



*Corporate
Etiquette*

Corporate Etiquette

- What is Corporate Etiquette
- Benefits of Corporate Etiquette
- General Business Etiquette
- Corporate Etiquette and Communication
- Common Courtesy Expressions
- Phrases for Greeting
- Characteristics for Good Corporate Etiquette


What is Corporate Etiquette?




- **‘Corporate Etiquette’ is defined as the code of ethical and honourable behavior with respect to a professional practice or behavior among the members of a profession in their dealings with each other.**

What is Corporate Etiquette?

Therefore, 'Corporate Etiquette' includes the following:




Having a proper understanding of the overall business propriety in manners and conduct



Treating your colleagues, peers, seniors and others around you with respect and being nice and courteous




To be at ease and comfortable around people



To put the people around you at ease and make them comfortable around you



To present yourself with a kind of finesse and culture



To present yourself in a professional light which makes people respect you and helps them realize that shows you can be taken seriously



To present yourself in a professional manner which helps people realize that you are a serious, dedicated and honest individual

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Benefits of Corporate Etiquette

Business Etiquette or Corporate Etiquette can prove to be beneficial to an individual in several ways. Corporate Etiquette can help you make great advances, improvements and achieve more success in the following areas:



Branding

Customer Care

Employee Engagement

Team Synergy

Let us look at each in detail.

Branding

Branding

Customer Care

Employee Engagement

Team Synergy

Branding:

- 'Branding' is crucial for the success of any professional and hence the success of a business.
- This is because anything and everything that a professional does would reflect on the company and its products.

Branding

When the employees of a company act professionally and with etiquette, it shows that the company too is credible and trustworthy.

Conducting oneself with etiquette in a corporate environment also helps to create a personal branding which may serve as a competitive edge against your competitors.

Customer Care

Branding

Customer Care

Employee Engagement

Team Synergy

Customer Care:

- Every business has customers whether they are the end consumers, suppliers, distributors, other businesses etc.
- Hence, the success of each and every business lies in keeping these customers happy and satisfied.

Customer Care

A good and sure shot way of keeping your customers happy and satisfied is through what is known as 'Customer Care'.

'Customer Care' helps to show your customers that you care for them, value their patronage and helps you to treat them with respect and consideration.

So, displaying your etiquette to your customers helps to convey this care to them and make them feel respected and valued.

Happy and satisfied customers in turn would become loyal customers who would also spread the good word about your company's products and services and bring more customers to you through their invaluable word-of-mouth positive feedback.

Employee Engagement

Branding

Customer Care

Employee Engagement

Team Synergy

Employee Engagement:

- **‘Employee Engagement’ is crucial to the smooth and successful working of a company.**
- **Corporate Etiquette helps to use your good workplace behaviour and manners to help improve your confidence.**

Employee Engagement

You feel more confident and sure of your behaviour and conduct at the workplace.

You know that your behaviour is in accordance with the set norms of the corporate world.

Corporate Etiquette helps you to conduct yourself in the right manner at the workplace, to portray your confidence to others and to work in cohesion with the people around you.

It helps to drive better employee engagement as you feel surer of your capabilities and your relation with others.

Team Synergy

Branding

Customer Care

Employee Engagement

Team Synergy

Team Synergy:

- 'Team Synergy' is a must in a business for the working together of employees in a team as well as for the working of various teams together with each other.

Team Synergy

Did you know?

Roll your mouse over the icon, to learn more.

When the employees of a company behave and conduct themselves as per the norms of corporate etiquette, it helps to create an environment where the employees are well-mannered, respectful towards each other and behave professionally.

Such corporate etiquette and good manners help to create and maintain smooth working relationships amongst the members of a team.

Greater team synergy in a team leads to greater productivity.

Did You Know?

Your good manners will help open doors of opportunity which even the best education cannot.



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General Business Etiquette

The following are a few tips for general business etiquette:

Always maintain a straight but relaxed posture and don't slouch or slump

Always make sure to maintain eye contact with the people you are talking to

Get to know the agenda for a meeting and then be prepared for the meeting. Make sure to bring materials and factsheets that can support your points

Always answer people's questions in a clear and professional manner

Never use slang or technical jargon

Always arrive on time for work, meetings, presentations etc.

