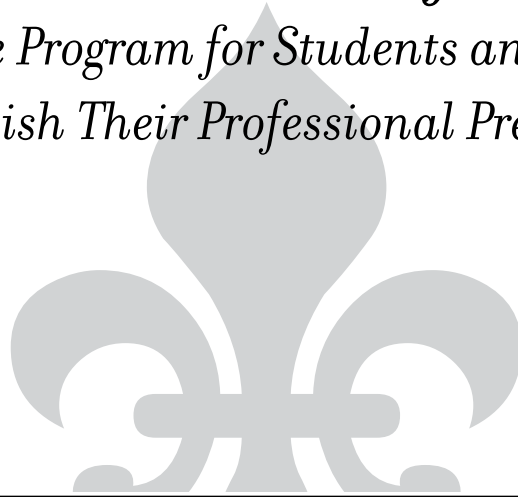


Present with Confidence:

An Etiquette Program for Students and Associates to Polish Their Professional Presence



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The Importance of First Impressions and Manners

- It is important to always make a positive first impression for one does not get a second chance.
- People will form their impressions within the first three seconds, and these impressions are rarely reversed. The tone of future encounters often is based on the first meeting.
- The more you practice courteous behavior and proper etiquette, the more you will become at ease in dealing with all situations, which enables you to better concentrate on the business at hand without anxiety.

Listening to Speeches or Presentations

- Be on time! Sit in the front.
- Cell phone should be turned off in meetings, presentations and meals.
- Laptops or texting can be interpreted as being rude or not paying attention.
- Give the speaker eye contact. Look attentive. Be aware of your posture and body language. Speakers remember those who are not engaged.
- DO NOT leave until the speaker is finished or tell the speaker before the presentation that you are leaving early.

E-mail Etiquette

- Check morning, noon and night – and reply promptly.
- Use a professional e-mail address if you're not using a business address.
- Subject should go in the subject line.
- The message should be addressed and signed.
- Do not send a message in all caps. It can suggest anger or shouting.
- Get to the point and answer all questions.
- Reread the message before you send it. Check spelling and punctuation.
- Be careful to NOT hit the "reply to all" key.
- Be aware that others may not want their e-mail address shared – use bcc.

- Chain letters are usually not forwarded at work.
- E-mail is not a substitute for certain thank-you notes or sympathy messages.
- With many e-mail systems, the e-mail administrator has the ability to read any and all e-mail. Some companies monitor employee e-mail. Don't write in anger. Nothing is confidential.

Phones

General

- At work, identify yourself when answering the phone.
- Answer the phone with some enthusiasm or warmth – even if you are interrupted. The person on the other end doesn't know that he or she is interrupting you. SMILE!
- When calling, always identify who you are.
- Never put a client or a partner on hold if you have call waiting.
- Dress professionally if you have a phone discussion with a client or an interview. Statistics show it impacts your confidence.
- Always have a pen, paper and calendar near the phone, don't keep someone waiting.
- Return calls the same day.
- Give your number when returning a call – don't assume they know it.

Answering machine/cell phone

- Professional and short message – not cute.
- When leaving a message, speak slowly when leaving your phone number, say it a second time and leave your name at the end of the message.
- Make business calls well before the close of office hours.
- Always ask permission before putting people on speaker phone.
- If you do reach a wrong number, say "I'm sorry, I dialed the wrong number" before hanging up.
- When calling friends who do not recognize your voice, announce yourself right away.
- Don't answer the phone using the person's name from caller ID. They may think you're avoiding them the next time they call and you don't answer.

Business Receptions and Meetings

Arrival to Business Functions

- Don't arrive earlier than 10 minutes.
- Register/sign in at the reception table.
- Get the name of the person organizing the event and send them a thank-you note afterwards.

Name Tags

- Print LARGE so people can read it.
- Wear the name tag on the RIGHT side so people can easily read it when shaking hands.

Beverages

- Hold beverage in left hand, so right hand is accessible.
- Be very cautious about alcohol consumption. You might think you are fine but others may notice a different behavior.

Introductions

- Always STAND when meeting or greeting someone. If there is a table or desk between you, walk around to face the person.
- Always offer your name right away if being introduced and your name isn't given.
- If introducing yourself, mention who you are in addition to your name.
- A firm handshake is VITAL! Connect hands at the joint of the thumb. Establish eye contact.
- If introduced to a physically challenged person, wait for them to initiate the handshake.
- Introduce the person of importance first: Mr. Chairman, I'd like you to meet Mary Brown.
- Add a conversation opener to help people begin a conversation.
- If others join you in a small group, include them in the conversation by sharing what was just said before they arrived.
- When you don't remember names and you need to introduce someone, say, "I'm sorry, I've forgotten your name" or "Have you met each other?"

