

EMBRACING PROFESSIONALISM FOR SUCCESS IN THE CORPORATE WORLD

Presentation by:

By

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Etiquette Xllent Company

Presentation



- ❑ How to earn respect as a female leader
- ❑ Board room communication skills as a tool for female leaders
- ❑ How to Dress, Act and Speak like a Lady

Who we are

- ❑ **Etiquette Xllent** - Company offers bespoke Soft Skills Training programs.
- ❑ **Executive Coaching Services** - 1:1 & Group Coaching to empower corporate employees with soft skills that help strategically position their organizations as powerful brands.
- ❑ **Professional Reception Services** -Memorable First Impressions combined with innovative Digital Reception System for offices; banks; building etc.
- ❑ **The Xllent Finishing School** - Training for Ambassadors & Diplomats.



What we do



Empower Leaders to help them **STAND OUT!**



Why we do what we do



Professional success = knowledge + skill + work ethic + integrity + ambition.

Professionalism is achieved through **High Confidence Levels** and **Social Savvy**.

3 Cs that make us standout:

- ❑ **CONFIDENCE**
- ❑ **COMPETENCE**
- ❑ **CREDIBILITY**

Our Services



- ❑ Corporate Soft Skills Training programs
- ❑ Executive Coaching
- ❑ Digital Reception Services
- ❑ The **X**llent Finishing School

Training / Coaching Services



- ❑ Power of Executive Presence
- ❑ Personal Branding
- ❑ Public speaking skills
- ❑ Compelling Presentation Skills
- ❑ Dress to be Addressed
- ❑ Networking Skills
- ❑ Boardroom Etiquette
- ❑ The Business Pitch
- ❑ Business Meal Etiquette / Fine Dining
- ❑ Emotional Intelligence
- ❑ Relationship Management
- ❑ Being an Xllent Leader
- ❑ Interview Skills – Get that job!

Soft Skills = Axe



*Abraham Lincoln " Give me 6 hours to chop down a tree
and I will spend the first 4 hours sharpening the axe"*



An axe is a **strength multiplier**. You can be the strongest lumberjack in the world, but with a dull axe, you are in trouble.

You can work hard, hustle, put in the hours, do the work etc, but the magic happens when you aim to perfect your skills before hand.

Hard Skills



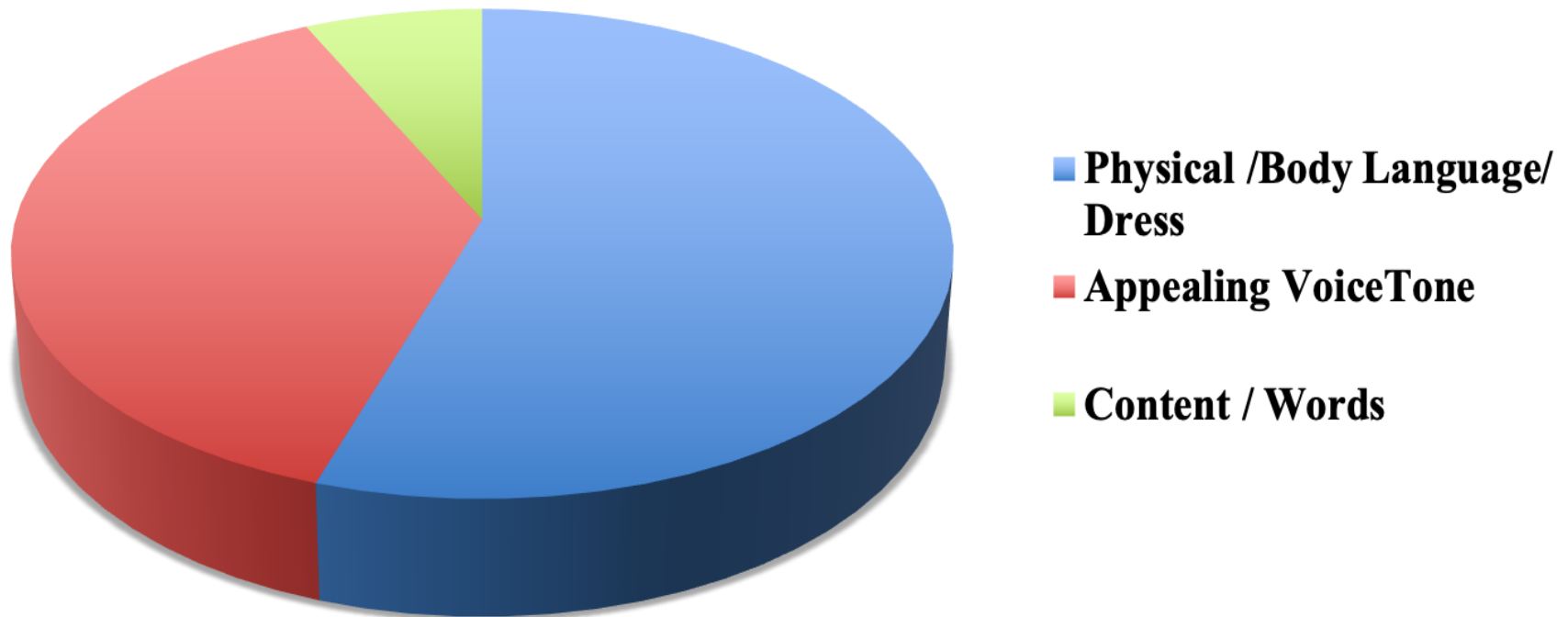
We Can Achieve Anything We Want If We Want