General Business Etiquette

The following are a few tips for general business etiquette:

Act in a reserved and professional manner at all times

Keep true to your word

Always present yourself in a presentable and well-groomed manner and always stick to the dress code of your company

Avoid hugging people

Avoid prolonged eye contact

Do not chit chat and have personal discussions during office hours

General Business Etiquette

The following are a few tips for general business etiquette:

Do not make copies of any office resource such as documents; software etc. for personal use

Do not talk loudly at work or speak in foreign languages

Always have a diplomatic approach towards conflicts and do not be dominating or autocratic

Remember that courteous people open doors for others regardless of gender or status.

Also, hold the door for someone who is approaching behind you

Always allow other people to exit elevators prior to entering

General Business Etiquette

The following are a few tips for general business etiquette:

Stand up when you greet others to show your respect towards them

Offer your visitor a seat before you sit down yourself.

You should always keep in mind that Networking is about give and take, so you need to help people in your network, too

Do not carry away company resources even if they small things such as pens, note pads, tape, or paper etc.

Never litter on company property

Always try to avoid arguments and conflicts with your colleagues and boss

General Business Etiquette

The following are a few tips for general business etiquette:

Never use abusive language

Never take credit for someone else's work

Never joke or pass snide remarks about someone's race/gender/age/disability/sexual preference or religion

Do not use music players, play video games, watch live matches etc. during office hours

Always treat everyone as equals

Always use 'RSVP' for an event or meeting

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Corporate Etiquette and Communication

1

The following are a few methods through which you can adhere to the norms of corporate etiquette while communicating with others. They are:

2

3

4

5



Let us look at each in detail.

Corporate Etiquette and Communication

1

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Pay attention

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communicating with others. They

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- **Pay attention:**
 - **Pay your complete attention to the speaker and acknowledge the message.**
 - **Look at the speaker directly.**
 - **Do not get distracted from listening by environmental factors.**
 - **"Listen" to the speaker's body language.**
 - **Refrain from side conversations when listening in a group setting.**

Let us look at each in detail.

Corporate Etiquette and Communication

1

The following are a few methods through which you can adhere to the norms of corporate etiquette while communicating with others. They are:

2

Show that you are listening

3

- **Show that you are listening:**
 - **Show the speaker that you are listening by using your own body language and gestures.**
 - **Nod occasionally.**
 - **Smile and use other facial expressions.**
 - **Keep your posture open and inviting.**
 - **Use small verbal comments like “yes”, and “uh huh” to encourage the speaker to continue.**

4

5

Let us look at each in detail.

Corporate Etiquette and Communication

1

The following are a few methods through which you can adhere to the norms of corporate etiquette while communicating with others. They are:

2

3

Provide feedback

4

5

- **Provide feedback:**
 - Paraphrase what is being said to reflect your understanding of what is being spoken.
 - Ask questions to clarify certain points.
 - Summarize the speaker's comments periodically.

Let us look at each in detail

Corporate Etiquette and Communication

1

The following are a few methods through which you can adhere to the norms of corporate etiquette while communicating with others. They are:

2

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- **Defer judgment:**
 - **Allow the speaker to finish.**
 - **Do not interrupt the speaker with counter arguments.**

Defer judgment

Let us look at each in detail.

Corporate Etiquette and Communication

1

The following are a few methods through which you can adhere to the norms of corporate etiquette while communicating with others. They are:

2

3

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- **Respond Appropriately:**
 - Be frank, open, and honest in your response.
 - Put forth your opinions respectfully.
 - Treat the other person as you would like yourself to be treated by others.

Respond Appropriately

Let us look at each in detail.

Etiquette in Communication

There are three main aspects of verbal communication that need to be taken care of while communicating in a corporate environment as per the norms of corporate etiquette. They are:



Email Etiquette



Meeting Etiquette



**Telephone
Etiquette**

Let's look at each in detail.

