

CORPORATE NETWORKING AND RECOMMENDED SOCIAL ETIQUETTES

Presentation by:

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Expectations of the Plenary....



Expectations of Session Chair....



- ❑ This is an experiential learning process (story telling, interactions, sharing) not a didactic learning process
- ❑ It is therefore important that we are interactive and participative-this how we learn from each other.
- ❑ No one is an expert!

Session Audience



- ☐ Associate Members
- ☐ Accounting Students (Probably)
- ☐ Aspiring Accountants/Auditor/Compliance Officers
- ☐ Practicing members and other professionals

Session Objectives



- ❑ The primary purpose of the session is to understand the importance of networking in business—and get hands-on practice networking with other professionals

Session Outcomes



At the end of the session participants should be able to;

- ☐ That you understand etiquette and ethics as concepts and that you are able to apply it in your workplaces and in life especially when networking.
- ☐ Develop networks through practice and build strong relationships with a hands-on networking approach
- ☐ Develop a circles of influence and stick to them
- ☐ Apply best practices when meeting clients, potential employers and bosses in general

Outline



- ☐ Networking
- ☐ Ethics
- ☐ Etiquette
- ☐ Reference materials

Conceptual Framework: Definitions



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

Corporate (Business) Networking.

Basics of Networking

“

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.

70% Offline

In Person (Fairs, Exchanges, External Meetings, Conferences, Events, Gatherings etc).-Accounts for 70% of networking activity

30% Online


Social Media (Facebook, Instagram, LinkedIn, Twitter, WhatsApp)-Accounts for 30% of networking activity.

20-30%,5% Mutual

Is the probability that you meet someone new at an event.

60%,15% Mutual

Is the probability that you meet someone new at online.



**Remember:
Your network
is fundamental
in growing
your influence.**

70-85% Chance

Opportunities are filled by referrals
(LinkedIn).

70-80% Chance

Opportunities are not published.
(Payscale).

3-5% Effectiveness Rate

Is the probability that you get an
opportunity without networking.

30-60% Effectiveness Rate

Is the probability that you get an
opportunity with networking.



**Remember: It
is not
networking if
you don't meet
new people.**

THE THREE (3) 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

THE NETWORKING APPROACH

Offline

o

Offline approach involves in-person or one to one activities.
Events, "Chance" or
"Planned" Meetings

Online

o

Online approach involves self discovery i.e. Social Media & Mobile APPs.
Facebook, Instagram, LinkedIn, Twitter, Google, WhatsApp, Email

THE NETWORKING STRATEGY

o

Plan
(Make a Plan)

o

Reach
(Make Contact)

o

Act
Convert
Benefit
(Make a Move)

o

Engage
Nurture
Influence
Empower
(Make it Work)

Why do people fail to network?



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

“

The main reason why people fail at networking is because of bad Professional behavior.

Business Ethics.

Basic of Business Ethics

Background of Business Ethics



- ❑ 1920s-1930s-"Social" Ethics was a religious or philosophical addressing issues of fair wages, labor, and the morality. At this time capitalism was rampant and child labour was a big issue.
- ❑ 1950s-"Social" Ethics was a still a civil issue with the rise in civil rights movements.
- ❑ 1960s-Ethics became a business issue. "Business" Ethics was largely a HR issue governing "young" employees behaviour. At this time Mission Statements and Code of conducts were established.

Background of Business Ethics



- ❑ 1970s-1980s-Ethics grew from being a HR issue to a Management philosophy focusing on values. At this time we had the Vietnam war which was characterized by weak policies governing defense contracts.
- ❑ 1990s-Ethics became more than management and involved society. At this time Oil and chemical companies faced class action lawsuits, ethics became legal and companies embraced social responsibility.
- ❑ 2000s-Ethics has expanded online with the rise of cybercrimes and privacy issues

Concept of Ethics: Definition



A professional code of ethics establishes the conceptual framework for all professional accountants to ensure compliance with the five fundamental principles of ethics:

- ☐ Integrity
- ☐ Objectivity
- ☐ Professional competence and due care
- ☐ Confidentiality
- ☐ Professional Behavior

Concept of Ethics: Background



Most people develop their sense of values and principles from

- ☐ life experiences
- ☐ spiritual institutions
- ☐ the educational process
- ☐ and their family environment.

