




## Building Successful Relationships

A Business Etiquette Seminar  
for  
The National Conference  
of State Legislatures

July 28, 2010  
Louisville, Kentucky


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## AP/IPSOS Manners Poll

- Are Americans ruder today than 20 or 30 years ago? ■ 69%
- On a frequent/occasional basis, do you encounter people using their cell phone rudely? ■ 89%
- Have you used your cell phone in a loud or annoying manner in the past few months? ■ 8%


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## Today's Goals

- Think Before Acting
- Make Choices That Build Relationships
- Do It Sincerely

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## Why Business Etiquette?

Maximize the opportunity for your individual success.

Maximize the opportunity for organizational success.

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## UNC Study

- 1,400 people were surveyed.
- Of 775 persons who had an uncivil act committed against them:
 

28%	
53%	● Lost work time avoiding instigator
22%	● Lost work time worrying
12%	● Decreased work effort
	● Actually left their job
- Instigator
  - More than three times as likely to be a person of higher status.
  - Likely to be a worker with valued talent.

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## UNC Study: The Result

- Lost productivity
- Lost profits
- Poorer retention
- More difficulty in recruiting


*....all from behaviors that can be prevented.*

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 **Gallup Poll**


- People join companies; they leave managers.
- Benefits of great managers
  - More profitable (44% higher)
  - More productive (50% higher)
  - Greater customer loyalty (50% higher)

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 **What Does  
"Etiquette"  
Mean To You?**

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 **Emily Post  
On Etiquette**



Whenever two people come together and their behavior affects one another, you have etiquette.


Etiquette is not some rigid code of manners, it's simply how persons' lives touch one another.

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 **Etiquette Today**

**Etiquette is the fuel  
that powers relationships.**


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 **Factors That Influence  
A Relationship**

- Actions
- Appearance
- Words


When the factors are working, the focus turns to content.

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 **Etiquette = Manners + Principles**


- Manners smooth the way to build better relationships by telling us:
  - what to do;
  - what to expect others to do.
- Principles help us:
  - figure out how to interact when there is no manner;
  - resolve relationship situations.

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 **The Principles of Etiquette** **Etiquette in Action**

- **Consideration** → ■ **Think Before Acting**  
Thinking, empathy
- **Respect** → ■ **Make Choices That Build Relationships**  
Choosing to act in a way that takes everyone into account
- **Honesty** → ■ **Do It Sincerely**  
Acting sincerely, being truthful

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 **Communications**

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 **The First Rule of Communication**


The good communicator is a good listener.

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 **Communication Basics**

- Be aware if it is public or private.
- Proofread: The focus is on your mistakes.
  - A proposal that misspells a client's name:  
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- You cannot hide or salvage the poor ones.
  - "Please ignore the message I just left you."
  - Hitting the "Send" button instead of "Send Later" or "Draft."

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 **E-mail**

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 **Etiquette Quiz**

It's been a difficult week. Finally, you get home, and in an email you vent to a friend/co-worker about your boss. The next day you realize your friend/co-worker has sent you and everyone else in your office, including your boss, a reply.

1. Have your friend send a message telling people to delete his message without reading it.
2. Start work on your resume.
3. Try to delete the message from your boss's computer before she sees it.
4. Ask to talk to your boss as soon as she comes into the office.


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## 7 Tips for Email Communications

1. Let it simmer.
2. Is it private?
3. Your subject line is your first impression.
4. Spelling and grammar matter.
5. Be conscious of your voice:
  - ALL CAPS
  - Emoticons ☺
  - Txt msg spk
6. Use salutations, closings, and signature blocks.
7. When in doubt, defer to the formal.


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## When Words Alone Are Your Image


- In the absence of facial expressions or tone of voice, interpretation defaults to the negative.
- Don't use email or IM to avoid a difficult situation.
- Pick up the phone or visit someone in person if email communication becomes strained or tense.

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## Phones and Mobile Devices

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## Your Voice Is Your Image

Quality of voice matters:

- Tone
- Speed
- Inflection
- Laughter
- Accent
- Pronunciation

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## You Are The Etiquette Expert

At an important meeting a cell phone begins ringing. After the second ring everyone realizes that it is your phone. You would:

1. Try to pretend it wasn't your phone.
2. Answer it and try to talk softly.
3. Get up, leave the room, and answer it.
4. Shut the phone off without answering the call.


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## Five Cell Phone/BlackBerry Tips

1. Control it; don't be controlled by it. Any time that use will bother others, turn it off.
2. If it must be on and it could bother others, use the silent ring mode and move away to talk.
3. Inform in advance if you are expecting a call while with others.
4. Beware of using a BlackBerry or a smart phone in a meeting.
5. Don't store confidential information on it.


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 **Etiquette Quiz**

What is the number one complaint that workers identify about co-workers in a cubicle farm or open office environment?


Talking too loudly on the telephone.

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 **Conference Call Etiquette**

- Close your office or conference room door.
- State you are on a speaker phone.
- Identify all people who are in the room.
- Be careful when using the mute button.


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 **You Are The Etiquette Expert**


I was meeting with a colleague in my office. My phone rang and I answered it. It was a senior committee staffer calling about something important, and I proceeded to talk with her for the next ten minutes.

Was this okay?

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 **Workplace Etiquette**

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 **Office Etiquette True/False Quiz**

1. Manners change with time.
2. Having manners means you have good business etiquette skills.
3. Calling older workers or chapter advisors by their titles and last names is passé.
4. All this talk about corporate cultures is a myth.


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 **Annoying Office Issues**

Our work spaces are open cubes, so there's little privacy. One of my co-workers will often whisper when speaking to other people.

Do you think this is rude?

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## You Are The Etiquette Expert

Someone in my office is rude on a regular basis. They are late for meetings, they are curt and critical in their emails, and make simple tasks difficult.

The problem is, they are my boss. What do I do?

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## You Are The Etiquette Expert

You are making a presentation to a committee group, and one of the members of the committee group starts asking overbearing questions and behaving antagonistically toward you.

You would...


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## General Office Manners

- Greet each other with a smile.
- Respect each other's privacy.
- Knock before entering.
- Focus on your colleague when you are meeting.
- Be on time for meetings or conference calls.
- Identify yourself on the phone.
- Pick up after yourself.


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## Modern Office Manners


- Keep cell phones off or set to vibrate or silent.
- Take personal calls in a private area.
- Don't use email to avoid a problem.
- Keep shared calendars up to date and include private appointments that affect work time.
- Use salutations, please, and thank you in emails.
- Fridge rules: If you put it in, you can take it out.

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## The 24/7 Professional

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## 24/7 Professional

- Know actions outside work affect you.
- Know purely social situations can become business situations instantly.
- Maintain the highest level of professional conduct at off-site business venues.
- Use the principles regardless of what others think: Consideration, Respect, and Honesty.

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Thank You

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