Soft Skills

Did You Know...



- 93 % of decisions about us is based on **First Impressions**,
mainly
Non-verbal communication



What Makes You Stand Out ?





4 STEPS TO PROFESSIONAL PRESENCE



Step1: Make a powerful **first impression** using essential components that convey trust, rapport and connection.

Step2: Use **nonverbal communication** to maintain the first impression and create a lasting one.

Step3: Master high tech **communication**, e-mail, voice mail

Step4: Develop the **social skills** needed to make the most of corporate events , business meals, networking events.

STEP 1- 1st Impressions



FIRST IMPRESSIONS

Make them memorable

Did You Know...



People make decisions about the
people
they meet within the
first 6 seconds of meeting?



*...you never get a second chance
to make a first impression...*

Making First Impressions Lasting



- ❑ First impressions can be effective or disastrous but they are usually lasting.
- ❑ A CEO said: He allows 3-4 minutes for a person to establish credibility using three-part criterion Appearance, Communication Skills, Value of Service – in that order.
- ❑ “If the appearance and communication skills are poor, I stop listening...”
- ❑ Conquer intimidation by making a powerful first impression.



First impressions
are important.
While a book should
not be judged by its cover,
many people are unlikely
to read it if the cover is
not inviting.

Order of Impressions



The objective of the first impression is to start the process on a professional note.

- ☐ You sell yourself first, and then
- ☐ Sell your organisation, then
- ☐ Sell issues/ products / services

Having Virtual Presence



What is virtual presence?

How do you show up in Zoom Meetings?

Netiquette



- ❑ Practice “netiquette.” Email, Facebook, Twitter, LinkedIn, Instagram, and blogging are just a few of the social media tools used to interact with the public.
- ❑ Whether you are emailing your boss, colleagues, or constituents: be formal.
- ❑ Compose thoughtful emails and proofread them carefully before hitting send.
- ❑ There are many examples where seemingly private posts from public officials become broadcasted for all to see.



What image are you presenting to the world?



STEP 2 – Non Verbal Communication



Use nonverbal communication to maintain the professionalism and create a lasting first impressions.

- ☐ Body Language
- ☐ Eye Contact
- ☐ Appropriate Language
- ☐ Effective Use of Voice
- ☐ Smile

