

EFFECTIVE NETWORKING AND SOCIAL ETIQUETTE

Presentation by:

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Expectations of the Plenary....



Expectations of Session Chair....



- ☐ That you understand networking as a concept and that you are able to apply it in your workplaces and in life.
- ☐ That you are as interactive and participative-this how we learn from each other.
- ☐ No one is an expert!
- ☐ No man/woman is an Island!
- ☐ Remember-**“your network is your net worth”**.

Presentation agenda



- ☐ Networking (In-Person & Social Media)
- ☐ Protocols
- ☐ Etiquettes
- ☐ Meeting Procedures
- ☐ Parliamentary Procedures
- ☐ Reference materials

Statistics on Business Networking



- ❑ Without networking you have a 3-10% effectiveness rate of getting an opportunity-this is even less with the more stringent selection systems in place to reduce risk and high costs of due diligence.
- ❑ With networking you have a 30-60% effectiveness rate of getting an opportunity-this is because networking is often based on referrals, has less risk and has a higher retention rate – that’s why companies have formalized referral systems.

Background of Business Networking



❑ NETWORKING IS A MARKETING TACTIC

❑ Research

❑ Communications

❑ Networking

❑ Promotions

❑ Advertising

❑ Public Relations

❑ NETWORKING is the single most powerful marketing tactic to accelerate and sustain success for any individual or organization!

❑ It is not about who you know, but WHO KNOWS YOU.

Concept of Networking: Definition



- ☐ Let's look at the following key terms
 - ☐ Network
 - ☐ Networking
 - ☐ Etiquette
 - ☐ Manners
 - ☐ Decorum
 - ☐ Ethics
 - ☐ Protocol

Concept of Networking: Definition



- ❑ Connecting with people on a personal level
- ❑ Building strong, trustful, mutually beneficial relationships!
- ❑ A way to achieve goals, grow business and get to the next level of the business ladder... together
- ❑ Invoke 'the power of the many' in a formal or informal association

Networking is “using the personal relationships people have with one another to increase your exposure to information and opportunity”

Networking is a process that fosters the exchange of information and ideas among individuals or groups that share a common interest

Concept of Networking: Definition



Etiquette

- The term Etiquette is derived from the French language and is defined as the customary code of polite behaviour or the contemporary conventions, forms, manners, rules, or ceremonies governing social behaviour.
- Etiquette also refers to the code of conduct or ethics prescribed in certain professions

• Protocol

- Protocol is like Etiquette but on a more official and international level. Traditionally, it is defined as the etiquette of diplomacy and affairs of the state.
- This means that Protocol constitutes the code of behaviour, ceremonial forms, courtesies, and procedure accepted and required for interactions between heads of states, government and/or diplomatic officials.

Concept of Networking: Definition



- ❑ Collectively, the terms Etiquette and Protocol refer to a set of rules, conventions, and norms that govern the behaviour of people in general and in certain situations. They differ in terms of their sphere of influence and nature of the rules.

Concept of Networking: Types/Formats



- ❑ There are three types of Networks
 - ❑ Core network: Comprises of family, friends
 - ❑ Internal network: Comprises of colleagues, friends of friends, clients, suppliers, mentors and supporters
 - ❑ External network: Business associations, Referral partners, followers, groupies, chama members, associates, potential clients

Concept of Networking: Types/Formats



- ❑ There are two types of Networking
 - ❑ Personal Networking : Focuses on your core networks
 - ❑ Professional (also called Business) Networking:
Focuses on your internal/external networks

Contexts: Objectives of Networking



- ❑ Setting networking goals: The main goal of networking is building relationships
- ❑ The key objectives of networking are to;
 - ❑ Assistance to achieve your personal/business objectives
 - ❑ Share or be part of others successes
 - ❑ Collaboration and strategic alliances

Contexts: How do you network?



☐ Make contact

- ☐ Ask for referrals-70%-85% of opportunities are filled by referrals (LinkedIn), At least 70 percent, if not 80 percent, of opportunities are not published. (Payscale)

- ☐ Attend/Invent events-Go where they go/Invite them!

☐ Make a move

- ☐ Start a conversation: Introductions , Who you are ?, What you do vs What interests your network?, Why you are there? (Assume No one knows who you are-so pitch!)

- ☐ Get involved/Work the room-Be seen on the scene/heard on the bench!.-Remember to focus on your goals.

- ☐ Request-Your network is your net worth!

Contexts: How do you network?



- ☐ Make a follow up
 - ☐ Diarize the next activity
 - ☐ Nurture your network: Keep your contacts informed. Be an active member (if it's a professional association-pay membership and participate). The wider your network, more likely you are to find the right connections. Go for Value for Time

Contexts: How do you network?



