

A photograph of a white ceramic plate, a silver fork, and a silver knife arranged on a dark blue background. The plate is on the right, the fork is on the left, and the knife is in the center. The lighting creates highlights on the metallic surfaces.

## The Power of Professionalism

(and knowing when to use the right fork)



# What is Etiquette?

By definition Etiquette –  
the rules and conventions  
governing correct or polite behavior  
used in society, in a particular social  
or professional group setting



## What is Etiquette?

- Understanding overall business decorum
- Treating others with respect and being courteous
- Being comfortable around people
- Making people comfortable around you
- Presenting yourself with the kind of polish that shows you can be taken seriously



## Why all the talk about Etiquette?

- Seems to be a disconnect in expectations between students and business owners
- Four Generations trying to work together
  - Generation Veterans, Gen X, Gen Y and Millennials'



## Why all the talk about Etiquette?

- Society has become less formal
- Living in a "Fast Food" Society
- Rushing, cramming numerous activities
- Making less time for ourselves
- Making less time for our appearance
- Lacking of formalities and using slang/abbreviated written and verbal communications



## Why is Etiquette important to you?

- It is expected!
- Most people in society (business world) will expect you to possess:
  - Basic manners
  - Thoughtful, respectful communications
  - Dining etiquette
  - Professional appearance



# Basic Manners



# You're Invited!

- What to wear
  - Quality vs. quantity, conservative, classic
  - Business
  - Business casual
  - Casual
- RSVP – it's important
- Introductions



## Name Tags

- Proper placement of the name tag is high on the right shoulder
- When shaking hands, your eye follows the line of your arm to the other person's right side
- It's easy to read the name while shaking hands



# Hand Shaking

- Offer a Firm handshake
- Ladies extend your hand first
- Always stand up when being introduced to someone
  - If you're sitting across a large table at least stand



# Introductions

- Persons of lesser importance are introduced to persons of greater importance, regardless of gender
- The name of the most important person is said first
- The name of the person of highest rank, or honor, should be spoken first
- All others are being presented to that person
- Professor Ruggieri, I'd like you to meet John Riley



## Cocktail Setting

### Managing a drink/food

- During a cocktail hour, hold your drink in the left hand so your right hand free, and it is not cold and wet from holding a glass