Self Introduction – Elevator Pitch

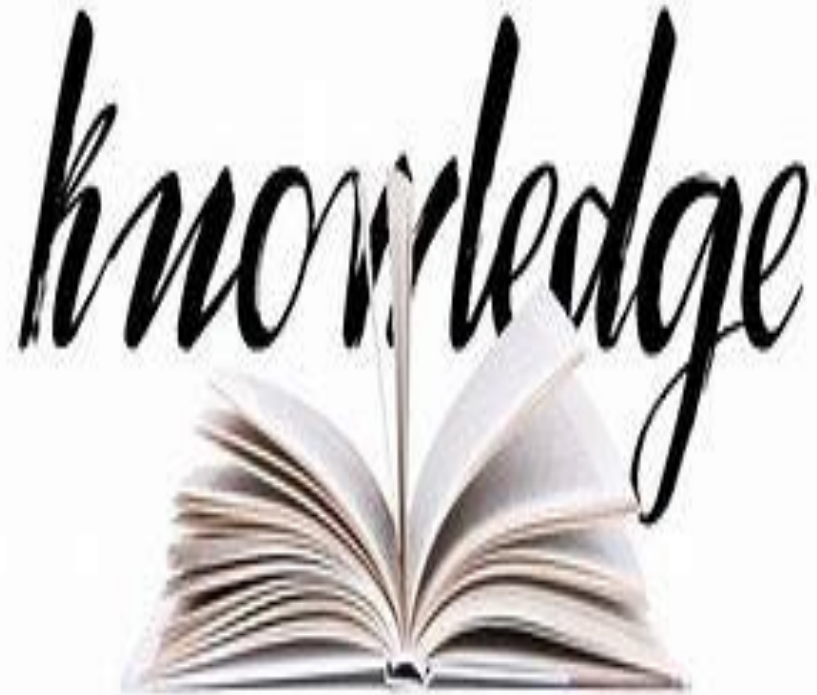


- ❑ Introducing yourself – First and Last Name
- ❑ Eye Contact
- ❑ Smile
- ❑ Remembering names
- ❑ Small talk
- ❑ Body Language – Posture, Voice
- ❑ Business Card Protocol
- ❑ Introducing others



- ❑ It Is An Honor To address your clients / customers as Mr., Ms., Mrs., Dr., Gen. Professor And last name when meeting someone for the first time
- ❑ When introducing yourself, either in person or on the telephone, use your first and last name **never say ‘ my names are!’**
- ❑ Do not mention your own **title** e.g. My name is Mr. Mwalo or Hon. Mwalo etc. However, use your title on written communication e.g. signatures
- ❑ Body language speaks volumes. Sit up straight and lean slightly forward
- ❑ Let the customer/ client take the lead if they called the meeting

What do people who stand out have in common?



Skills & Abilities



- ☐ A skill or ability is a natural or learned capacity to perform an act
- ☐ What are you good at?
- ☐ Which skills would aid you to be distinct?

***People with strong brands are
paid more. Set yourself for
success !!***

Why is it important to STAND OUT?




**Visibility ;
Earn more!!!**

**Get
Promoted!!!**



Shoot past people in the corporate / organisation ladder



“Your brand is
what people say about you
when you're not in the room.”
~ Jeff Bezos

STEP 3 - Speak like a leader!!



Master high tech **communication**

- ☐ Voice projection

- ☐ Tone of voice

- ☐ Language

- ☐ Email

IMPROVE LEADERSHIP SKILLS THROUGH EFFECTIVE COMMUNICATION

GREAT LEADER = GREAT COMMUNICATOR

It's impossible to be a great leader without being a great communicator. A manager is someone you have to follow whereas a leader is someone you want to follow.

It is the ability to communicate effectively that separates great leaders from big talkers.



Effective Communication skills for Leaders



❑ Active listening skills

Great leaders listen to understand. They leverage on using silence to process what is being said, and organise their thoughts before responding.

❑ Interpersonal Engagement

Think dialogue, not monologue. Seek to understand your team, ask questions, get clarification, listen. Encourage honest discourse and speak candidly.

❑ Articulation, clarity and conciseness

As a leader you are expected to be an expert in your subject matter. Use structure to organise your thoughts and ideas. Speak with crisp but relaxed pace and emphasize important words and phrases. The faster your team understands what you're saying, the faster you start seeing results.

❑ Take Responsibility

Take ownership of your words and actions. Live by a code of accountability, it garners respect.

Why is this important?



□ Provide Direction

Maintain a consistent vision at forefront of every decision. An organisation may have outstanding strategy, but if that strategy is not **communicated effectively**, it adds no value to the team.

□ Create Security

Clearly lay out the organisations guidelines, clearly defined policies that members can understand.

□ Empower Members

Create an effective reward system and feedback forum. Communicate to your people their worth so clearly that they see it in themselves.

Board Meeting Communication



- ❑ Make a positive impression by being assertive addressing each by name as he or she is introduced
- ❑ **Smile.** When you smile you'll look more relaxed and confident. Plus, you'll feel more professional
- ❑ Reinforce your professionalism and your ability to communicate effectively by speaking clearly and avoiding "uhs", "you knows", and slang
- ❑ Use **technical terms** only when appropriate
- ❑ Ask smart questions. Be prepared.