- ☐ Conversation starters
 - ☐ At the food table
 - ☐ “Everything looks so good, I don’t know what to get. What are you going to have?”
 - ☐ At the water dispenser-Loner
 - ☐ “These networking events can be so crazy. Would you mind if I joined you over here where it’s a bit more quiet?”
 - ☐ At the Lift
 - ☐ “I love your shoes!”
 - ☐ Or Just say hello
 - ☐ “Hi, my name is....”

Contexts: How do you network?



Dos

- The thank you's
- Listen!!!
- Look to develop lasting relationships
- Always look for ways to reciprocate in the future
- Remember to ask “what is your story?” and “what advice do you have for me?”

• Dont's

- Brag or exaggerate
- Spend too much time on unrelated topic
- Gossip
- Let your relationship become one sided
- Ask personal questions
- Don't just ask
- Forget to keep in touch

Contexts: Why do people fail to network?



- ☐ The key reasons why people fail to network include;
 - ☐ Fear!
 - ☐ Lack of confidence
 - ☐ Time
 - ☐ Focus
 - ☐ Stepping out of comfort zone
 - ☐ Lack of preparation
 - ☐ Perceptions - Networking as a business resource

Environment: Situations for networking



- ❑ Offline: In Person (Fairs, Exchanges, External Meetings, Conferences, Events, Gatherings etc).- Accounts for 70% of networking activity
- ❑ Online-Social Media (Facebook, Instagram, LinkedIn, Twitter, WhatsApp)-Accounts for 30% of networking activity.

Based on PEW Research Center Statistics

Effective Networking and social etiquette

Social Media Networking

Categories: Of Social Media



- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ Twitter
- ☐ WhatsApp
- ☐ Google

Categories: Of Social Media



facebook



- PERSONAL IMAGE
- Maintain personal contacts
- Share photos, videos, stories
- Provide relationship status
- Entertaining and informal

Linked in®

- PROFESSIONAL IMAGE
- Maintain business contacts
- Get introduced
- Recommend and endorse
- Find, post, or forward jobs/opportunities

Categories: Of Social Media



Twitter

- Form a creative bio
- Generate the conversation
- Follow people in the industry
- Retweet and interact
- Shout people out– get noticed!

Blogs

- Write about relevant topics in the industry
- Become a guest blogger
- Ask to interview professionals
- Write reviews on related products
- Be interactive in your comments sections

Conclusion: Remember



- ❑ Be social-there's a thin line between personal and business
- ❑ Social media are extensions of, but NOT replacements for In-personal networks

Effective Networking and social etiquette

General Protocol Guide

Guide: Dress Code



- ❑ What is the appropriate dress for any given situation?
- ❑ Business Formal (business suit)
 - ❑ Asia: western-style dark suits; women: conservative dresses and suits in muted colors
 - ❑ Europe: men should avoid wearing white socks with dress shoes; long sleeved dress shirts, which should extend about ½ inch below the sleeve of the jacket are appropriate
 - ❑ Women: in general, very high heels or boots are inappropriate; jewelry and accessories should be high quality and tasteful (e.g. no costume jewelry); makeup should be applied conservatively

Guide: Dress Code



- ☐ What is the appropriate dress for any given situation?
- ☐ Business Casual
 - ☐ Africa: conservative; more formal in English-speaking countries and less formal in French-speaking countries
 - ☐ Americas: khakis or dress pants; sweater, polo, sport coat; women: skirt, capris or casual dress
 - ☐ Asia: suit but no tie
 - ☐ Europe: jeans, dress shirt, sport coat

Guide: Dress Code



☐ What is the appropriate dress for any given situation?

☐ Casual

☐ General: jeans, shorts, polo, t-shirt or other causal shirt

☐ Asia: suit without a tie or jacket

☐ Cocktail and semi-formal

☐ Men: dark suit

☐ Women: knee length dress

☐ Formal

☐ Men - tuxedo

☐ Women - traditional dress or floor length dress





Guide: Protocol Precedence Rules



❑ Precedence refers to priority in importance, order or rank. Precedence is particularly important in ceremonial situations.

❑ Table Seating

❑ If there is a main table at an event, the chairperson of the event sits in the middle of the table. The most important guest sits to the chairperson's right, the second on the chairperson's left, and then continue alternating between right and left according to descending rank. It is recommended to have an odd numbers of seats at the table with the chairperson seated directly in the middle and the same number of individuals on either side.

Guide: Protocol Precedence Rules



☐ Flag Display

- ☐ If flags are displayed at the event, please note the following rules:
- ☐ The host-country national flag and an institutional flag should not be displayed next to each other.
- ☐ The national flag is always on the right of the entrance or stage and the institutional flag is on the left.
- ☐ If displaying more than one national flag, the host-country flag must be larger or the same size as the guest flag(s).