Concept of Ethics: Definition



Some of the major guidelines for professional behavior include:

- ☐ Etiquette
- ☐ Protocol
- ☐ Codes of conduct (The International Ethics Standards Board for Accountants® (IESBA®), Institute of Certified Public Accountants of Kenya (ICPAK), Company/Institutional Codes)
- ☐ Constitution (Chapter 6: Leadership and Integrity & Chapter Thirteen - The Public Service, Part 1. Values and principles of public service)
- ☐ etc

Concept of Ethics: 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.

Etiquette

Professional Behavior

“

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

Types of Etiquettes



- ☐ Digital Etiquette
- ☐ Dressing Etiquette
- ☐ Dining Etiquette
- ☐ Dancing Etiquette
- ☐ Debating Etiquette
- ☐ Discussing/Conversation Etiquette

Digital Etiquette

Social Media Behaviour

“

Digital Etiquette is integrity, or sense of self management, and general responsibility for your actions as well as yourself on the internet and treating people like you would in real life.

Digital Etiquette



- ❑ Digital Etiquette is defined as internet manners
- ❑ Digital etiquette is about using manners in cyber space and using technology in a responsible way
- ❑ Technology is not to be used to bully, embarrass, cheat, humiliate or hurt anyone or for any cause
- ❑ On the internet, when instant messaging, emailing or posting pictures, videos, no one can see you.
- ❑ If people can't see you, and they read your words and hear your word, **JUST BE NICE!**

Types 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

Dressing Etiquette

A guide to dressing

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





Dining Etiquette

A guide to dining

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.”