Email Etiquette

1

The following are a few points to be considered to write effective emails in keeping with the norms of email etiquette:

2

3

4

5



Let us look at each in detail.

Use Subject Lines as Headlines

The following are four points to be considered to write effective email etiquette:

1

Use Subject Lines as Headlines

2

- **Use Subject Lines as Headlines –**
 - **Write a subject that grabs the reader's attention, and it tells you what the email is about, so that the reader may want to open and read your email.**

3

4

5

Let us look at each in detail.

Write One Point per Email

1

The following are a few points to be considered to write effective emails in keeping with the norms of email etiquette:

2

Write One Point per Email

3

- **Write One Point per Email –**
 - **If you need to communicate with someone about a number of different things, consider writing a separate email on each subject.**

4

5

Let us look at each in detail.

Specify the Response You Want

1

The following are a few points to be considered to write effective emails in keeping with the norms of email etiquette:

2

3

**Specify the Response
You Want**

4

5

- **Specify the Response You Want –**
 - **Make sure to include in your email, any call to action you want, such as a phone call or follow-up appointment. Then, make sure you include your contact information, including your name, title, and phone numbers.**

Let us look at each in detail.

Using EOM Headlines

1

The following are a few points to be considered to write effective emails in keeping with the norms of email etiquette:

- **Using EOM Headlines -**
 - **In order to convey a very short message to convey, you can use the EOM, or End Of Message, technique. You can put all the relevant information in the subject line, followed by the letters "EOM". This lets the recipient know that he or she doesn't even have to open the email; all the information is right there. The subject line is the message.**

2

3

4

Using EOM Headlines

5

Let us look at each in detail.

Internal Email

1

The following are a few points to be considered to write effective emails in keeping with the norms of email etiquette:

2

3

4

5

- **Internal Email –**
 - **Internal emails, just like other emails, should not be too informal. Always use your spell checker, and avoid slang.**

Internal Email

Let us look at each in detail.

Do's of Email Etiquette

Email Etiquette is important because written communication can be misinterpreted easily.

- Understand the general format –
 - 'To' is for receiver(s), 'CC' is for those who need to be aware of the communication, 'Subject' should give an indication of contents of email, 'BCC' is for hiding the recipient from others on the email trail, usually avoided.

Do's of Email Etiquette

Email Etiquette is important because written communication can be misinterpreted easily.

- Use appropriate greeting and conclusion.
- Body of the email should not be beyond the screen space.
- Language must be appropriate and easily understandable.

Do's of Email Etiquette

Email Etiquette is important because written communication can be misinterpreted easily.

- Use lists and bullets instead of lengthy paragraphs
- Respond to emails the same day.
- Check spelling, grammar and content before sending the email.

Don'ts of Email Etiquette

Email Etiquette is important because written communication can be misinterpreted easily.

- **Avoid excessive much use of emoticons(☺, ☹, etc).**
- **Avoid negative words (useless, undecided, etc).**
- **Avoid discussing sensitive issues through emails.**
- **Avoid using red and capitals as it indicates anger.**



Don'ts of Email Etiquette

Email Etiquette is important because written communication can be misinterpreted easily.

- **Avoid fancy formatting of size, color and fonts.**
- **Avoid heavy attachments especially if it is personal.**
- **Avoid long sentences and complicated words.**
- **Avoid sending forwards and spamming.**



Telephone Etiquette

Telephone Etiquette is important because in the absence of expressions and actions, communication can be distorted.