Gov. / Private Event



Building, Shop, House or Stage



State

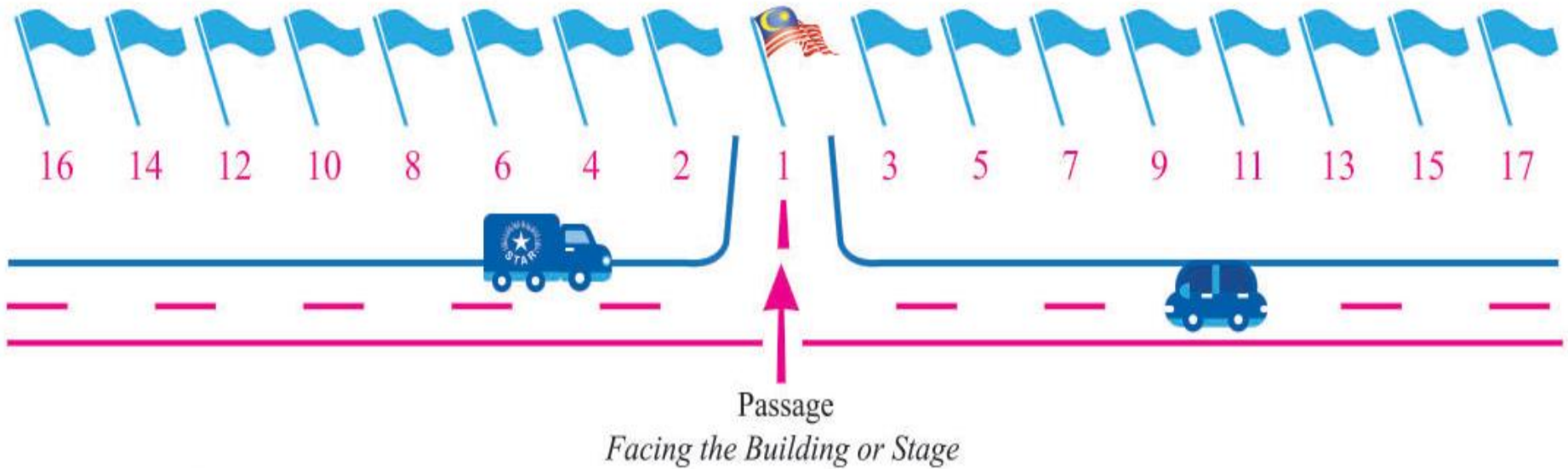


Malaysia



Inst. / Dept.

Facing the Building or Stage





Guide: Salutations and Speaking Order

❑ Greetings list

- ❑ The list of greetings at the beginning of a speech can be confusing. Who is supposed to be recognized and in what order? Who speaks and when? Does each speaker have to go through the entire list of formal greetings? If you are visiting a country/Institution, please check with the Host or your assigned host for protocol specific to that country/Institution.



Guide: Salutations and Speaking Order

❑ General guidelines

- ❑ In regards to opening speeches, the first person to address the audience shall go through the official greetings, and the remaining speakers can skip them by greeting the audience generally and saying "All protocols observed".
- ❑ All past Officials shall be addressed as per their title out of respect.
- ❑ When greeting the audience, the order shall be: highest governmental official from the host country or city, Guest Officials, other governmental officials, Institutional heads, Board of Directors, Past Officials, Local Officials and eminent persons, ladies and gentlemen.
- ❑ The order of speeches shall be the opposite of the above-mentioned list. Speakers should be chosen carefully according to the event, as not everyone in the previous list will speak.

Guide: Written Communication



- ❑ Proper grammar and etiquette in written communication is just as important as it is while speaking. Keep in mind the following guidelines when sending any official written communication:
- ❑ General guidelines
 - ❑ The only individual authorized to write on behalf of the organization is the Head. However, the Head may delegate communication to other individuals.
 - ❑ Administrative communication shall be done by the Secretary General/Respective position holder.
 - ❑ All other official communication (condolences, congratulations, etc) shall be done by the Head.
 - ❑ Official invitations are signed by the Head and Organiser and sent out by the Secretaries.
 - ❑ If more than one person is signing the letter:

Guide: Written Communication



- ❑ If more than one person is signing the letter:
 - ❑ Signature blocks can be situated either side by side or one beneath the other.
 - ❑ Generally, the individual with the higher designation should sign first, even if the person with the lower rank prepared the letter.
 - ❑ If the signees are coming from different levels of the organization , the person belonging to the group the letter originates from should sign first.
 - ❑ → Example: If the Kenya is sending out a letter regarding hotel information for the UNCTAD Conference it is hosting, the National President would sign first and the UNCTAD President would sign second.
 - ❑ Check with the Official or your country host for cultural differences. For example, in Italy the most important signature is on the right when the signature blocks are side by side

Effective Networking and social etiquette

General Etiquette Guide

Guide: Cross-cultural Dining



- ❑ Dining in a foreign country/place can be an intimidating experience.
- ❑ The most important thing to remember is to relax, be open to new experiences, and enjoy!
- ❑ If you are new to a country/place, no one will expect you to perfectly master local table manners.
- ❑ However, a basic understanding of etiquette is important so as not to disrupt a meal with any gross violations.

