

EXECUTIVE *Etiquette* POWER

Top experts share what to know to advance your career

Sangeeta Sindhi Bahl

Linda Cain

Vonetta Dumas

Barbara Finney

Debra Gitto

Holiday Johnson

Barbara Khozam

Deborah King

Kim Maxwell

Pamela Minyard

Michele Pollard Patrick

Suzanne Zazulak Pedro

Terry Pithers

Kristina Schwende

Shery Scott

Syndi Seid

Dallas Teague Snider

Listi A. Sobba

Kay Stephan

Katherine Bessell Wurzburg



EXECUTIVE
Etiquette
POWER

*Twenty Top Experts Share What to Know
To Advance Your Career*



PowerDynamics Publishing
San Francisco, California
www.powerdynamicspub.com

©2009, *PowerDynamics Publishing*.
All rights reserved.

No part of this book may be reproduced, stored in a
retrieval system, or transmitted by any other means
without the written permission of the publisher.

ISBN: 978-0-964-49063-5

Library of Congress Control Number: 2009907938

Printed in the United States of America on acid-free paper.

We dedicate this book to you, the CEO, salesperson, business owner or young professional just getting started, who recognizes the power of knowing what to do and when to do it to be most effective. We salute you for embracing etiquette to advance your career—and we celebrate your commitment to being the best you can be!

The Co-authors of Executive Etiquette Power

TABLE *of* CONTENTS

The Power of Social Capital	1
<i>Why Civility and Etiquette are Critical to Your Professional Success</i>	
By Deborah King, AICI CIP	
The Psychological Power of Embracing Executive Etiquette	13
By Suzanne Zazulak Pedro	
Getting a Business Relationship Off to a Great Start	27
By Michele Pollard Patrick	
Boosting Your Charisma Quotient	39
<i>Seven Habits of Highly Effective Conversationalists</i>	
By Terry Pithers	
Working a Room for Maximum Impact	51
By Barbara Finney	
Your Best Executive Image	63
<i>Setting the Foundation</i>	
By Vonetta Dumas	
Flawless Feasting	75
<i>A Guide to Executive Table Manners</i>	
By Debra Gitto	
Entertaining with Polish and Pizzazz	87
<i>Being a Confident Host and a Gracious Guest</i>	
By Kay Stephan	

Seven Keys to Being an Accomplished Executive Leader By Pamela Minyard, MS	99
Leading with Finesse By Katherine Bessell Wurzburg, AICI FLC	111
The Etiquette of the Deal By Linda Cain	123
Cultivating Influence and Loyalty with Clients and Colleagues By Dallas Teague Snider, CMP	133
How to Say It and Not Regret It By Barbara Khozam	145
Press Protocol <i>Doing It Like a Pro</i> By Holiday Johnson	157
Let's Talk <i>Your Guide to Effective Phone Etiquette</i> By Kim Maxwell	169
Public Speaking with Ease <i>How to Captivate Your Audience</i> By Kristina Schwende, CEP	181
High-Tech Etiquette By Shery Scott	193
Primed with Professional Protocol <i>Hosting International Clients and Business Travel Abroad</i> By Listi A. Sobba	203
Eight Good Luck Tips for Proper Chinese Etiquette By Syndi Seid	215
The Art of Doing Business in India By Sangeeta Sindhi Bahl, Executive MBA (UK), AICI FLC	227
More Executive Etiquette Power	239

ACKNOWLEDGEMENTS

Gratitude is an important part of executive etiquette. Before we share our wisdom and experience with you, we have a few people to thank for turning our vision for this book into a reality.

This book is the brilliant concept of Caterina Rando, the founder of PowerDynamics Publishing and a respected business strategist, with whom many of us have worked to grow our businesses. Working closely with many etiquette professionals, she realized how much she was learning about communication, behavior, and how etiquette can enhance one's career. The result was putting our ideas into a comprehensive book.

Without Caterina's "take action" spirit, her positive attitude and her commitment to excellence, you would not be reading this book, of which we are all so proud.

Additionally, all of our efforts were supported by a truly dedicated team who worked diligently to put together the best possible book for you. We are truly grateful for everyone's stellar contribution.

To Linda Jay Geldens, whose experience in copywriting, and in copyediting over 50 books proved very valuable, and whose magic pen and expertise ensured that this book would be the best it could be.

To LynAnn King, whose positive energy, creativity and public relations savvy provided valuable support, we are truly grateful.

To Ruth Schwartz, with her many years of experience and wisdom, who served as an ongoing guide throughout the project, your support to our production team and to all of the co-authors is deeply appreciated.

To Barbara McDonald, who brought her creative talent to the cover design and book layout, thank you for your enthusiasm, problem solving and attention to detail throughout this project.

To Bernie Burson, who provided us with a keen eye and an elegant touch, thank you for your support and contribution.

We also acknowledge each other for delivering outstanding information, guidance and advice. Through our work in this book and with our clients, we are truly committed to enhancing the careers of professionals through the use of etiquette and other relevant skills that surround it. We are truly grateful that we get to do work that we love and make a contribution to so many in the process. We do not take our good fortune lightly. We are clear in our mission—to make a genuine contribution to you, the reader. Thank you for granting us this extraordinary opportunity.