Responding to Qs



- ❑ **Listening** is as important as Talking.
- ❑ When you respond to questions, listen carefully to the questions, **take time** to phrase your responses
- ❑ Be **brief** and don't ramble. Be sure your responses answer the questions, are **focused**.
- ❑ Your responses are your sales pitch. You're **selling your personal brand** and organization's brand, so stay focused and relevant.

Promptly send a thank you note **AFTER** your meeting



This is a **MUST** on your meeting etiquette list
Common courtesy

Keeps your name in front of those who met you

If you attended meeting with a more senior person then he / she sends the thank you note.

What you do speaks so loudly
Small Things Make a Big Difference in
Leadership

You are On Stage
And You are the Star!

Confidence leads to...

Belief in oneself and
ability to 'see' a positive future.



“belief in your powers or abilities”

Step 4 - Social Etiquette



- ☐ Emotional Intelligence
- ☐ Relationships
- ☐ Networks – Accountability partners. Must have a **Sponsor!**
- ☐ Business Meal Etiquette

Your NetWORK, Your NetWORTH



- ❑ 70% of jobs / appointments come through networking
- ❑ 40% of jobs are never advertised
- ❑ 30% of jobs / appointments are through referrals!

DRESS TO BE ADDRESSED!



Aim to dress just **10%** better than your grade, that way you will fit in and yet stand out from the crowd.



Clothes always proclaim a man!

By William ShakeSpear



Your Professional Dress and Business Etiquette



You never have a second chance to make a first impression!

For a Power Look

- ❑ Dark colored suits (navy blue or grey)
- ❑ Long sleeved white shirt / blouse
- ❑ Tie
- ❑ Dark shoes (black is best)
- ❑ Dark socks - single color (black is best)
- ❑ Light briefcase or portfolio
- ❑ Good pen! (no chewed BIC)!
- ❑ Dress for the Job! Ask what is the dress code
- ❑ It is safer to over dress for an interview!

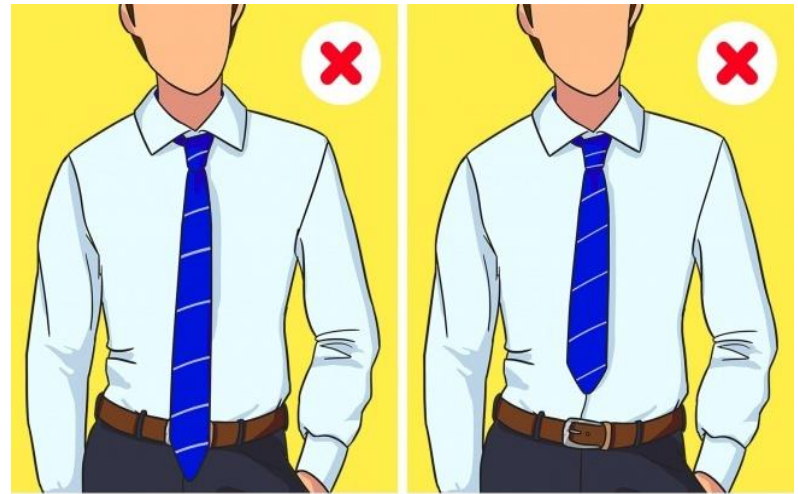
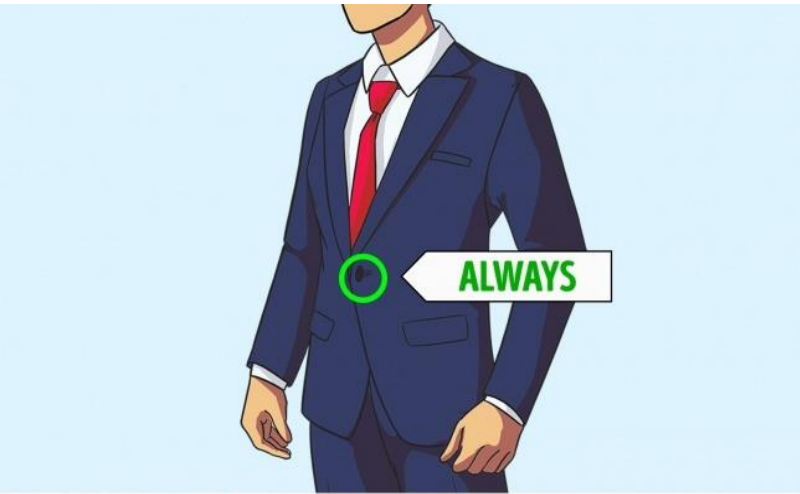