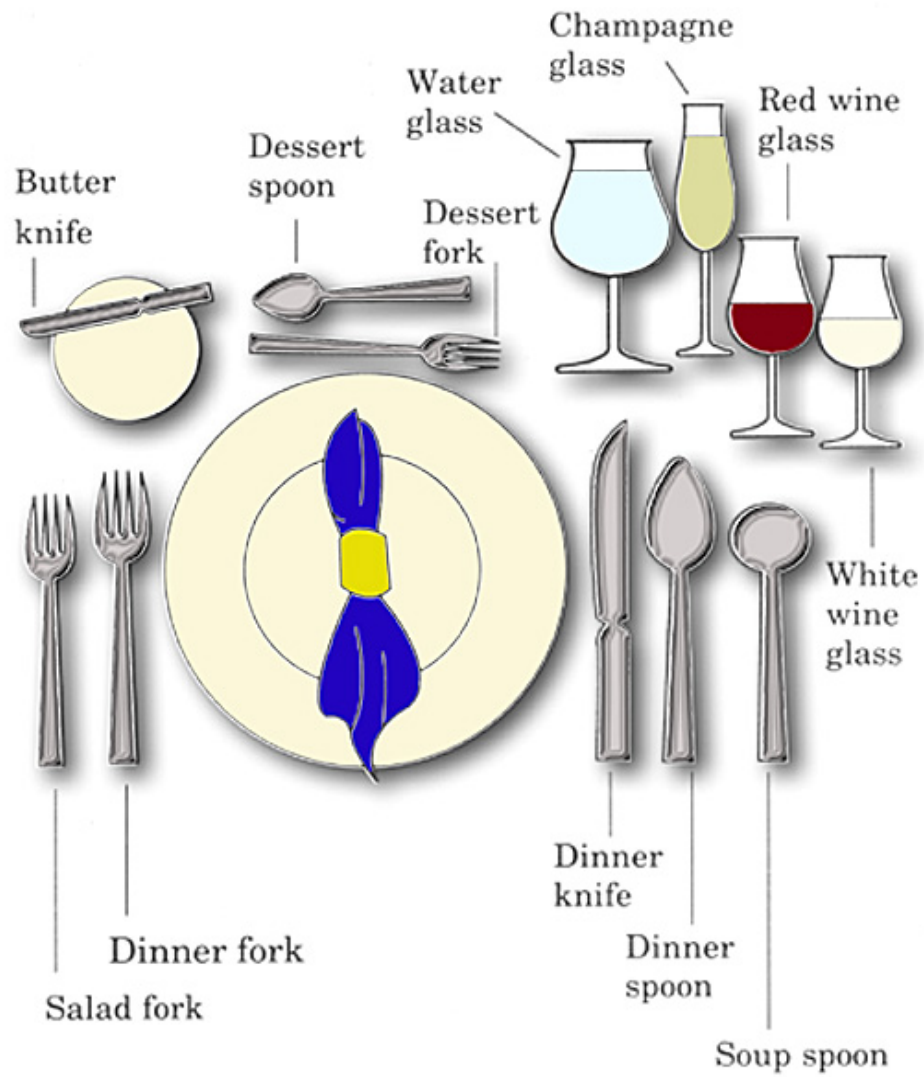


# Dining Etiquette



## Seating

- Your host will guide you
- If you are hosting then guests should be seated before you take your seat
- Always give your guest the best view
- Never seat your guest in a high traffic area





BMW

- Bread
- Meal
- Water



## Napkins

- Your host leads – when he/she places their napkin you follow
- Once in your lap, the napkin should never again be placed on the table until the end of the meal
- If you need to stand or leave the table during the meal, the napkin should be left on your chair
- The end of the meal – your host leads when removes he/she removes their napkin it's the end of the meal



## Drinking

- Follow the lead of the host/hostess
- Do not order alcoholic beverages if you are underage
- Drinking too much when dining out is one of the most disliked behaviors
- Be responsible – people are watching



## Silverware Placement

- If you remember the rule to work from the outside in, you'll be fine.
- Start with the knife, fork, or spoon that is farthest from your plate, work your way in, using one utensil for each course
- Your dessert spoon and fork are above your plate or brought out with dessert. If you remember the rule to work from the outside in, you'll be fine



## Bread

- The person closest takes the basket and offers it to the left, help yourself then pass to the right
- Eat rolls or bread by tearing off small bite size pieces and buttering only the piece you are preparing to eat
- When ready for another piece, repeat the same process



## Passing Salt & Pepper

- It is impolite to season your food before tasting
- If you need something that you cannot reach easily, politely ask the person closest to the item you need to pass it to you
- Always pass the salt and pepper together
- Do not pass hand to hand, rather, place the items on the table in front of the guest





# Cutting Your Food

- Foods, such as meat, require the use of knife and fork to obtain a bite of manageable size
- The fork is held in the left hand, turned so that the tines point downward, the better to hold the meat in place while the right hand operates the knife
- After a bite-sized piece has been cut, set the knife down on the plate and transfers the fork to the right hand



## Clean Teeth

If something is stuck in your teeth try to be discrete and remove it with a wipe of your napkin, excuse yourself if you must



## Pit/Bone Removal

- Rule, it should come out the same way it went in
- If it went in on a spoon, such as something in a soup, it should come out by spoon
- An exception to this rule are small clean things such as fish bones, which likely went in on a fork, but can be removed by hand
- If it went in by hand, such as grapes, bones, olive pits or bits of nut shell, it goes out by hand



## Sneezing

- Do not blow your nose at the dinner table
- Excuse yourself to visit the restroom and be sure to wash your hands before returning to the table
- If you cough, cover your mouth with your napkin to stop the spread of germs and muffle the noise
- If your cough becomes unmanageable, excuse yourself to visit the restroom. Wash your hands before returning to the table



