



Business Protocol and Etiquette

Overview

Business protocol and etiquette are important parts of every professional's journey to success and it relies on your relationships, whether with co-workers, clients, suppliers, or investors. When you're well-mannered and considerate in dealing with others, you create engaging, productive, and long term business relationships. From making a phone call to how to behave during workplace events, the professional protocol ensures employees don't lose their place in their organization. Elevate's Business Protocol and Etiquette program will provide participants with the tools to behave professionally, interact in an international corporate setting, and communicate effectively with their clients.

Learning Objectives

- Learn to make a good first impression
- Learn how to interact in an international business setting
- Learn the principles of business travel
- Learn to how to have a strong rapport with clients

Course Agenda

Module 1: Understanding Etiquette

- Etiquette Defined
- The importance of business etiquette

Module 2: Networking for Success

- Creating an effective introduction
- Making a great first impression
- Minimizing nervousness
- Using business cards effectively
- Remembering names

Module 3: The Meet and Greet

- The three-step process
- The four levels of conversation

Module 4: Dining in Style

- Understanding your place settings
- Using your napkin
- Eating your meal
- Sticky situations and possible solutions

Module 5: Eating Out

- Ordering in a restaurant
- About alcoholic beverages
- Paying the bill
- Tipping

Module 6: Business Email Etiquette

- Addressing your message
- Grammar and acronyms
- Top 5 technology tips

Module 7: Telephone Etiquette

- Developing and appropriate greeting
- Dealing with voicemail
- Cell phone do's and don'ts

Module 8: The Written Letter

- Thank you notes
- Formal letters
- Informal letters

Module 9: Dressing for Success

- The meaning of colors
- Interpreting common dress codes
- Deciding what to wear

Module 10: International Etiquette

- General rules
- Important points
- Preparation tips

Materials

- Participant workbook
- Presenter slides and outlines
- Case Studies and Media as appropriate
- Role play scenarios
- Post training assessment

Room Requirements

- Internet access for presenter
- Screen
- Projector (if not ceiling mounted then a table or cart will need to be provided)
- Training room must be able to comfortably accommodate the number of participants plus room to move around for various activities)
- Rounds or pods, small table for presenter's materials, chairs for all participants
 - One Flip chart and easel for each round table (for small group work) and markers

Additional Requirements

- Elevate will choose training facilitators whose background and expertise will support the subject matter and goals of the client
- Instructors will use a variety of instructional methods including lecture, group projects, discussion, and role play
- Participants are expected to be actively engaged in the learning process