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

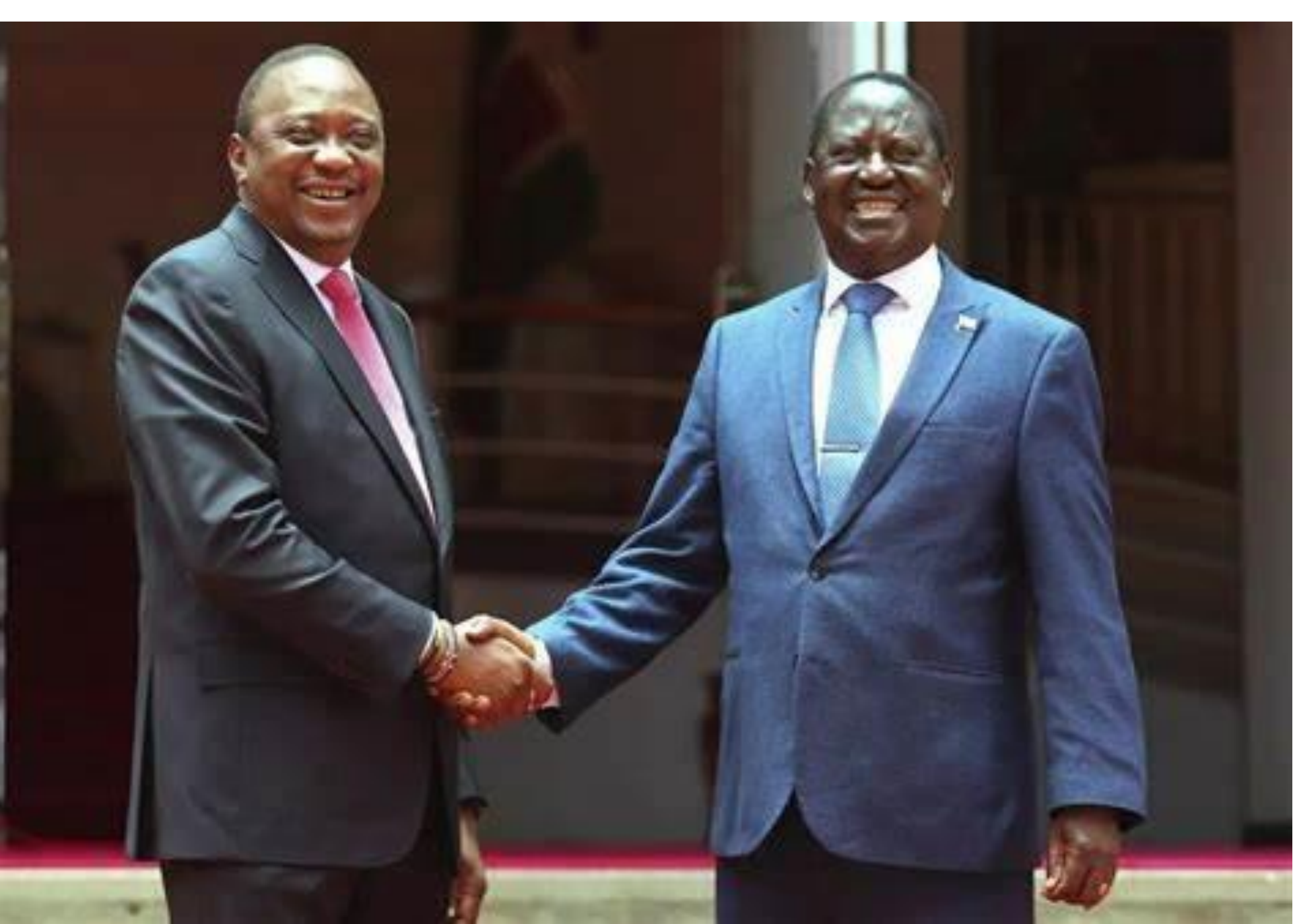


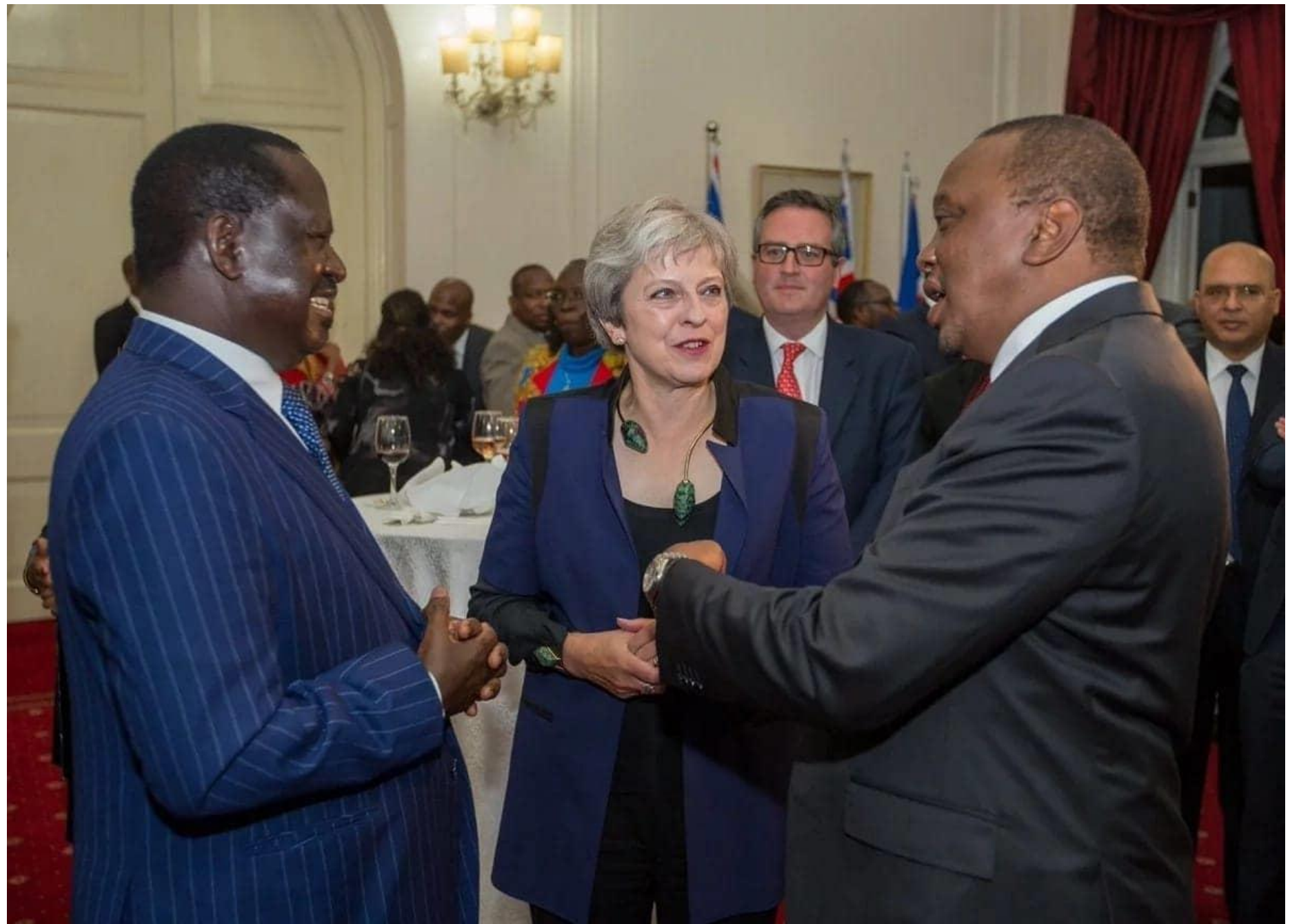
- ☐ Formal greeting varies greatly by culture. Make sure to check with the host prior to arrival!
 - ☐ Handshake?
 - ☐ Hug?
 - ☐ Kiss?
 - ☐ → How many?
 - ☐ → Which cheek(s)?
- ☐ What is the typical greeting in the country's official language?
- ☐ How do you exchange business cards?
 - ☐ → Two hands 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.





