Business Etiquette and Professionalism
Course 1 - Principles of Professional Behavior

Workbook
Course 1 - Principles of Professional Behavior Overview

- Introduction
  - What is Etiquette
  - What is Professionalism
  - Costs of Poor Etiquette
  - How to Always Be Your Best
  - Effectively Working for Your Boss
  - Being an Effective Member of the Team
What is Etiquette?

- Forms & manners, established as acceptable or required in social relations or a profession
- Social graces, style, niceties, courtesy, acceptable procedure
What is Professionalism?

- Existing norms for appropriate communication, image, competence, and demeanor in a specific workplace
- Being mindful of your surroundings and of how your behavior impacts others.
- Involves considering others and being mannerly
Costs of Poor Etiquette

- 90% of unhappy customers don’t complain
- But 91% will never do business again
- An average unhappy customer tells 9 other people
- But 13% of unhappy customers tell 20
Costs of Poor Etiquette

• “Good manners are cost-effective.”
  • Leticia Baldridge, *Complete Guide to Executive Manners*

• “Business etiquette is about building strong relationships. Rudeness is a relationship killer.”
  • Peter Post, *The Etiquette Advantage in Business*
Always Be Your Best

- Be careful with your appearance
  - Dress appropriately
  - Dress for the position you want
  - Dress conservatively
Always Be Your Best

Casual

Too Casual
Always Be Your Best

• Be attentive to your grooming and hygiene
  • Facial hair and make-up
  • Fresh breath
  • Neat hair
  • Clean fingernails
  • Neutral scent
Always Be Your Best

- Honor your working hours
- Keep personal information personal
- Follow through
Always Be Your Best

- Maintain a positive attitude
- Be supportive
- Keep an open mind
Always Be Your Best

- Communicate
- Listen
- Solve your own problems
Always Be Your Best

- Work hard
- Be assertive, but not aggressive
- Don't be in too big a hurry
- Leave gracefully
Always Be Your Best When Meeting and Greeting

- Shake hands
- Introduce people to others
- Respond graciously to introductions
- Cover for neglected introductions
- Be aware of your body language
- And…
ALWAYS SMILE!
Effectively Working for Your Boss

• Anticipating your boss’s needs
• Making the boss look good
• Keeping the boss informed
Being an Effective Part of the Team

• Align your priorities with your boss
• Be supportive of your teammates
• Focus on the group, rather than on yourself
Course 1 - Principles of Professional Behavior Review

- Defined Etiquette and Professionalism
- Understand the Costs of Poor Etiquette
- Practical Behaviors to Always Be Your Best
- Focus on Effectively Working for Your Boss
- How to be an Effective Member of the Team
Questions and Answers
Review Questions:

1. What is "etiquette?"
   A. Etiquette is the way others decide you should behave in the workplace
   B. Etiquette is standards that are determined by each individual to demonstrate their values
   C. Etiquette is the standards, or guidelines, that determine what constitutes good manners and professional behavior in the workplace
   D. Etiquette represents cultural norms

2. What is "professionalism?"
   A. Professionalism is the way others decide you should behave in the workplace
   B. Professionalism is being mindful of your surroundings and of how your behavior impacts others
   C. Professionalism is a standard set by a credentialing agency that oversees your industry
   D. Professionalism is set by the organization

3. True or False: Your appearance can impact your professionalism.
   A. True
   B. False

4. Which is not a way that an administrative professional can create a positive environment?
   A. Maintain a positive attitude
   B. Be supportive
   C. Keep an open mind
   D. Prevent others from meeting with your boss

5. True or False: Being assertive means you let others know your ideas and feelings, while respecting their feelings.
   A. True
   B. False
Answer Key:

1. C
   Etiquette is the standards, or guidelines, that determine what constitutes good manners and professional behavior in the workplace.

2. B
   Professionalism is being mindful of your surroundings and of how your behavior impacts others.

3. A
   True. When considering dressing professionally, you have to ask yourself what message you send. Your appearance should be consistent with your professional role. You'll inspire confidence in others, who'll be more likely to think you can handle your job well. It makes it more likely you'll command respect and can help you build your reputation and career.

4. D
   Administrative professionals play a vital role in establishing a positive work environment, which is key to any organization's long-term success. Being positive and supportive is also a part of always being your best. You can avoid being a negative influence, counteract a negative environment, and help create a positive one by communicating honestly, respecting others, and maintaining a positive attitude.

5. A
   True. Being assertive means you let others know your ideas and feelings, while respecting their feelings. Assertive people are prepared to speak up about results or problems they've encountered beyond their control. They're self-respecting, self-expressive, and straightforward. They achieve their goals at no one's expense.