Emily Post's Guide to Business Etiquette for the 21st Century

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AP/IPSOS Manners Poll

- Are Americans ruder today than 20 or 30 years ago?
- On a frequent/occasional basis, do you encounter people using their cell phone rudely?
- Have you used your cell phone in a loud or annoying manner in the past few months?

- 69%
- 89%
- 8%
What Does

“Etiquette”

Mean To You?
Whenever two people come together and their behavior affects one another, you have etiquette.

Etiquette is not some rigid code of manners, it’s simply how persons’ lives touch one another.
1,400 people were surveyed.

Of 775 persons who had an uncivil act committed against them:

- Lost work time avoiding instigator: 28%
- Lost work time worrying: 53%
- Decreased work effort: 22%
- Actually left their job: 12%

Instigator

- More than three times as likely to be a person of higher status.
- Likely to be a worker with valued talent.
UNC Study: The Result

- Lost productivity
- Lost profits
- Poorer retention
- More difficulty in recruiting

...all from behaviors that can be prevented.
People join companies; they leave managers.

Benefits of great managers
- More profitable (44% higher)
- More productive (50% higher)
- Greater customer loyalty (50% higher)
Workplace Etiquette
What is the number one complaint that workers identify about co-workers in a cubicle farm or open office environment?

Talking too loudly on the telephone.
Modern Office Manners

- Turn cell phones off or set to vibrate or silent.
- Take personal calls in a private area.
- Don’t use IM or email to avoid a problem.
- Keep shared calendars up to date and free of private appointments.
- Use salutations, please and thank you in emails.
- Business etiquette is gender neutral
- Fridge rules: If you put it in, you can take it out.
Enhancing Your Image
If people focus negatively on your **appearance**, **actions** or **words**, then your image needs **polishing**.
Appearance Counts

- **Neat**
  - Not torn or sloppy
  - Not wrinkled

- **Clean**
  - Washed, no odor
  - No stains

- **Your person**
  - No body odor
  - No bad breath
  - Well groomed

- **Tips**
  - Not too: tight, short, low cut, loud, high, sheer
  - Keep it understated
  - Minimal jewelry
  - Dress for the situation
  - Minimal scents
  - Tattoos and piercings
When in doubt about how formally to dress, is it better to dress a notch up or down?
“Casual Friday” still means business, just a notch down.

Always be prepared: Keep a change of clothes at your office for an emergency.

Choosing to dress within the guidelines of your workplace is an important way to show respect for your co-workers.
Your Office

Your office is an extension of your personal image:

- Keep it clean.
  - A sloppy or dirty office says that your work might be sloppy and dirty, too.

- Project the image you want people to associate with you.
Body Language
Posture
Eye contact
Nervous habits
Your Voice Is Your Image

- Quality of voice matters:
  - Tone
  - Speed
  - Inflection
  - Laughter
  - Accent
  - Pronunciation
When Words Alone Are Your Image

- In the absence of facial expressions or tone of voice, interpretation defaults to the negative.
- Don’t use email or IM to avoid a difficult situation.
- Pick up the phone or visit someone in person if email or IM communication become strained or tense.
Communications
It’s been a difficult week. Finally, you get home, and in an email you vent to a friend/co-worker about your boss. The next day you realize your friend/co-worker has sent you and everyone else in your office, including your boss, a reply. You would:

1. Have your friend send a message telling people to delete his message without reading it.
2. Start work on your resume.
3. Try to delete the message from your boss’s computer before she sees it.
4. Ask to talk to your boss as soon as she comes into the office.
Your Email Represents You

1. Let it simmer.
2. Is email the right choice?
3. Your subject line is your first impression.
4. Spelling and grammar matter.
5. Be conscious of your voice:
   - Defer to the formal when in doubt
   - Emoticons ☺
   - Txt msg spk
You Are The Etiquette Expert

At an important meeting a cell phone begins ringing. After the second ring everyone realizes that it is your phone. You would:

1. Try to pretend it wasn’t your phone.
2. Answer it and try to talk softly.
3. Get up, leave the room, and answer it.
4. Shut the phone off without answering the call.
1. Any time that use will bother others, turn it off.

2. If it must be on and it could bother others, use the silent ring mode and move away to talk.

3. Inform in advance if you are expecting a call while with others.
You open your Facebook account and see that a new client has sent you a friend request. You feel uncomfortable accepting, but don’t want to offend them.

You would...
Social Networking Sites

- Despite privacy protections, these pages are public.
- The content you post can be viewed—and judged—by anyone, including those in your professional life.
- You are responsible for your page and the comments or images you leave on others’ pages.
Know actions outside work affect you.

Know purely social situations can become business situations instantly.

Maintain the highest level of professional conduct at off-site business venues.

Use the principles regardless of what others think: Consideration, Respect, and Honesty.
Question & Answer Session

- Have a question for the speaker? Press “Star” and then “1” on your phone to enter the queue.

- If, during the Q&A, your question has been answered, or you wish to remove yourself from the queue, press “Star” and then “1.”

- The moderator will open your line when it is your turn to speak.


- We’d love your feedback regarding the conference and other topics you’d like to hear about! Contact us at: jstrohecker@BusinessManagementDaily.com.

Thank you for participating!

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Thank You

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