Discussion/Conversation Etiquette

A guide to kick start conversation

Guide: Conversations



☐ 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....”

Guide: Conversations



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

Dancing Etiquette

A guide to dancing





Debating Etiquette

A guide to debating

Protocol, precedence and rules

A guide to observing protocol

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

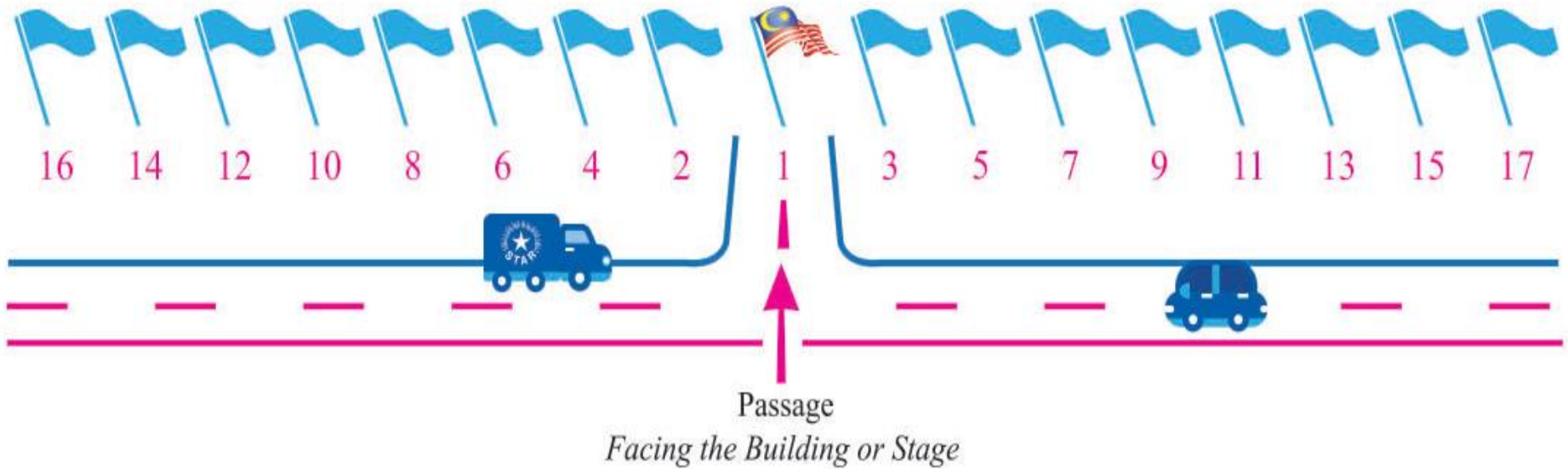


Malaysia



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

THANKS!

Any questions?

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