Answer call within two rings

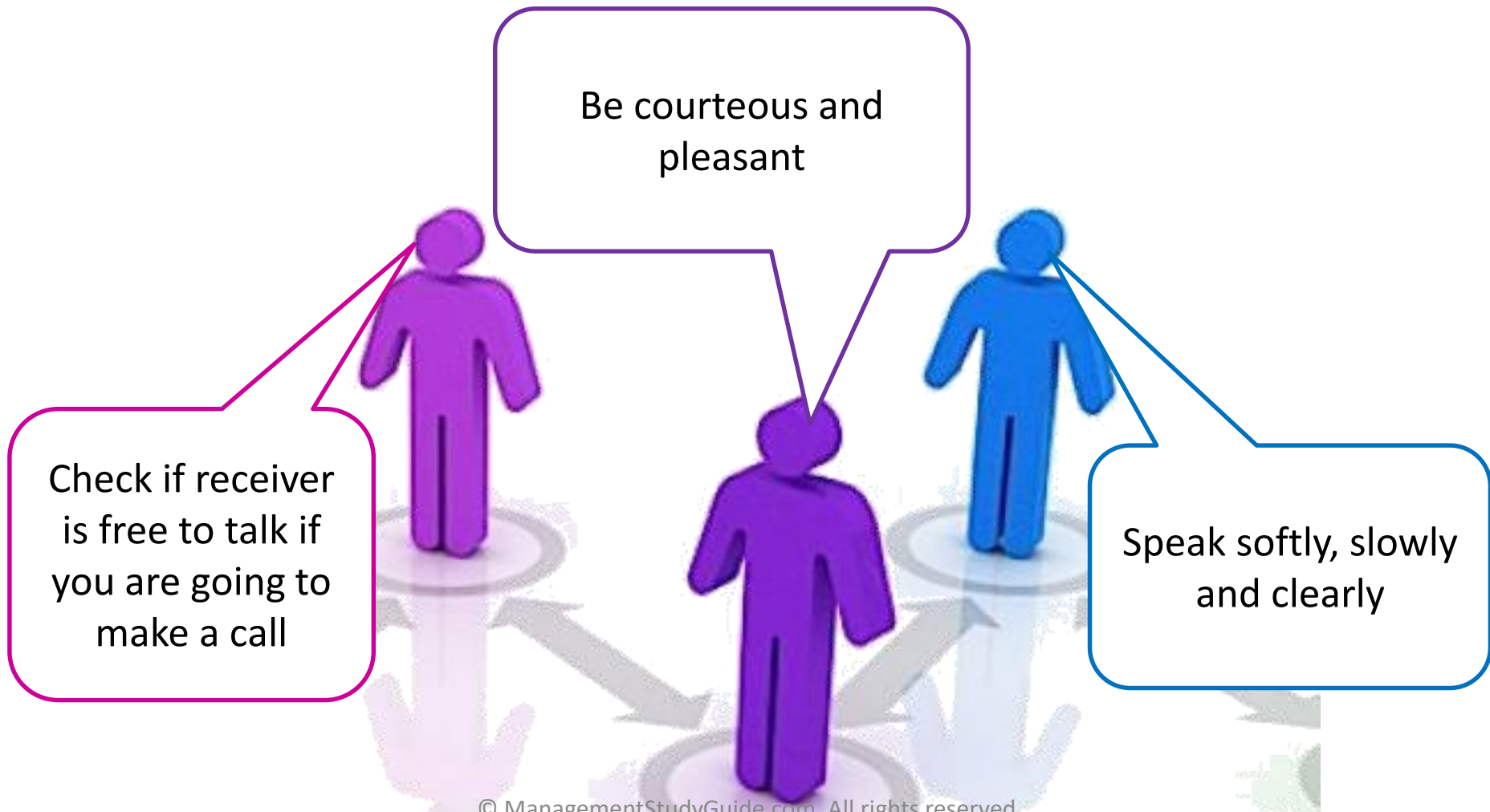
Avoid speaker phone

Note down the message if you are answering for someone else



Telephone Etiquette

Telephone Etiquette is important because in the absence of expressions and actions, communication can be distorted.



Common Phrases of Telephonic Conversations

Common phrases that should be used while conversing on the telephone are:



Common Phrases of Telephonic Conversations

Common phrases that should be used while conversing on the telephone are:



Corporate Etiquette in Discussions/Meetings

The following considerations of corporate etiquette should be kept in mind while attending discussions/meetings:

Respond to meeting requests through the channel through which you received the meeting request.

Ensure you have venue details and all things necessary to be carried to the meeting.

Carry a notepad and a pen/pencil to the meeting.

