

Why Business Etiquette?

Etiquette can help businesses improve the following areas:

- ▶ **Branding.** Everything we do reflects on our company and our products. By acting professionally, we send the message that our business is credible and trustworthy. Personalized care may very well be your edge against the competition.
- ▶ **Customer Care.** The best way to show customers that their patronage is valued is to treat them with respect and consideration. This, in turn, can inspire customer loyalty and positive feedback.
- ▶ **Employee Engagement.** Good manners help improve employee/ team morale and confidence.
- ▶ **Team Synergy.** Good manners help establish smooth working relationships within a team, which contributes to greater productivity.

Graduation gift giving tips

Graduation is just around the corner, so here are some tips on what to give that special graduate in your life.

- ▶ Just because you received a graduation invitation or announcement doesn't mean you are required to send a gift.
- ▶ If you don't have a huge budget, compile a list of important life tips that you wish someone would have told you when you graduated from school.
- ▶ Don't discount the power of a beautiful card. Write down memories of the graduate through their school years. They will cherish it for years to come.
- ▶ Put together a small "survival kit" with loose notebook paper, pens, pencils and a roll of quarters for the laundromat. Think back to the items you needed when you went off to college.
- ▶ Cash is still king. Every graduate could use a few extra dollars to put toward their college education, or tuck away for a rainy day. How much to give? Give what you feel comfortable giving.



Programs and Events



March-April 2011

- ▶ 3/1 — Conducted a dining tutorial for Fairmont State University School of Business.
- ▶ 3/16 — Spoke at Fairmont Federal Credit Union monthly managers meeting.
- ▶ 3/ 24 — Held a dating and prom etiquette workshop with the Boys and Girls Alliances at North Marion High School.
- ▶ 4/27 — Spoke at the Administrative Assistant Day Luncheon in Harrison County.

For more information on upcoming events, please visit my website:

www.elementsofetiquette.com



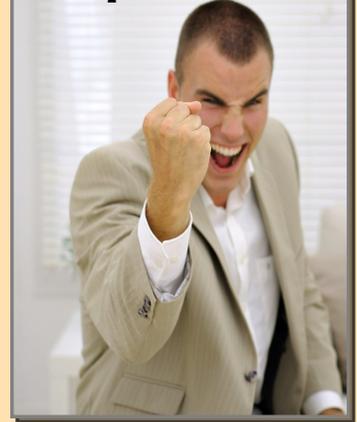
Lyla Grandstaff

The Civility Project (Continued)...

In our last issue, I discussed "bullies in the workplace." (see our web site, www.elementsofetiquette.com, for more information). In this issue, I would like to discuss how you can make the workplace a little friendlier.

- ▶ To keep conflict down in the office, say hello to your fellow workers. Nothing irritates people more than someone who doesn't acknowledge them.
- ▶ Don't interrupt. It's not only rude, but it tells others that you are not listening but rather planning what you are going to say next.
- ▶ Wear appropriate clothing. It is often the first thing people notice about you. You want your clothes to work for you, not against you.
- ▶ Don't email when you are angry or upset. It's too easy to send an email that you may regret later. Give yourself at least a 24-hour cooling off period to decide if you still want to send the message.
- ▶ Mentor others. Get to know the new person in the office. Strike up a conversation in the lunch room and find out what you have in common. Begin the process by building trust.

Bullies in the workplace



Times may change, but good manners will never go out of style

From relaxed dress codes, tattoos and piercings, "me-first" attitudes and a growing trend in social networking misconduct, to a general lack of social and job-related skills, we have seen cracks begin to appear in the fabric of acceptable professional behavior.

"Manners are a sensitive awareness of the feelings of others. If you have that awareness, you have good manners no matter which fork you use." Emily Post

Businesses are finding out that people don't know how to act in a professional environment. Many people seem to be lacking in etiquette and basic social skills and they don't understand protocol.

To me, etiquette means more than using the right fork at a business luncheon. It means knowing how to dress, how to speak, how to act and how to conduct yourself in today's highly-competitive business world.

Manners will open doors that education and money cannot. A person with manners outshines other applicants for jobs, as well as individuals who are already in the work force. It doesn't take that much more to be exceptional, and we want to show people ways to get to that level.

Other Programs...

Contact Elements of Etiquette for a customized training program to make your business more polite and productive.