Guide: Cross-cultural Dining



- ❑ Following are some suggestions to help you have a successful and enjoyable meal:
 - ❑ Always try the local cuisine. Refusing to eat local cuisine is one of the quickest ways to offend your hosts.
 - ❑ Let your host know if you are allergic to anything so the servers can be alerted as necessary. This will avoid a potentially unpleasant experience and otherwise embarrassing questions during the course of the meal.
 - ❑ Eat what you can without making yourself sick.
 - ❑ Keep criticism to yourself. What may be odd to you might be a cultural delicacy to your host.
 - ❑ Be adventurous. You may be offered local delicacies as a challenge. A foreigner good-natured enough to try such foods is widely appreciated.

Guide: Utensils



☐Americas

- ☐Eat with fork in dominant hand.
- ☐If right handed, switch fork to left hand and use knife with right hand while cutting. Switch fork back to right hand to eat.
- ☐When numerous utensils are set out on the place setting, during the course of the meal, work from the outside in.

☐Asia

- ☐Becoming adept with chopsticks will be appreciated. However, if you are offered Western-style implements, you may opt for them if you don't have the talent for using chopsticks.
- ☐Use the clean, back ends of the chopsticks to take food from a communal tray or bowl.

Guide: Utensils



❑ Europe

- ❑ Knife in right hand and fork in left
- ❑ Do not gesture with the knife. This can be considered threatening in many countries, and poor manners in most.

❑ Middle East and Northern Africa

- ❑ In some countries traditional meals are eaten with no utensils. If eating with no utensils, use your left hand to drink when eating greasy food with your right hand.
- ❑ In and around the Arab world, the left hand is considered unclean. In some countries, it may be expected to only eat with your right hand, even if you are left handed.

❑ When in doubt, follow the lead of your host!

Guide: Business Etiquette



❑ Proper etiquette in a business or social setting can make or break your visit as an Officer. There are many cultural differences and nuances you need to be aware of during your travels. Below is a small list of information to consider. Please check with the host for cultural expectations and norms.

❑ A smile has numerous meanings depending on the country and situation you are visiting. It could indicate pleasure, displeasure, or even embarrassment.

❑ Always be polite! Some cultures, including Japanese, will seldom say “no.”

❑ In general, sit straight with both feet on the floor.

❑ Men may cross their legs at the knees or ankles.

❑ Women may cross their legs in some cultures. When crossing at the

Guide: Business Etiquette



- ☐ In general, sit straight with both feet on the floor.
 - ☐ Men may cross their legs at the knees or ankles.
 - ☐ Women may cross their legs in some cultures. When crossing at the knee, be mindful if wearing a short skirt.
- ☐ Silence is understood differently in different cultures. Some cultures understand silence as respect, others use it to cover embarrassment, while others use it to show defiance. The meaning depends on the situation and surrounding events.
- ☐ Appropriateness of male-female touching varies by culture.
- ☐ The meaning of hand gestures varies widely between countries and cultures.
 - ☐ For example, make sure you know what a thumbs up or thumbs down or pointing a finger may mean.

Guide: Business Etiquette



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Guide: Business Etiquette



- ☐ Formal greeting varies greatly by culture. Make sure to check with the host prior to arrival!
 - ☐ Handshake?
 - ☐ Hug?
 - ☐ Kiss?
 - ☐ → How many?
 - ☐ → Which cheek(s)?
- ☐ What is the typical greeting in the country's official language?
- ☐ How do you exchange business cards?
 - ☐ → Two hands or one hand?
 - ☐ → Do you take time to read the business card when it is handed to you, or keep eye contact with the individual you are meeting?

Guide: Business Etiquette



- ❑ Who stands where in photos?
 - ❑ Generally, with two individuals the most important person, or highest-ranking officer, is on the right. With a group, the most important person, or highest ranking officer is in the middle, the next ranking individual is to the right, the third ranking individual is to the left, and continue alternating until everyone is arranged.

Guide: Ballroom Dancing

❑ How do you dance?





Effective Debating

Parliamentary Procedures

Contacts: Questions/Comments & Feedback



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