The Power of Professionalism
(and knowing when to use the right fork)
What is Etiquette?

By definition Etiquette –
the rules and conventions
governing correct or polite behavior
used in society, in a particular social
or professional group setting
What is Etiquette?

• Understanding overall business decorum
• Treating others with respect and being courteous
• Being comfortable around people
• Making people comfortable around you
• Presenting yourself with the kind of polish that shows you can be taken seriously
Why all the talk about Etiquette?

• Seems to be a disconnect in expectations between students and business owners

• Four Generations trying to work together
  – Generation Veterans, Gen X, Gen Y and Millennials'
Why all the talk about Etiquette?

- Society has become less formal
- Living in a "Fast Food" Society
- Rushing, cramming numerous activities
- Making less time for ourselves
- Making less time for our appearance
- Lacking of formalities and using slang/abbreviated written and verbal communications
Why is Etiquette important to you?

• It is expected!
• Most people in society (business world) will expect you to possess:
  - Basic manners
  - Thoughtful, respectful communications
  - Dining etiquette
  - Professional appearance
Basic Manners
You’re Invited!

• What to wear
  – Quality vs. quantity, conservative, classic
  – Business
  – Business casual
  – Casual
• RSVP – it’s important
• Introductions
Name Tags

• Proper placement of the name tag is high on the right shoulder
• When shaking hands, your eye follows the line of your arm to the other person's right side
• It's easy to read the name while shaking hands
Hand Shaking

• Offer a Firm handshake
• Ladies extend your hand first
• Always stand up when being introduced to someone
  – If you’re sitting across a large table at least stand
Introductions

• Persons of lesser importance are introduced to persons of greater importance, regardless of gender

• The name of the most important person is said first

• The name of the person of highest rank, or honor, should be spoken first

• All others are being presented to that person

• Professor Ruggieri, I’d like you to meet John Riley
Cocktail Setting
Managing a drink/food

• During a cocktail hour, hold your drink in the left hand so your right hand free, and it is not cold and wet from holding a glass
Dining Etiquette
Seating

• Your host will guide you

• If you are hosting then guests should be seated before you take your seat

• Always give your guest the best view

• Never seat your guest in a high traffic area
- Bread
- Meal
- Water
Napkins

- Your host leads – when he/she places their napkin you follow
- Once in your lap, the napkin should never again be placed on the table until the end of the meal
- If you need to stand or leave the table during the meal, the napkin should be left on your chair
- The end of the meal – your host leads when removes he/she removes their napkin it’s the end of the meal
Drinking

• Follow the lead of the host/hostess

• Do not order alcoholic beverages if you are underage

• Drinking too much when dining out is one of the most disliked behaviors

• Be responsible — people are watching
Silverware Placement

• If you remember the rule to work from the outside in, you'll be fine.

• Start with the knife, fork, or spoon that is farthest from your plate, work your way in, using one utensil for each course.

• Your dessert spoon and fork are above your plate or brought out with dessert. If you remember the rule to work from the outside in, you'll be fine.
Bread

• The person closest takes the basket and offers it to the left, help yourself then pass to the right

• Eat rolls or bread by tearing off small bite size pieces and buttering only the piece you are preparing to eat

• When ready for another piece, repeat the same process
Passing Salt & Pepper

• It is impolite to season your food before tasting

• If you need something that you cannot reach easily, politely ask the person closest to the item you need to pass it to you

• Always pass the salt and pepper together

• Do not pass hand to hand, rather, place the items on the table in front of the guest
Cutting Your Food

• Foods, such as meat, require the use of knife and fork to obtain a bite of manageable size

• The fork is held in the left hand, turned so that the tines point downward, the better to hold the meat in place while the right hand operates the knife

• After a bite-sized piece has been cut, set the knife down on the plate and transfers the fork to the right hand
Clean Teeth

If something is stuck in your teeth try to be discrete and remove it with a wipe of your napkin, excuse yourself if you must.
Pit/Bone Removal

- Rule, it should come out the same way it went in
- If it went in on a spoon, such as something in a soup, it should come out by spoon
- An exception to this rule are small clean things such as fish bones, which likely went in on a fork, but can be removed by hand
- If it went in by hand, such as grapes, bones, olive pits or bits of nut shell, it goes out by hand
Sneezing