14 Dressing Rules

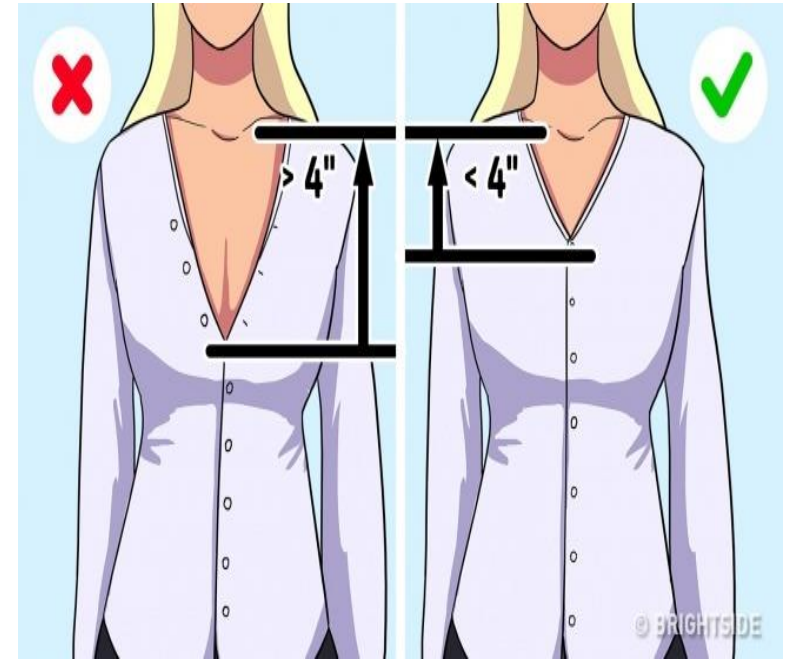
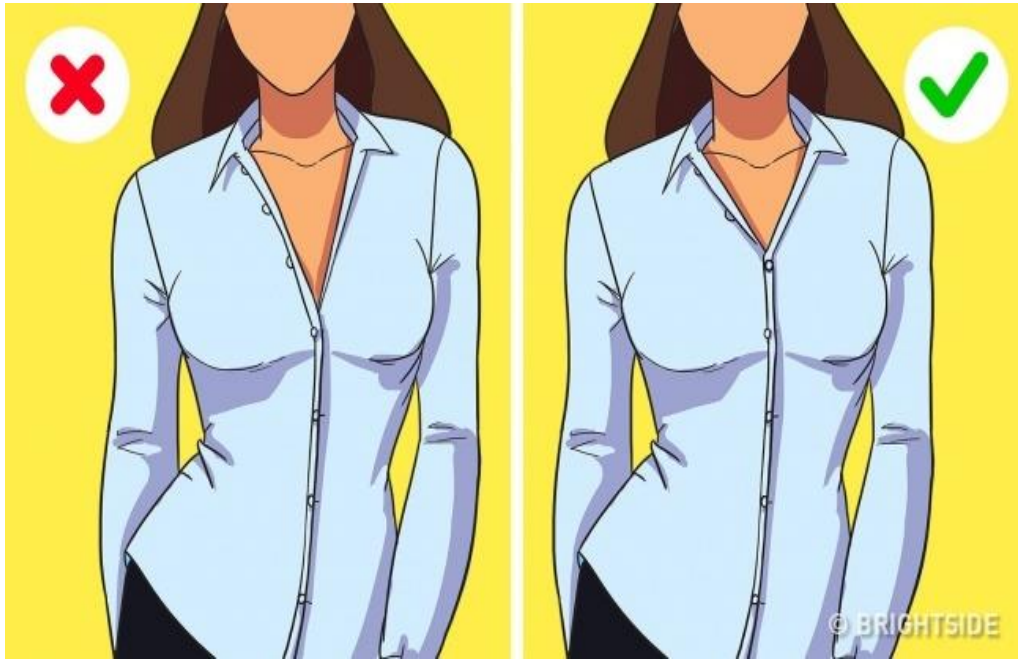


*“Dress shabbily, and they remember the dress;
Dress impeccably, and they remember the person,”* Coco
Chanel said.

Clothes are a very important part of our image. Any flaw can be noticed — especially when you are going to meet someone for the first time.



