

# PROFESSIONAL :: ENGAGING :: CUSTOMIZED

*SAFFIRE LEGAL, PC offers customizable Business Etiquette Trainings tailored to your company's needs and objectives.*

## **Who benefits from Business Etiquette Training?**

- New Hires / Sales Professionals
- Leadership and Management Training Programs
- Seasoned Professionals and Senior Management
- Inter-generational Workforces



## **Chose from these topics to suit your company's needs:**

- What is Etiquette? And Why Business Etiquette Matters
- The Five-step Method for Resolving Relationship Situations
- Civility in the Workplace
- Introductions
- Communication Etiquette
- Business Social Situations and Networking
- Social Media Etiquette
- Professional Image and Attire
- Building Your Personal Brand
- International Perspectives
- Intergenerational Differences
- Meeting Etiquette
- Workplace Etiquette
- Dining Etiquette
- The 24/7 Professional

## **Training Presentation Formats:**

All trainings are offered in two presentation formats for our client's convenience: 1) live instructor-led seminars; or 2) online webinars. All presentations are informative, interactive and highly engaging. Training session length varies according to client needs.

**Teresa A. McQueen**, Business Etiquette Expert and principal attorney at SAFFIRE LEGAL, PC.



Based in Southern California and certified by the Emily Post Institute, Teresa has extensive knowledge and a true appreciation for the highest standards of etiquette and decorum. Offering business etiquette trainings, Teresa empowers her audiences by providing them the essential skills and the confidence required to handle any situation with style and assurance.



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# DETAILED TOPIC DESCRIPTIONS

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All of our trainings are customized with the final choice of topics and amount of time allotted to each determined according to your priorities and available time. We are happy to provide: Morning / Afternoon / Evening trainings; Half-day (up to four hours); Full-day (up to eight hours). *Dining add-on: a dining etiquette lunch or dinner may be added to a training (additional fee applies).* The following descriptions detail most of what is covered for any given topic.

## **What Is Etiquette? And Why Business Etiquette Matters:**

This is our introductory module. It articulates what etiquette is, what it is not, and why business etiquette in particular matters. This module sets concepts and introduces a vocabulary of etiquette around self-awareness and relationship building for the entire session. Through the use of real-world examples and relevant survey data we bring etiquette to life; explaining the difference between manners (what to do) and the principles of etiquette: consideration, respect, and honesty (why to do it) and why both concepts matter in today's business world.

## **The Five-step Method for Resolving Relationship Situations**

So often in business it's not if you do or say something, it's *how* you do it that matters. This module teaches the concept of etiquette as a process; helping individuals choose actions that not only convey their business message or resolve concerns, but also build relationships at the same time. Participants are introduced to a Five-Step Method utilizing the principles of etiquette to determine the very best course of action to take in any situation or interaction where a relationship is impacted. Participants then break into small groups putting the Five-Step Method to work problem-solving Relationship Situations which are then reviewed with the entire group. Personalize this module by providing us with your own situations or let us provide popular examples for discussion.

## **Inter-generational Differences**

This is a short module, often woven into our Introductory or Workplace Etiquette modules, focusing on generational differences in the workplace. After introducing this module we refer back to it throughout the program at appropriate points. This module includes a discussion of why different generations have different expectations and focuses on the differences around technology, multitasking, attire, language, and feedback.

## **Civility in the Workplace**

Etiquette is considered a soft skill, but its value is backed up with hard numbers. This module discusses how civility impacts today's businesses and offers tactics for leaders to create a climate of civility in the workplace.

## **Introductions**

Introductions are the first chance to make a strong, professional impression: having confidence is key to making a positive impact. Based on your priorities, this module may include: why introductions are important; a handshake exercise; the four steps to a handshake; when to stand; men shaking hands with women; when a handshake can't happen; the order of introductions (who to introduce to whom); handling forgotten and mispronounced names; self-introductions; managing other forms of greetings (huggers and kissers); distributing business cards.

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## **Communication Etiquette**

Communication skills are a hallmark of our professionalism and provide an important opportunity not only to deliver a message but also to build relationships. Depending on your chosen focus, this module may include: general points on active listening and awareness of whether an email or phone call is private or public (the headline or bulletin board rule). **Email:** email best practices are reviewed, including spelling, grammar, subject lines, salutations, closings, signature block, formality, reply all, cc/bcc, emoticons, and text abbreviations; what it means to have a healthy communication diet; when to resolve a concern in-person as opposed to via email; email fiasco examples; timeliness of replies. **Phones and smartphones:** when to take or not take cell phone calls; smartphones in meetings; best practices regarding messages sent from smartphones; taking and leaving phone messages; video and conference call best practices. **Handwritten thank-you notes:** under what circumstances a handwritten thank-you note should be sent; best practices, including using a date, ink color, appropriate stationery, and whether or not to enclose a business card; a sample thank-you note.

