

Business Etiquette

Elevate your Interactions



PARTICIPANT GUIDE

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Introduction

This Participant Guide provides ample space for you to follow along, take notes, and fully participate in the class activities.

Welcome

Welcome to the Business Etiquette class as part of your Catalyst training program.

This class is designed to provide those who are new to the workplace with foundational skills in Business Etiquette. These skills will help you better navigate social situations, specifically within the business world. This includes both in-person and digital interactions. Take advantage of all you can learn.

Learning Objectives

*After completing this course, you will be able to:

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

*Dining etiquette will be taught separately during class dining event.

What is etiquette?

Etiquette is understood to be the “rules” or the “guidelines” for social interactions. It’s a practical way of showing consideration to others.

Notes:

First impressions

“You never get a second chance to make a first impression.”

What does your body language say? Watch this!

Ted Talk: Amy Cuddy - Your body language may shape who you are (The Power Pose)

Notes:

Nametags

The Handshake

Timeliness

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Conversation Skills

Networking:

Professional networking refers to the act of building and maintaining relationships with other professionals in your industry or related fields.

“You can network or you can not work.”

Conversation Starters

- What was the highlight of your day? Week?
- Working on any exciting projects lately?
- Working on any personal passion projects?
- Have any vacations coming up?
- What are you doing this weekend?
- What do you do to unwind?

Notes:

How to remember names

How to make an introduction

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“It’s better to interested than interesting.”

Digital Etiquette

Email Etiquette

Follow these “Top Ten” rules when composing and sending email:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Sample Salutations

	Formal	Informal
If name are known:	Dear Dr. Meyer, Dear Mr. Appleby, Dear Ms. Jones	Hi Dave,
If names are unknown:	Dear Sir, Dear Madam, To whom it may concern,	Greetings,

Sample Openings

Reason	Example
A new contact	Our mutual friend, Joe Doe, gave me your contact information.
A known contact	It was great seeing you at last week’s meeting.
Give praise	Fantastic job presenting at last week’s conference.
Give thanks	Thanks for the quick reply.
Show appreciation	I appreciate the update you provided.
Apologize	I apologize for my delayed response.
Report a finished task	As promised, I’ve completed the ...
Seek advise	I’m hoping to get your input on ...
Give good news	It’s my pleasure to inform you that ...

Sample closings

Example

I look forward to your response.

I look forward to doing business with you.

Please don't hesitate to contact me if I can provide further assistance.

Thanks in advance for your help.

Don't hesitate to contact us again.

I enjoyed working with you.

I look forward to hearing from you soon.

For further details ...

Sample ending phrases

Formal

Sincerely,
Your truly,
Cordially yours,
Best regards,

Informal

Best wishes,
Take care,
Have a great weekend,
All the best,
Have a great day,

Notes:

Video Conference Etiquette

Follow these rules when composing and sending email:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Talk vs. Text

If your goal is to connect, pick up the phone and make a call!

Etiquette is a way to show courtesy and respect to others; it's an important tool in your own professional development and career trajectory.

50 Rules to Live By

1. Hold the door for the person behind you.
2. Never lick your knife.
3. Keep a supply of thank-you notes on hand for those times when someone gives you a gift.
4. Never take a roll from the breadbasket without offering it to your neighbor first.
5. Be punctual.
6. Let someone go in front of you in line.
7. Put your phone away during meals.
8. Always RSVP and do it right away before you forget.
9. Dress for the occasion. It's better to be overdressed than underdressed.
10. Use your turn signal.
11. Return your shopping cart to the corral instead of leaving it in the parking lot.
12. Push in your chair when you leave the table.
13. Offer to help clean up.
14. Ask before bringing a guest.
15. Apologize when you are wrong.
16. Wait until everyone has been served before you begin eating.
17. Be kind to your server.
18. Don't put your feet on someone else's furniture.
19. Let people get off the elevator before you get on.
20. Don't groom yourself in public. This includes clipping your nails, brushing your hair, or picking your teeth.
21. Don't talk with your mouth full of food.
22. Return money that you borrow before the giver asks for it.
23. Never order the most expensive item on the menu if you're not paying the bill.
24. Never give advice unless someone asks or pays for it.
25. Treat the janitor with the same respect as the CEO.
26. When someone shows you a picture on their phone, don't swipe left or right.
27. Don't spit in public.
28. Pick up after your dog.
29. Offer to help someone on an airplane who is struggling to stow their luggage.
30. Don't double-dip at a party.
31. Respect everyone's personal space.
32. Don't correct someone's grammar in public.
33. Talk less; listen more.
34. Don't stare.

35. Keep your word.
36. Keep your voice down when walking down a hotel hallway. And don't slam your hotel door.
37. Avoid finishing other people's sentences.
38. Don't block the baggage conveyor while waiting for your bags at an airport. Allow enough room for others to retrieve their bags.
39. Say "excuse me," after you burp or pass gas.
40. If someone offers you a mint, take it.
41. Treat people how you want to be treated.
42. If you have more than you need, share it with someone who has less.
43. Always say "thank you" to show your graciousness.
44. Assume the best of people.
45. Send a thank you note within 48 hours of a meeting or event.
46. If you use something in public, tidy it up for the next person.
47. Is someone in a rush to get in your lane while driving? Let them in.
48. If you are going to dinner at someone's home, don't go empty-handed; take something.
49. If you borrow something, return it with a little extra.
50. Accept other people's apologies.