The Co-authors of Executive Etiquette Power

INTRODUCTION

Congratulations! You have opened an incredible resource, packed with great ideas that will enhance your career in ways you cannot yet imagine. You are about to discover the exquisite magic of *Executive Etiquette Power*.

Your executive or professional success comes as the result of more than talent, commitment and hard work. Your career success will also be determined by how you greet a client, conduct a meeting, deliver a presentation or entertain your new business contacts. In fact, your success is determined by the way you present yourself in all that you say and do! We know you want to be the absolute best you can be.

With this book, you can quickly learn how leaders in your field conduct themselves to get the very best results. As top experts in each of our respective specialties, we've joined together to give you the most powerful executive etiquette information and strategies available.

Each of us has seen how even small changes in behavior and professional demeanor can transform and uplift your career.

- Knowing how to graciously conduct a meeting boosts your self assurance like nothing else.
- Learning a few networking tips and knowing how to navigate a corporate cocktail party will ensure success the next time you attend a social business function.

- Knowing how to use your silverware correctly, and mastering other dining etiquette details will present you with poise and finesse and give your clients confidence.
- Being the only one at your firm knowledgeable about the etiquette practices of welcoming and conducting business with international clients will give you the advantage you need to stand out when it counts.

All the etiquette professionals you will meet in this book want you to present yourself in the best possible way. We have outlined for you our top tips and included the most expert advice we have to advance your career.

To get the most out of *Executive Etiquette Power*, we recommend that you read through it once, cover to cover. Then go back and follow the advice that applies to you, in the chapters most relevant to your current situation. Every executive etiquette improvement you make will make a difference in your confidence and effectiveness and will impact how others respond to you in your daily professional life.

Know that just learning what to do will not transform your career. You must take action and apply the strategies, tips and tactics we share in these pages. Apply the many skills in this book and you will reap many rewards. With our knowledge and your action, we are confident that, like our thousands of satisfied clients, you too will master the magic of *Executive Etiquette Power*.

To your unlimited success!

The Co-authors of Executive Etiquette Power

The Power of Social Capital

Why Civility and Etiquette are Critical to Your Professional Success

By Deborah King, AICI CIP

People do business with those they know, like and trust. In fact, people will drive farther and spend more for a similar product if they know they will be treated well. Consider those who are willing to spend more for a cup of coffee at Starbucks® when they could get a similar cup elsewhere for much less. Successful businesses work on building their social capital as much as they work on building their products and services.

Social capital concerns how people interact with one another. Businesses and individuals create social capital through the relationships they build. These relationships spawn valuable networks that unite people and can be used to solve problems, generate business, and promote innovation. The common wisdom that people get their jobs from who they know rather than what they know reflects the value of social capital. Building social capital requires strong social skills.

“Your bearing, manners and behavior in any business situation largely determine your success or failure.”

—Brian Tracy, best-selling author and professional speaker

The Power of Social Capital

Businesses that maintain a culture of respect, goodwill, trust and tolerance are equipped to serve a global community and weather economic storms. Employees who embrace these ideals possess a level of confidence, poise and professionalism that is highly desired and sought after. Your ability to meet and greet others, work a room, dress appropriately, host a business lunch and communicate effectively with others is vital to your business success. Without strong social skills, you will lose opportunities no matter how professionally talented or intellectually smart you are.

There is a shift in today's business landscape. Community-based businesses that served local customers with goods and services needed for daily life are disappearing. There was a time when business owners, employees and customers knew each other by name and shared similar values and life experiences. Hours of operation were confined to Monday through Friday, 9 a.m. to 5 p.m. Weekends were considered sacred and would never be interrupted with business. Weekends were spent with family and friends.

Today's workplace is far more complex and consuming. Technology has expanded business opportunities far beyond our city limits, allowing our products and services to reach a global community. Face-to-face interaction with customers has been replaced with email addresses and automated voices. Multiple generations and cultures sometimes collide in a virtual space that never closes. Years of experience no longer guarantee top pay and privileges. Long-term loyalty no longer ensures a seat at the boardroom table.

Your personal upbringing may have served you well with the skill set you have developed to this point, but you must acquire new skills to advance in your career. Simply possessing technical expertise does not

guarantee that you will be promoted to a leadership role. Savvy professionals and corporate leaders understand the business value of social capital. Social capital supports healthy relationships with co-workers and clients. Unfortunately, these skills are not usually taught in our educational system. You must be responsible and proactive in learning the skills to develop your own social capital in order to ensure your career success.

Executive Etiquette Power lays out valuable information that will assist you in increasing your social capital. To begin, I will provide you with a working knowledge of what civility is, how the rules of etiquette apply, and how cultural and generational differences influence your perspective. I will also address the need for being authentic, and how you can apply these skills to real-life career situations.

A Civil Foundation

Civility is the foundation upon which all healthy relationships are built, and thus is necessary for cultivating social capital. Dr. P.M. Forni, author and cofounder, in 1997, of the Johns Hopkins Civility Project, identifies the three R's of civility as respect, restraint and responsibility.

Quality leaders have the capacity to empathize with others. They maintain a high level of respect for themselves, for others and for the work environment. They exercise restraint in their actions and communications, and act responsibly, regardless of who is watching. Incivility is demonstrated by personal attacks on others, gossip, rude or aggressive behavior, dismissive attitudes and general obliviousness toward the impact one's actions have on others. In fact, incivility is the silent killer of relationships.