Conversations

Networking:

- When attending receptions, set a goal to make a genuine connection with at least two people.
- Before arriving, think of two open-ended questions to ask so people can't answer with a yes or no.
- Think of questions that begin with "How" or "What."
- Look for people standing alone or in groups of three.
- When joining a group ask, "May I join you?" Acknowledge if someone was speaking.
- When exiting a conversation, mention you've enjoyed visiting with the person and that you need to speak to someone, or freshen your drink or use the restroom, etc.

General:

- NO rehearsed jokes. You never know who might be offended with the content.
- Be aware of your body language when listening – don't fold arms across your chest and don't look around the room to see who is there. Nod your head and keep eye contact with the person talking.
- Don't interrupt. Let people finish their sentence before you begin talking.
- Help keep the conversation flowing.
- Don't be a constant complainer.
- Don't get caught up in gossip. More than not, it will circle back and may harm you.
- Learn to give compliments and kind words. Smile more often.
- Equally important, learn to receive compliments – a simple "thank you" works.

Business Cards

- Professionals should never be without a business card and professional pen/pencil.
- Keep your cards in a professional card case unless networking, then keep them easily accessible in a pocket.
- Cards are a reflection of you. Make sure they are not written on or wrinkled.
- If one person asks for a business card, the other should offer his or hers in return.
- It is polite to comment on the card when first receiving it.
- Usually cards are not passed out during a meal.
- Do not write notes about the person in their presence.

Thank-You Notes

- Get in the habit of thanking people, OFTEN.
- Send a thank-you note within 24 hours – the sooner the better.
- E-mail is acceptable for courtesies shown in the work place, receptions, new contacts, thanking a fellow worker/professor for their assistance, etc.
- Hand written thank-you notes should be written if you attended a private social function in someone's home.
- Typed or hand-written thank-you notes are acceptable for interviews.

Social Functions

- Important to R.S.V.P.
- Acceptable to arrive about 10 minutes after the scheduled time. DO NOT ARRIVE EARLY!
- Suggested hostess gifts:
 - Flowers are nice, but should be in a vase.
 - Wine if it is made known that your intention is not for it to be used during that dinner.
 - GOOD chocolate is always a perfect gift.
- Be sure to thank the hostess/host before leaving.
- Send a hand written thank-you note within 24 hours.

Dining Etiquette

- “The world was my oyster but I used the wrong fork.” — Oscar Wilde
- 80 percent of second interviews involve a business meal.
- Dining manners are about not drawing attention to yourself and being courteous and considerate of others.

Approaching the Table

- Turn off cell phones.
- Introduce yourself to others at the table.
- Wait for the host or those next to you to sit down before you are seated.
- Place personal items under your chair, not on the table.

Posture

- Posture is important – sit up straight.
- Don't lean on the table with elbows.
- Don't lean over food while eating.
- Hands belong in the lap if not eating.

Napkin

- The napkin goes in the lap immediately after sitting down.
- Don't fluff it to the side before putting it in your lap.
- Don't dip the napkin in the water glass to remove a spot on your clothes.
- Don't blow your nose with it.
- Place the fold away from you in order to use the inside corners to wipe the mouth.
- Leave the napkin on the chair if you have to leave during the meal.
- At the end of the meal, fold the napkin and place it to the left of the plate.

The Place Setting

- Bread plate is on the left; service plate/dinner (main) plate is in middle; water on the right. (B-M-W)
- The service plate is used for the soup and/or salad. It will be removed before the main dish is served.
- Salad plate will be on the left if not on the service plate.
- Soup bowl will be served or will be on the service plate.
- Glasses will be above the knife on the right.
- Water glass above the knife, then red wine and/or white wine, champagne behind wine.
- Cup (handle facing out) and saucer to the right.
- Silverware is arranged according to use.
- Bread knife and dinner knife blade should ALWAYS face toward you.

Etiquette for Glasses

- Hold the glass by the stem unless the stem is very short as are some water glasses.
- Look to the bottom of the glass while drinking.
- Do not drink when your mouth is full of food.
- If offered wine and not interested say: "I'm not having wine today" or "no, thank you" or take it and don't drink it.
- If a toast is made to you, don't drink as they toast to you.

Etiquette for Silverware/Flatware

- Work from the outside in.
- Blades of the knives will always face you.
- Once the silverware has left the table, it must not be returned to the table. Rest it on a plate.
- Don't wave the silverware when talking.
- If a piece of your silverware drops on the floor, ask for a new one.
- Don't "saw" the food. Cut in one direction, elbows close to the body.
- Do not cut more than three bites at a time.
- Don't lick the knife.

American Style:

- