

WORLD-CLASS BUSINESS ETIQUETTE™

*Human behavior flows from three sources:
desire, emotion, and knowledge. Plato*



ETIQUETTE OUTREACH/ COPYRIGHT 2005-2011

Extract



About Etiquette Outreach

ETIQUETTE OUTREACH, is a subsidiary of CIS Network Corp., has provided business and protocol consulting services to the following companies:

The United Nations (NYC), The Butterfield Bank (Bermuda), Royal Bank of Scotland, Deloitte LLP, Goldman Sachs, JPMorgan, Bermuda Learning Solutions, Mac Zone Computers, Fairmont Hotels and Resorts, Novartis, Spanish Medical Society, Avon, Latin Physicians Network Foundation (USA), The Plaza Hotel, The Bolshoi Ballet and Opera Foundation (USA), NYC Dept. of Education.

What is Business Etiquette?

“Having a workplace that is fluent in the ways of the world isn’t a luxury - it’s a necessity.”

Harvard Business Review

Business savvy is made up of significantly more important elements than just providing a quality service or product to your client.

The Research Institute of America has found that many potentially profitable deals and alliances have been lost because of unintentional breaches of business etiquette during the deal-making process.

Why Business Etiquette Matters?

- Knowing a lot about your specific field of expertise (banking, medicine, education, etc.) isn't enough anymore.
- Your business skills directly impact your performance & the image of your organization.
- Nothing is more revealing about a person than his/her business manners.
- Poor business skills can prevent career advancement and professional growth.

The Art Of Business Etiquette

The key to good business etiquette:

- Know when and what to do
- Demonstrate appropriate dress, behavior, and body language
- Avoid business blunders



Step-by-Step Business Etiquette

- From the first job interview to the pivotal business dinner with an investor, this e-book covers 19 topics of business savvy: social skills for business, etiquette of asking for a reference letter, netiquette and more.



First Impression

- You have 5 seconds to make a first impression
- You must practice a new skill for 21 days to start a pattern
- It will take 100 days for it to become automatic
- 66% of a new message is forgotten within 24 hours, if not practiced.



First Impression and Introductions

6 Important Steps

- Stand up
- Smile
- Make eye contact
- Say your full name
- Shake hands
- Pay attention to your body language, handshaking, posture, introductions.



Your Handshake

Why do we need to shake hands?

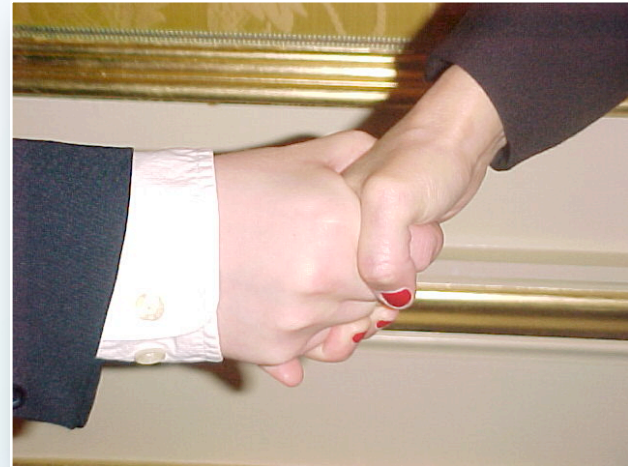
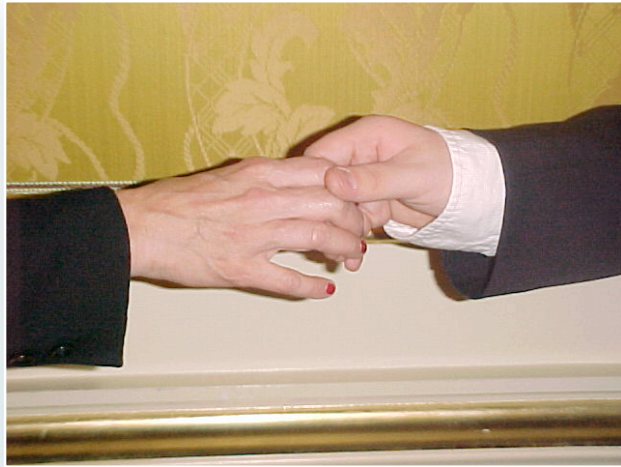
- Establish trust
- Communicate



Types of handshakes:

- All-American
- Glove (or sympathy)
- Twister
- Bone-crusher
- Dead fish
- Finger squeeze
- Water pump

Incorrect Handshakes



Presenter

Lyudmila Bloch

Contact

212-977-6804

Email

info@etiquetteoutreach.com

www.etiquetteoutreach.com