



Business Etiquette

Overview

Business etiquette is so much more complex than knowing table manners like which fork to use at a business lunch. This course examines the basics, most importantly to be considerate of others, dress/appearance, the workplace versus social situations, business meetings, proper introductions and 'the handshake', conversation skills/small talk, cultural differences affecting international business opportunities, dealing with interruptions, and proper business email and telephone etiquette.

Who this course is for

This course is intended for corporate executives on all levels to master the principles of etiquette, identify and avoid common etiquette pitfalls, gain the competitive advantage, polish personal brand, improve their professional image and build a stronger rapport with clients and customers in order to avoid the serious ramifications of inappropriate behaviour, poor judgment, or cultural insensitivity.

Course outline

- Topic 1: Networking for Success
- Topic 2: The Handshake
- Topic 3: Making Small Talk
- Topic 4: Dining in Style
- Topic 5: Eating Out
- Topic 6: Business E-Mail Etiquette
- Topic 7: Telephone Etiquette
- Topic 8: The Written Letter
- Topic 9: Dressing for Success
- Topic 10: International Etiquette

"Good manners can open doors that the best education cannot"
Clarence Thomas

By the end of this course, learners should be able to:

- Define etiquette and its value to organisations
- Make effective introductions
- Identify the 3 C's of a good impression
- Minimise nervousness in social situations
- Use a business card effectively
- Identify ways to remember names
- Identify the three steps in giving a handshake
- Enumerate the four levels of conversation
- Understand the protocol in ordering in a restaurant, handling alcohol, paying and tipping
- Understand place settings, napkin etiquette and basic table manners
- Understand basic guidelines of address, grammar standards and use of acronyms in e-mails
- Understand basic guidelines in the use of the telephone, voicemail and cell phone
- State the difference between a formal and an informal letter
- Create an effective 'Thank You' note
- Understand the meaning of colours in dressing for success
- Differentiate among the dressy casual, semi-formal, formal and black tie dress code
- Understand basic guidelines in international etiquette

√ Course Level	Short Course
√ Course Hours	8 hours
√ Course Standard Price	£85

Applies towards the following certificate(s) and award(s)

- Building Skills for Entrepreneurs
- Managerial Skills for Sales and Marketing Professional Diploma
- Professional Secretariat Skills Diploma

