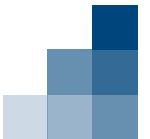


Business Etiquette

What is it – and why does it matter?

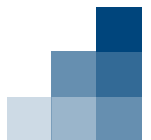
What is Business Etiquette?

The “rules” or norms – cultural and societal - both in origin and scope, that define the boundaries of acceptable or expected business interaction and communication.



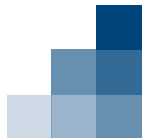
Why is 'business' etiquette important?

- **Business is based on social exchange.**
- **Knowing (and following) the “rules” shows respect for and understanding of the applicable norms of social exchange.**
- **This demonstrates preparation, maturity and competence.**
- **In turn, increasing your credibility and your potential for success – personal and professional.**



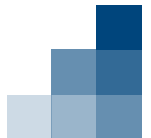
Test Your “Etiquette Intelligence”

(adapted from http://www.etiquetteexpert.com/eti_quiz.htm:
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In business situations, what's right?

- a) Only men should stand for introductions and shaking hands.
- b) Only women should stand for introductions and shaking hands.
- c) It is not necessary for men or women to stand for either handshaking or introductions.
- d) Both men and women should stand for handshaking and all introductions.



In business situations, a man is required to:

- a) To pull a chair out for a woman.**
- b) To stand when a woman leaves the table.**
- c) To act as “host”.**
- d) All of the above.**
- e) None of the above.**



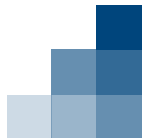
Where should you wear your name badge?

- a) On your left shoulder.
- b) On your right shoulder.
- c) On your left sleeve.
- d) It doesn't matter – just so you can see it.



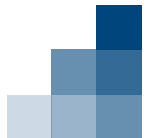
The best way to meet people at business or social functions is to:

- a) Head for the bar or the buffet table.
- b) Introduce yourself to a couple standing together and talking softly.
- c) Look self-assured, stand in the center of the room, and wait for someone to approach you.
- d) Introduce yourself - to a person standing alone or to groups.
- e) Stick with those you know well and forget about the rest.



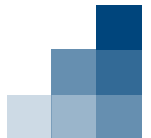
If you receive e-mail from an unknown source and realize it should be handled by someone else, you should:

- a) Forward it immediately.**
- b) Forward it with a note explaining why you are sending it.**
- c) Consider it spam, delete it, and forget about it.**
- d) Print it out, leave it on the xerox machine, and hope someone else takes care of it.**



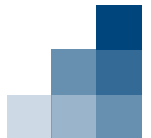
If a client (or potential employer) calls to ‘complain’, you should:

- a) Try to stay calm, put them on hold, and recuperate in the restroom.**
- b) Defend yourself – tell them they have the wrong number and hang up.**
- c) Stay calm, listen to their complaint, and promptly try to help or get help.**
- d) Fight back - put the caller in their place by yelling back. No one has the right to talk to you rudely.**



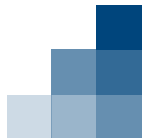
If you are introducing two people, but can't remember one person's name, what can you say or do?

- a) “Do you know each other?”**
- b) “I can't remember your name. Can you introduce yourself?”**
- c) Say nothing, do nothing, and hope they introduce themselves.**
- d) “It's been one of those days! Please tell me your name again.”**



When making a formal business introduction of a client to your company Managing Director you should:

- a) Do what feels right.**
- b) Introduce your client to the MD.**
- c) Introduce the MD to your client.**
- d) Don't do anything. It is their responsibility to introduce themselves.**



After a meeting in your offices with a potential client or vendor, you should:

- a) Tell him or her: “Don’t call us, we’ll call you.”**
- b) Accompany them to your reception area or elevator.**
- c) Give them a handshake and a big hug and tell them that you can’t wait to see them again.**



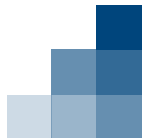
After a job interview or networking meeting, you should:

- a) **Send an e-mail - its faster and more efficient.**
- b) **Send a handwritten note.**
- c) **Call to say thank you within 72 hours.**
- d) **Consider a verbal thank you sufficient.**



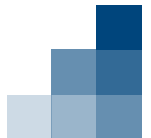
You are in an interview, a class, a conference or workshop and your cell phone rings. What should you do?

- a) Answer it promptly and keep the call brief.**
- b) Ignore it and pretend someone else's phone is ringing.**
- c) Apologize and switch your phone to silent mode. Your client/class takes priority.**
- d) Apologize, leave the room, and answer the call outside.**



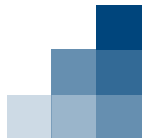
In written correspondence with a potential employer, it is acceptable to:

- a) Assume e-mail is sufficient**
- b) Use short-hand expressions and abbreviations, ignore salutations and spell-check – it's the same as 'IM-ing' someone**
- c) Be very blunt or direct in your language**
- d) Write e-mail the same way you would a formal letter.**



Other Etiquette Topics

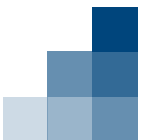
- **Networking:** What should you say when approaching someone?
- **Dress:** How should you dress for an interview or business meeting?
- **Grooming/Dress:** Is personal hygiene really important?
- **Internet persona** – Personal blogs, MySpace, Facebook, etc.
- **Names** – Use first name or last name? Academic titles?
- **Introductions** – Formal or informal? Handshakes. Personal space.
- **Language:** When can you use “casual” language?
- **Humor:** When can you use humor?
- **Content:** How can you tell when you are being “too personal”?
- **Following up:** When should you send a thank you note?
- **Seniors/Juniors:** Treat everyone the same!



How do you learn “appropriate” business etiquette?

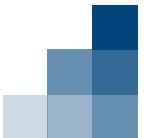
- **Ask** – Before you start meetings with employers!
- **Observe** – Watch what others do.
- **Research** – Norms change from country to country and from industry to industry.
- **Unsure?** - When in doubt, err on the formal.
- **Websites:**
 - Many – www.ravenwerks.com/practices/etiquette.htm

Arrogance, superciliousness, condescension are never appreciated!



Remember the simple courtesies:

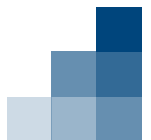
- **Be on time – there is no excuse for lateness.**
- **Stand up!**
- **Introduce yourself.**
- **Remember names!**
- **Engage! Participate!**
- **Say thank you.**
- **Do your homework – respect your client/interviewer's time**



Tips for Job Interviews:

- **Do your research:**
 - Learn about the organization
 - Understand the position
 - Be able to articulate why you want to work there
- **Practice your “elevator speech”**
- **Provide specific examples to show your skills**
- **Maintain eye contact and positive, interested body language**
- **Dress to Impress**
- **Bring copies of your resume (on resume paper)**

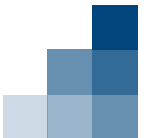
Practice (vocally!)



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Graduate Student Career Development

Who we are:

Richard Kurz, PhD, rk347

Beth Olson, bo2145

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