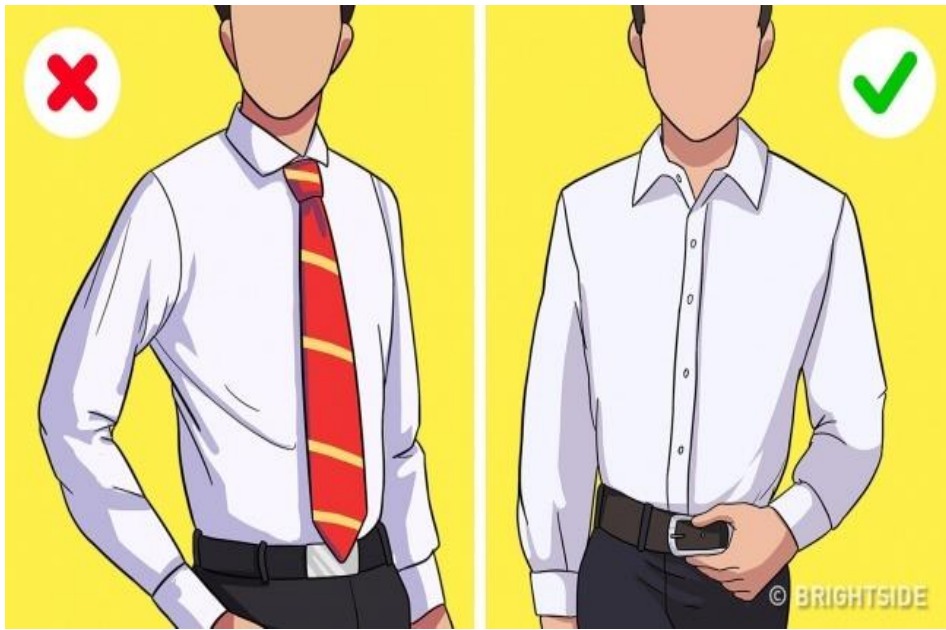
- ☐ The middle button on a jacket should always be closed. The upper one depends on your mood. The lower one should never be closed.
- ☐ The tip of your tie should reach your waist and cross it just a little.



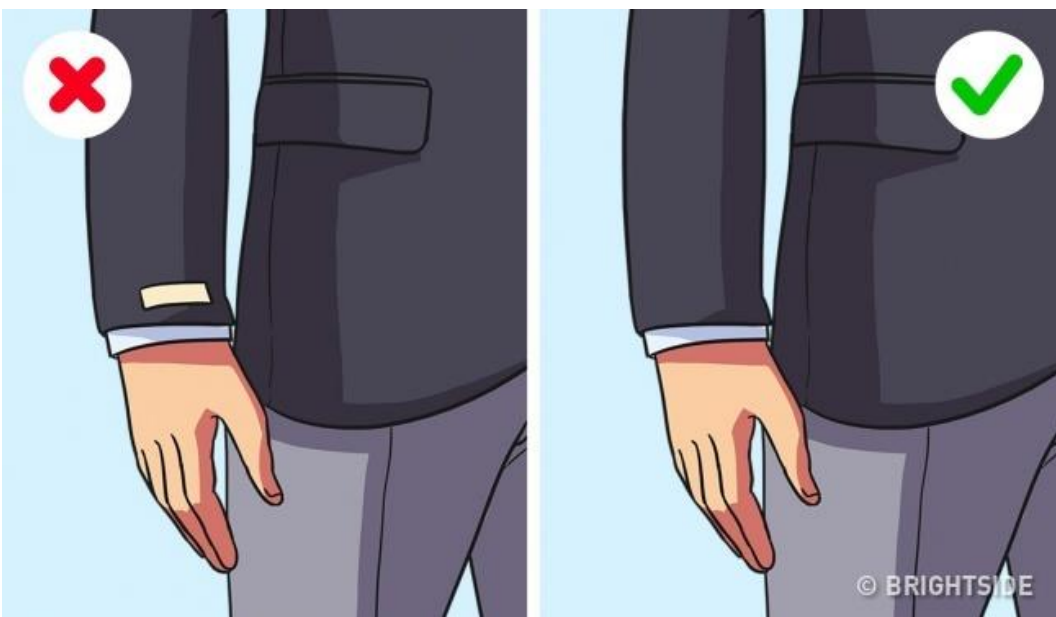
- ❑ When you are wearing a shirt or a blouse, you can unbutton no more than 2 buttons.
- ❑ Your office shirt cleavage should not be deeper than 4" from your collarbone.



