



# Business Etiquette: *Gaining That Extra Edge*

## Course Description

In today's world, business demands more than keeping your nose to the grindstone and your ear to the ground. You need business savvy and the ability to establish yourself in a credible manner. A faux pas at the wrong time can damage your career. If you are newly appointed to a management position, or if you interact with people you don't know on a regular basis, this workshop can help you succeed. If you want to enhance and polish your business image, or if you just want to avoid feeling uncomfortable in the corporate world, this workshop will allow you to take a quantum leap forward in skill, sophistication, and confidence.

## Course Objectives

This one-day workshop will help participants learn:

- The elements of a good handshake
- How to manage business cards
- Tips on remembering names
- Ways to make a good first impression
- The basics of dining etiquette
- How to communicate properly and politely

## Course Content

### Introduction and Course Overview

- You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

### Fear of Embarrassment

- Fear of embarrassment from doing or saying the wrong thing is one of the most common sources of stress in a business or professional setting. We will look at some of the causes of embarrassment and some solutions.

### Test Your Business Etiquette

- As a pre-assignment, participants were asked to complete a quiz on etiquette. During this session, you will review our suggested answers; be prepared for some debate!

### The Handshake

- During the important first few minutes of a new relationship, a handshake is usually the only body contact between two people. We will discuss and demonstrate the five factors of a good handshake.

### Business Card Etiquette

- The exchange of business cards is a common ritual when meeting a new person. We will discuss some things to keep in mind when giving and receiving business cards.

### The Skill of Making Small Talk

- Being able to small-talk successfully is one of the most crucial skills a businessperson can develop, but it's also one of the hardest. We'll discuss some basic do's and don'ts of small talk.

### Do You Remember Names?

- There are four keys to remembering names. We will discuss and practice each of them.

### Making that Great First Impression

- During this session, we will discuss some ways that participants can make sure their first impression is perfect.

## Course Content (continued on next page)



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### Course Content (continued from previous page)

#### Dress for Success

- It's always difficult to know just how to dress, particularly if you're meeting new people. We will cover some basic guidelines and the details of particular dress codes. We'll also talk about what the color of your clothes says to others.

#### Business Dining

- This session will focus on the do's and don'ts of business lunches. If possible, we recommend that you have participants practice an actual business lunch.

#### E-mail and Telephone Etiquette

- How a businessperson presents themselves over the phone and via e-mail is just as important as their in-person impression. We'll discuss some key points of telephone and e-mail manners in both a small group and a large group setting.

#### Workshop Wrap-Up

- At the end of the day, students will have an opportunity to ask questions and fill out an action plan.