<p>Show Slide 6 (Cultural Differences)</p> <p>Say: We are a global company; even in our Catalyst program we have many different countries and cultures represented, each with their unique set of cultural norms when it comes to etiquette. For this class, we will cover the most general rules of etiquette; I’ll ask that you interpret them, if needed, to apply to your own unique location.</p>
	<p>Say: Let’s begin by talking about making that first impression.</p>

First Impressions

Duration	15 minutes
Key Points	<ul style="list-style-type: none"> ✓ First impressions are made within the first two seconds. ✓ First impressions can be based on authenticity, confidence, eye contact, listening skills, timeliness, and more. ✓ Where to place a nametag. ✓ What makes for a good handshake.
Materials	PP slides, Participant Guide

 <p>*Click to Reveal</p>	<p>Show Slide 9 (Step One)</p> <p>Say: Who has heard of this quote?</p> <p>Show quote.</p> <p>Reveal second line/addendum to quote.</p> <p>Say: To make that quote a little more accurate, it should read, “You never get a second change to make a first impression within the first two seconds of meeting someone.”</p> <p>In one study, researchers discovered that people judge others' trustworthiness, competence, and likability within the first two seconds of seeing their faces. And this initial impression did not change, even when people were given an unlimited amount of time.</p> <p>First impressions are not just about an individual's physical appearance but also include their demeanor, body language, eye contact and listening skills just to name a few.</p>
	<p>Instructions:</p> <p>Option: Convert questions to interactive forms. Participants can use their phone to scan the QR code to answer questions in real-time. Or call out answers to the class.</p>

 <p>*Click to reveal correct answer</p>	<p>Show Slide 7 (Question 1)</p> <p>Which of these habits annoy people the most?</p> <ol style="list-style-type: none"> People who are too talkative People who are too quiet People who are fake People who show off <p>Say: A survey conducted of 1,036 people revealed that “people who are fake” led by 63%, “people who show off,” was a distant second at 22%. Being fake comes across as inauthentic and people can spot it a mile away. Be genuine. Put yourself in situations where you can be your authentic self.</p>
 <p>*Click to reveal correct answer</p>	<p>Show Slide 8 (Question 2)</p> <p>What is the most influential factor for professionals who want to earn the trust of potential clients?</p> <ol style="list-style-type: none"> Being an established, proven expert Having a high degree of confidence Demonstrating advanced expertise in their area Having a well-respect reputation
	<p>Say: According to Carnegie Mellon University, a professional’s confidence is more important than their reputation, skill set, or work history! Body language is major factor is displaying confidence.</p> <p>Ask: Has anyone heard of, “the Power Pose?”</p> <p>Coined by social psychologist Amy Cuddy, if you haven’t watched this, make a note. The title of the Ted Talk is listed for you in your participant guide. This is the third most viewed Ted Talk in history.</p>
 <p>*Click to reveal</p>	<p>Show Slide 9 (Power Pose)</p> <p>Say: Power poses are open, expansive postures that use body language to express power, confidence, and assertiveness. In this image, the top row are high power poses, the bottom row are lower power. The center image with the red box is sometimes referred to as, “The Wonder Woman” pose.</p> <p>Invite all participants to stand up and do power pose.</p>

	<p>In general:</p> <ul style="list-style-type: none"> • Shoulders back • Aim chin, chest, and forehead straight in front of you, slightly up • Keep space between your arms and torso • Make sure your hands are visible
 <p>*Click to reveal correct answer</p>	<p>Show Slide 10 (Question 3)</p> <p>In the average conversation, people typically hold eye contact what percent of the time?</p> <p>a. 31%</p> <p>b. 51%</p> <p>c. 61%</p> <p>d. 91%</p> <p>Say: Aim to maintain eye contact 60% of the time when talking to someone. Eye contact builds trust. Use gaze produce connection.</p>
 <p>*Click to reveal correct answer</p>	<p>Show Slide 11 (Question 4)</p> <p>What percentage of a person’s verbal output is solely dedicated to self-disclosure (eg) talking about themselves!</p> <p>a. 10-15%</p> <p>b. 15-20%</p> <p>c. 20-30%</p> <p>d. 30-40%</p> <p>Say: Talking about ourselves gives us pleasure. It actually releases dopamine – one of the feel-good chemicals in our brain. So let people talk, and just listen. Dale Carnegie, to build relationships “It’s better to be interested, than interesting.” Don’t try to impress people, let them impress you. Listen.</p>

 <p>*Click to reveal</p>	<p>Show Slide 12 (Timeliness)</p> <p>Say: The last thing I'll mention about making a good impression is the importance of being on time. Nothing blows a first impression like running late.</p> <p>Remember this quote: If you're not early you're late.</p> <p>Good rule of thumb: budget 25 percent more time than you think you'll need to get somewhere. If you think it will take you an hour to get to your destination, leave an hour and 15 minutes early.</p>
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Name tags

 <p>*Click to reveal</p>	<p>Show Slide 13 (Name tags)</p> <p>Instruct participants to clearly print their first and last name on a name tag.</p> <p>Say: If you're at an industry event, you can include your company affiliation if needed, but don't crowd it with anything else. You don't need to include Mr./Mrs./Miss, you don't need to include "Junior, Senior, the third, etc."</p> <p>Ask: Who can tell me where the name tag goes on your body? Answer: High on your right shoulder</p> <p>Ask: Who can tell me why it goes there? Answer: 1. When you shake someone's hand, your right side will naturally move forward, bringing it into view. This makes it easy for the person you're meeting to read your name without having to ask or strain their neck to see it. 2. Flat area to help your tag to lie flat and be more secure.</p>
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The Handshake

 <p>*Click to reveal</p>	<p>Show Slide 14 (Shake hands)</p> <p>Say: We couldn't talk about making a good first impression without mentioning the handshake.</p> <p>Handshakes are more than just protocol. Handshakes create skin to skin contact with another human, which triggers a neurological and emotional response. They stimulate the release of oxytocin, a key neurological signal for</p>
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	<p>trustworthiness that helps us move from foe to friend when meeting new people. Handshakes signal warmth, friendliness, and confidence.</p> <p>Instructions: Pair & Share – 1 minute</p> <p>Turn to your neighbor and discuss: What makes a good handshake? What makes a bad handshake?</p> <p>Share with group – 1 minute</p>
 <p>*Click to reveal</p>	<p>Say: Here are three keys to a good handshake:</p> <p>Dry: If you are nervous with sweaty palms, wrap a napkin around your glass. This keeps your hands dry in preparation for a handshake.</p> <p>Vertical: Keep your hand vertical. Thumb to the sky. If you're hand is on top, perceived as dominant. If you're hand underneath, perceived as weak.</p> <p>Firm: Analogy – you're squeezing a peach to see if it's ripe. Squeeze until you feel a tiny bit of resistance. Some peaches/people you have to squeeze harder than others. Never give the "dead fish" handshake!</p>
	<p>Say: Now it's time for you to practice your handshake. More important than practicing is the feedback you're going to give to each other. Your evaluation is a simple yes/no to the criteria still on the screen.</p> <p>Is it dry? Is it vertical? Is it firm?</p> <p>Instructions: Stand, introduce yourself, and shake hands with two people and give them simple yes/no feedback. 2 minutes.</p>
	<p>Say: Let's move on to a new topic.</p>