

The Unwritten Rules of Business Etiquette

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Defining Etiquette

“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.
“

- Emily Post

Post, Peggy & Peter. The Etiquette Advantage in Business. 2nd edition. Personal Skills for Professional Success., Harper Resouce. ©2005 The Emily Post Institute Inc.



Opportunities to interact



Professional Appearance & Grooming



Table Manners



Networking



Written Correspondence



Electronic Communications (Texting, Cellular)



Technetiquette® for Social Media



Golf & Sports



Between Genders



Meetings



Telephone



Travel



Gifts



Opportunities to interact

Brand	Definition
Corporate Brand:	The experience when interacting with the firm.
Personal Brand:	The experience when interacting with an individual in the firm.

Brand requires consistency of the experience over time.



The brand called You!

Appearance

(packaging)

- Dress & Grooming
- Manners

Values

(infrastructure)

- Governing Values
- Ethics
- Mirror Firm Values

Knowledge

(product)

- Technical Expertise

Relational

(marketing)

- Negotiation
- Conflict Management
- Initiate Relationship



Communication

(messaging)

- Written
- Verbal
- Listening
- Speaking/Presenting

Emotional

(customer service)

- See other's perspective
- Emotional Intelligence

Adaptability

(ability to market)

- Ability to evaluate situation and apply most appropriate behavior



Personal Brand Development

Policy	Practice	Performance Management
• Communications (Written/Verbal)	• Graphic Design Manual/Standards	• Personal Marketing Plans
• Email	• Company Events	• Training/CED
• Dress and Grooming	• Firm/Department Procedures	• Performance Development Goals
• Office Dating		
• Technology		
• Harassment		



Steps for Building a Personal Brand Development Program

1.	Analyze the Firm's brand and related cultural factors.
2.	Identify policies, practices and performance management that support personal brand development.
3.	Conduct assessment of the individual's abilities in comparison with the firm's brand, culture factors and competencies.
4.	Develop an individual action plan. (Can be incorporated as a component into a personal marketing plan.)
5.	Implement plan.
6.	Measure results
7.	Revise/update the plan.



Sample Plan

Name: _____

Practice Group(s): _____

Section 3: Personal Brand Development

Goal 1: Develop Verbal Communication Skills

Steps to Achieving Goal		Person(s) Responsible	Completion Date	% Complete	Notes
1.	Participate in the local Toastmasters organization.	Manager	Ongoing		
	A. Attend monthly meetings		May – Dec.		
	B. Take on a leadership role within the organization	Manager	2009-2010		
2.	Deliver presentation on <topic> to A&A Group		Nov. 09		
	A. Work with shareholder in charge of A&A to identify topic relevant to audience	Manager, Shareholder	June 09		
	B. Develop Presentation	Manager, professionals as needed	July 09		
	C. Meet with Dir. Of PD to rehearse presentation	Manager, Dir of PD	August 09		
3.	Participate in Firm sponsored seminar.	Manager	May 2010		

Goal 2: Participate in the Firm's Business Etiquette Training Program

Steps to Achieving Goal		Person(s) Responsible	Completion Date	% Complete	Notes
1.	Participate in the Breakfast Book Club	Manager	June - September		
2.	Attend Lunch and Learn Series	Manager	May – Nov.		
2.	Attend quarterly firm mixers (80% minimum goal)	Manager	Quarterly		



Fun ways to build personal brands

Brand Area	Activity
Manners	Luncheon
Appearance/Dress	Fashion Show
Relational	Mixers
Adaptability	Individual Assessments, Personal Coaching
Communications	Presentation Skills Training, Dale Carnegie Class
Technetiquette®	You Tube Video
General Training	Weekly Email on Related Topics
Relational	Breakfast Book Club Exercises



Etiquette unfolding...



Formula for Effective Dialog

#	Description
1.	Separate the behavior from the person.
2.	Focus on those behaviors that can be changed and provide specific details or examples.
3.	Explain the impact the behavior has on the other person.
4.	Identify training needs and opportunities.
5.	Set specific and measurable goals.
6.	Ask for commitment.
7.	Express confidence in their ability.
8.	Follow up and monitor progress.