- Do not blow your nose at the dinner table
- Excuse yourself to visit the restroom and be sure to wash your hands before returning to the table
- If you cough, cover your mouth with your napkin to stop the spread of germs and muffle the noise
- If your cough becomes unmanageable, excuse yourself to visit the restroom. Wash your hands before returning to the table
Excusing Yourself

• You should not leave the table during the meal except in an emergency

• If you must go to the bathroom simply excuse yourself
End of Meal

• Do not push your plate away from you when you have finished eating; leave your plate where it is in the place setting

• To show that you have finished your meal, lay your fork and knife parallel at the 10 and 4 position across your plate

• Place your knife and fork side by side, with the sharp side of the knife blade facing inward and the fork, tines down, to the left of the knife
Communication
Professional Conversation

- Engage in conversation that is pleasant and free of controversial subjects
- Ask questions to get to know the person
- Trying to be witty is less important than being observant and asking good questions
- Never discuss sex or use curse words no matter how comfortable you feel with the person
In Person

Be prepared:
• Natural relaxed presence
• Prepare in advance especially if you are shy
• Research the firm to have something to talk about
• Prepare a couple of questions to create dialogue
Communication to Avoid

• Politics
• Money
• Salary and benefits
Cell Phones

• Turn off your cell phone and put it away during meetings and meals!
  – Your companions deserve your full attention

• It is impolite to answer a phone or send text messages during dinner and important discussions

• If you must make or take a call, excuse yourself AND step outside
E-mail

• E-mail is
  – About the sender: sometimes telephone or in person is preferable
  – A permanent record of communication
  – The property of your employer
• E-mail can be
  - An effective tool
  - A time waster: watch for e-mail addiction
• Know your employer’s policy about personal electronic communications
Follow-up

• Thank your host at the end of the meeting, interview or meal
• Send a thank you note
  – Handwritten is best
  – Email will suffice
• Telephone calls and voices mails
  – Return them promptly and consistently
  – Be efficient when leaving messages
Appearance

“Dress for the job you want not the job you have.”
“Traditional Business Attire” vs “Business Casual Attire”. What is the difference?

Business casual is a more relaxed option of dressing. Traditionally it includes a sport jacket, button down collared shirt for men or blouse for women with a dress pant or high quality cotton fabric pant. It might also includes a short sleeve shirt, blouse, knit top or high quality polo.

In addition to knowing what is appropriate attire, a well groomed, neat appearance is an important factor in how colleagues, clients and business associates react to you. Many times an opinion is formed before one has a chance to speak. “A picture paints a thousand words.” Keep that in mind when dressing for the day.

Attire should project a quality look that is properly tailored and groomed.

Shoes, purses, briefcases and computer bags should be well maintained.

Hair and nails should be properly groomed. All of these factors contribute to your success.
Helpful Tips

• Tips for shopping for clothing and footwear. The best advice is to keep it classic and simple.

• A properly tailored suit can make or break your appearance.

• Clothing styles and fabrics should be representative of the season. (i.e. short sleeve, cotton fabrics May – September, wools October – April).

• Clothing and jewelry styles should portray a classic look verses trendy attire.

• During the winter an overcoat or three quarter jacket is preferred. Casual and distressed leather type jackets and bright colored rain slicker are not business or casual attire.
Ladies – Frequently Asked Questions

- **Sleeveless tops?**
  Should resemble an appropriate blouse or sweater w/o sleeves. Camisoles are not acceptable attire. When wearing sleeveless, it should be worn under a jacket or sweater (sweater sets).

- **Capri pants?**
  Should resemble a dress pant only a shorter version.

- **Shoes?**
  Knee high and ankle boots are acceptable business casual attire in the winter as long as they resemble the appearance of a shoe boot. Open toe shoes are acceptable as long as feet are well-groomed.
Gentlemen - Frequently Asked Questions

• **Shaving?**
  A clean shaven or well maintained beards, mustaches are acceptable business and business casual grooming.

• **Dockers and polo shirts?**
  Cotton Dockers and informal ribbed shirts are not acceptable.
Summary

• Start building your wardrobe early.
• Your appearance speaks volumes.
• Know the situation.
• When in doubt, ask.
• Be kind, courteous, and professional!