## **Business Social Situations and Networking Etiquette**

Being able to represent your company successfully at conferences and industry events is an important part of professionalism – as is the ability to build and maintain new relationships through networking. This module includes: self-introductions; small talk; exiting a conversation with a “talker”; handling passed foods; alcohol consumption and the one-drink rule; pointers on creating comfortable conversation; dealing with difficult or controversial conversations; smoothly moving from group to group; the importance of (and how-to) follow up. We also include: networking skill sets for mixers, parties, sports events, and dinners; good host and good guest protocols such as sending and accepting invitations, punctuality protocol, and appropriate thank-yous.

## **Social Media Etiquette**

How you present yourself and interact in the virtual world can have real-world consequences. This module approaches social media behaviors from the perspective of both the organization and the individual. The importance of representing yourself online as you would offline is also emphasized during this module. Topics include: awareness around privacy; responsibility for the content posted; top tips for posting; examples of social media mistakes and how to avoid them; top tips for using LinkedIn, Facebook and Twitter; two gut-check questions to ask before posting; and why being true to your personal brand online is critical to trust.

## **Professional Image and Attire**

Professional image and attire is not some bare minimum requirement to be met – it’s an opportunity to demonstrate professionalism. The Image and Attire module focuses on: the importance of self-awareness around appearance, actions, and words; business dress basics/musts; body language (posture, eye contact, nervous habits); word choice (tone, speed, inflection, laughter); office décor; and being prepared and setting the tone for success.

## **Building Your Personal Brand**

Do people at work know you for the qualities you work hard to project or do they see something else? Personal branding marks your career reputation – it is the set of attributes for which you are known. This module assists participants in identifying and articulating their personal brand, leading to awareness of how others perceive them. It also encourages the intentional pursuit of attributes participants wish to cultivate. The module focuses on: the components of a personal brand; examples of attributes; and a team ‘attributes exercise’ with partners.

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## Meeting Etiquette

While the content of business meetings varies from conference room to conference room, the basic rules on how accomplish a successful meeting are universal. In this module we review meeting best practices to ensure the focus of meetings stays on topic and focused on results. Topics may include: meeting leader responsibilities; handling problem participants; responsibility of attendees; and protocol surrounding electronic devices. If applicable to your business, virtual meeting guidelines may also be covered here.

## Workplace Etiquette

We don't choose our work colleagues yet we often spend more time with them than with our friends and families. That can cause friction – friction than can be minimized or even avoided altogether. This popular module includes: greeting visitors; chewing gum; personal space; open office and cubical issues; showing respect to older persons/people in positions of power; corporate cultures; office talkers; whispering; working together; time management; confronting awkward situations; handling gossip; dealing with gross office behaviors (correcting not embarrassing!); general office manners; and constructive feedback.

## International Perspectives

"When in Rome, do as the Romans do," is a popular expression for a reason and its meaning aligns perfectly with the principles of etiquette. For this module we emphasize that the principles of etiquette remain the same even though the manners may differ. The goal of the module is to increase awareness of various customs and cultures on a regional basis to show how best to become knowledgeable about a specific country and its cultural customs before working internationally or traveling to another country for business. This module includes: definition of "culture"; key business etiquette manners; appropriateness in communications; the importance of gift giving; examples of regional differences; points of etiquette to research prior to travel.

## Dining Etiquette

Whether it's a breakfast meeting, casual lunch or formal dinner, business meals are an important opportunity to build relationships. Having confidence in your table manners is key to navigating the meal and representing the company with success. Having good dining etiquette is also an important life skill that translates into overall confidence. **This module is taught over a meal, which may be three or four courses, and may also be taught in the classroom without a meal.**

***If the module is taught over a meal:*** Prior to eating, the first part of the module reviews navigating the place setting, correctly using utensils, and some essential dinner table manners. Then, before each course is served, an overview of the manners specific to that course is presented – from wine and appetizers to dessert and coffee. We provide the "why" for every manner – when people understand why, they are more likely to own the manner. Participant diners talk among themselves while they eat each course. During this time your presenter can answer individual questions at each table or we can supply cards with questions to inspire conversation about dining etiquette. Participant diners are assigned seats marked in advance with place-setting cards.

Over dessert our presenter covers the social side of dining with topics such as: arriving on time, tipping, conversation, ordering wine and/or your meal from the menu, how to be a good host or guest, dropping something on the floor or spilling your glass, how to inform a diner about something in his or her tooth, handling gendered manners such as holding chairs, and appropriate thank-yous.

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## **The 24/7 Professional**

In today's 24/7 work-world you represent your company everyday – even on your own time. This short module can be easily included in any of our short programs and is usually set at the close of our full and half-day seminars. The module emphasizes the importance of maintaining corporate awareness when attending sporting events, parties, children's events and the like, as well as how best to handle work colleagues when personal time turns into professional time. Social media best practices for personal use may also be reviewed here. The module also concludes with a summary of the important points of the day.

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