Reach the venue on time.



Corporate Etiquette in Discussions/Meetings

Greet everyone present with a warm smile.

Before the meeting starts, take time to introduce yourself to people you don't know.

Wait for your turn to speak and do not interrupt anyone.

Participate and show interest and enthusiasm.



Corporate Etiquette in Discussions/Meetings

Take down notes of important points.

Go through the minutes of the meeting sent.

Respond to the meeting request even if you are unable to go to the meeting and inform the person conducting the meeting of the same.

Avoid being late to the meeting.



Corporate Etiquette in Discussions/Meetings

Do not talk to your friend across the table verbally or through sign language while the meeting is on.

Thank the person who conducted the meeting and then leave.

Leave the meeting after thanking everyone and saying goodbye to all the co-participants.

Do not rush out of the room when the meeting is done.



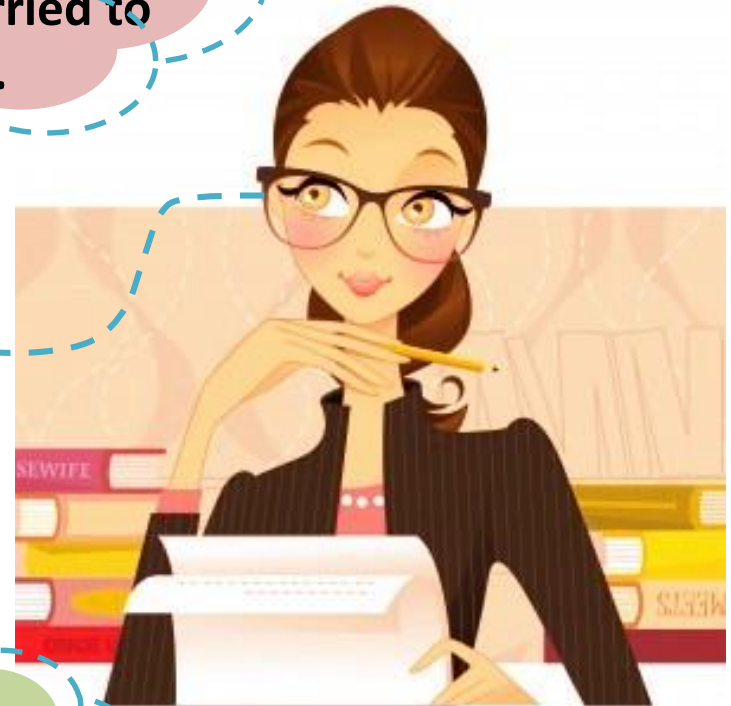
Do's of Meeting Etiquette

Ensure you have venue details and all things necessary to be carried to the meeting.

Reach the venue on time.

Respond to meeting requests.

Go through the minutes of the meeting sent.



Do's of Meeting Etiquette

Greet everyone.

Participate and show interest and enthusiasm.

Take notes.

Wait for your turn to speak and do not interrupt.



Don'ts of Meeting Etiquette

Avoid being late to the meeting.



1

2

Do not talk to your friend across the table in sign language while the meeting is on.



3

Respond to the meeting request even if you are unable to go to the meeting and inform the person conducting the meeting of the same.



4

Do not rush out of the room when the meeting is done. Thank the person who conducted the meeting and then leave.

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Common Courtesy Expressions



The way you speak reflects much about you, hence is vital that you learn to be polite and courteous while speaking to anyone. There are a few commonly-used courtesy statements that you should learn to use freely and generously while speaking. Remember that you should be polite and courteous, not to your seniors, but also to your peers, friends, family, relatives, and subordinates as well as to everyone you speak.

Common Courtesy Expressions

Some of the commonly used courtesy statements are:



Common Courtesy Expressions

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Common Courtesy Expressions

Some of the commonly used courtesy statements are:

Sorry, I don't understand you. Could you please explain again?

May I come in?

Do you need anything?

Did you have a good trip?

Have a great day!

Thanks for your help!