## Excusing Yourself

- You should not leave the table during the meal except in an emergency
- If you must go to the bathroom simply excuse yourself



## End of Meal

- Do not push your plate away from you when you have finished eating; leave your plate where it is in the place setting
- To show that you have finished your meal, lay your fork and knife parallel at the 10 and 4 position across your plate
- Place your knife and fork side by side, with the sharp side of the knife blade facing inward and the fork, tines down, to the left of the knife



# Communication



# Professional Conversation

- Engage in conversation that is pleasant and free of controversial subjects
- Ask questions get to know the person
- Trying to be witty is less important than being observant and asking good questions
- Never discuss sex or use curse words no matter how comfortable you feel with the person



## In Person

Be prepared:

- Natural relaxed presence
- Prepare in advance especially if you are shy
- Research the firm to have something to talk about
- Prepare a couple of questions to create dialogue



## Communication to Avoid

- Politics
- Money
- Salary and benefits



## Cell Phones

- Turn off your cell phone and put it away during meetings and meals!
  - Your companions deserve your full attention
- It is impolite to answer a phone or send text messages during dinner and important discussions
- If you must make or take a call, excuse yourself AND step outside



## E-mail

- E-mail is
  - About the sender: sometimes telephone or in person is preferable
  - A permanent record of communication
  - The property of your employer
- E-mail can be
  - An effective tool
  - A time waster: watch for e-mail addiction
- Know your employer's policy about personal electronic communications



## Follow-up

- Thank your host at the end of the meeting, interview or meal
- Send a thank you note
  - Handwritten is best
  - Email will suffice
- Telephone calls and voices mails
  - Return them promptly and consistently
  - Be efficient when leaving messages



# Appearance

“Dress for the job you want  
not the job you have.”



# Professional Image





## Attire

- “Traditional Business Attire” vs “Business Casual Attire”. What is the difference?
- Business casual is a more relaxed option of dressing. Traditionally it includes a sport jacket, button down collared shirt for men or blouse for women with a dress pant or high quality cotton fabric pant. It might also includes a short sleeve shirt, blouse, knit top or high quality polo.
- In addition to knowing what is appropriate attire, a well groomed, neat appearance is an important factor in how colleagues, clients and business associates react to you. Many times an opinion is formed before one has a chance to speak. “A picture paints a thousand words.” Keep that in mind when dressing for the day.
- Attire should project a quality look that is properly tailored and groomed.
- Shoes, purses, briefcases and computer bags should be well maintained.
- Hair and nails should be properly groomed. All of these factors contribute to your success.



## Helpful Tips

- Tips for shopping for clothing and footwear. The best advice is to keep it classic and simple.
- A properly tailored suit can make or break your appearance.
- Clothing styles and fabrics should be representative of the season. (i.e. short sleeve, cotton fabrics May – September, wools October – April).
- Clothing and jewelry styles should portray a classic look verses trendy attire.
- During the winter an overcoat or three quarter jacket is preferred. Casual and distressed leather type jackets and bright colored rain slicker are not business or casual attire.



## Ladies – Frequently Asked Questions

- **Sleeveless tops?**

Should resemble an appropriate blouse or sweater w/o sleeves. Camisoles are not acceptable attire. When wearing sleeveless, it should be worn under a jacket or sweater (sweater sets).

- **Capri pants?**

Should resemble a dress pant only a shorter version.

- **Shoes?**

Knee high and ankle boots are acceptable business casual attire in the winter as long as they resemble the appearance of a shoe boot. Open toe shoes are acceptable as long as feet are well-groomed.



## Gentlemen - Frequently Asked Questions

- **Shaving?**

A clean shaven or well maintained beards, mustaches are acceptable business and business casual grooming.

- **Dockers and polo shirts?**

Cotton Dockers and informal ribbed shirts are not acceptable.



## Summary

- Start building your wardrobe early.
- Your appearance speaks volumes.
- Know the situation.
- When in doubt, ask.
- Be kind, courteous, and professional!