- ❑ Wear earrings that match your bracelet and a necklace that goes well with your ring. 3 or 4 things in one look is too much.
- ❑ Opt for either a miniskirt or cleavage. Both at once look too vulgar.



- ☐ If you are wearing a shirt without a jacket, you don't need a tie.
- ☐ Your belt should be the same color as your shoes



- ❑ All visible tags on clothes should be cut off.
- ❑ Don't wear too many prints. You can wear 2 different prints of the same color or 2 coordinating prints of different sizes.

Studies Show Women Who Wear Make Up Earn 20-30% More Money!



DO WEAR *SOME* MAKE-UP!

- ❑ Tasteful make up shows attention to detail
- ❑ Don't wear too much make-up
- ❑ Be as natural as possible.



Why Wear Make-up

DO WEAR SOME MAKE-UP!

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Business Tools



☐ Fine writing instrument

☐ Writing pad / Tablet

☐ Business cards

☐ Eye glasses (if appropriate)

☐ Bag



ABC Of Confidence



A **A**PPEARANCE

B **B**ODY LANGUAGE

C **C**OMMUNICATION

D **D**RESS FOR IMPACT

E **E**YE CONTACT

F **F**IRST IMPRESSIONS

G **G**ROOMING

H **H**ANDSHAKE

It's what you do that makes you who you are, and how you project that to others, that makes you memorable !

- Dan Schawbel

Professionalism During a Business Meal



Business Meal Etiquette



- ❑ Table manners play an important part in making a favorable impression
- ❑ They are visible signals of the state of our manners and therefore are essential to professional success
- ❑ Our table manners speak volumes about us as professionals.

Professionalism on the table



- ❑ Know the purpose of professional luncheons/dinners and the value of networking
- ❑ Learn what **table manners** are deemed socially **acceptable** in a professional setting
- ❑ Learn the flow of the different **courses** in a meal and the proper use of **utensils** and **glassware**
- ❑ Learn the skills involved in making appropriate **small-talk** and knowing which subjects to avoid in social interactions

Table setting....



Salt and/or pepper:

They should be passed together, even when only one is requested. Don't season food before tasting it.

**Stemware (glasses):**

Glassware is limited to four (as shown). Wine is poured from the right. Don't overfill glasses.



Water glass

Red wine glass

White wine glass

Champagne flute

Place card: Never switch or change seating arrangements already planned by host.



Dessert spoon and fork: When dessert is served with both fork and spoon, the fork is the pusher and the spoon is used for eating.

Bread dish and butter knife: Tear bread into bite-size pieces on the bread plate and butter each piece with butter knife just before you eat it.



Cutlery: The rule is to use it from the outside in. Once a utensil has been used, it should not touch the table again.



Napkin placement: Once seated, the host takes his napkin, then guests follow and place onto them on their laps.



Tips...



- ❑ Don't blow on your food to cool it off
- ❑ Cut only enough food for the next mouthful
- ❑ Do eat a little of everything on your plate
- ❑ It is acceptable to leave some food on your plate if you are full or unable to eat
- ❑ Do not & play with your food or utensils
- ❑ Do not hold food on the fork or spoon while talking
- ❑ Do not wave your silverware in the air or point with it
- ❑ Try to pace your eating so that you don't finish before others are halfway through
- ❑ Once used, your utensils, including the handles, must not touch the table again

Cont....

- ❑ Avoid loud eating noises such as slurping and burping as they are considered very impolite
- ❑ Don't stretch across the table crossing other guests to reach food or to pass the food.
- ❑ Picking teeth or licking fingers are very unattractive
- ❑ Drinking too much wine can be very embarrassing!
- ❑ If you drop a piece of food on the table, don't panic
- ❑ Don't correct others if they aren't using proper etiquette
- ❑ Don't forget to make polite conversation with those guests around you
- ❑ Pick a role model and compare your behavior with them if you are not sure.

WHAT YOU DO SPEAKS SO
LOUDLY
SMALL THINGS MAKE A BIG
DIFFERENCE IN LEADERSHIP

You are On Stage All The Time!
Be the Star!

*"Being female is a
matter of birth,
being a woman is
a matter of age, but
being a lady
is a matter of choice."*

TheClassyWoman.blogspot.com

Thank you

Make Etiquette A Way of Life

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