Common Courtesy Expressions

Some of the commonly used courtesy statements are:

**I really appreciate
your care and
concern!**

**I really
appreciate all
your help!**

**Is there
anything I can
do for you?**

Thank you!

**I hope you get
well soon!**




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Phrases for Greeting

The following are some of the common phrases that can be used for greeting when meeting someone for the first time, in meetings, discussions to display good corporate etiquette:



How do you do?



Good morning / afternoon / evening

It's good to see you.

How are you?

Phrases for Greeting



Hello, how have you been?



Hello!

Hello, it is nice to meet you.

Hi, it's a pleasure to meet you.

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Characteristics for Good Corporate Etiquette

The following are skills a professional should imbibe to follow corporate etiquette:



Is proactive and takes responsibility



Begins with the end in mind and decides the outcome of the discussion first



Puts manners first as manners is important in being a good professional



Thinks about courtesy and is polite to everyone



Seeks to first listen and then understand



Creates a polite and co-operative environment where people can “speak out”



Constantly improves his manners by learning from every interaction

Traits to Build Your Manners

The following are the traits you should develop to become more mannered and polite:



Politeness



**Empathy
towards
customers**



Courteous



**Service
motivation**



**Conscientio
usness**



Listening Skills



**Self-
confidence**

Traits to Build Your Manners

The following are the traits you should develop to become more mannered and polite:



Self-motivated

Professional attitude

Empathy

Communication skills

Self-control

Body Language skills

Win-win attitude

Characteristics of a Professional

A good professional is one who:

Has a good image

Has a good attitude

Takes ownership & responsibility

Is prompt and orderly

Uses proper speech

Follows office etiquette, rules & policies

Has Integrity and honesty

Is a good Communicator

Let us look at each in detail.

Has a good image

Has a good image



Has a good image:

- **Image is the way a person presents his physical self to the others.**
- **A good image helps the professional to portray confidence and positive attitude.**

Has a good image

Has a good image

- The key aspects of image are:
 - Clothing: An employee must wear clean, well-ironed formal or semi-formal clothes.
 - Footwear: Shoes should be coordinated with clothing.
 - Accessories: Should be minimal.
 - Hair and Nail: Should be clean and trimmed.
 - Makeup and Perfume: Should be light.
 - Everything else from head to toe: Should be appropriate for corporate environment.

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Has a good attitude

Has a good attitude

Has a good attitude:

- **Respect supervisor and seniors**
- **Be friendly with all colleagues**
- **Have a 'win-win' approach**
- **Work hard, work smart**

Takes ownership and responsibility

Takes ownership and responsibility

Takes ownership and responsibility:

- **Meet Deadlines**
- **Complete work effectively and efficiently**
- **Accept your faults and be open to learning**
- **Be open to taking more responsibilities**

Is prompt and orderly

Is prompt and orderly

Is prompt and orderly:

- **Keep office space clean and hygienic**
- **Respond to meeting requests, emails, calls promptly**
- **Respect other's as well as your time**
- **Organize tasks , events and manage work in a calm and orderly way**

Uses proper speech

Uses proper speech



Uses proper speech:

- **Avoid abusive, defamatory, offensive or obscene language**
- **Avoid informal abbreviations, language**
- **Avoid sensitive and racist comments**
- **Respect others and be courteous**

Follows office etiquette, rules and policies

Follows office etiquette, rules and policies



Follows office etiquette, rules and policies:

- Smile and greet others
- Follow queue system
- Do not fight in work floor
- Do not speak loudly
- Rise up when a senior comes to your desk
- Understand company policies and procedures and follow them at all times
- Be respectful to women

Has Integrity and honesty

Has Integrity and honesty



Has Integrity and honesty:

- **Do not steal or misuse office resources.**
- **Do not participate in any dealings which compromise your honesty and integrity**
- **Report any issues that are questionable to HR or Supervisor**
- **Do not indulge in any malicious actions that can risk company's or your credibility**

Is a good Communicator

Is a good Communicator



Is a good Communicator:

- **Follow etiquette for verbal communication(email, telephone, meeting)**
- **Be aware of Non-Verbal communication and Body language**
- **Be an active listener**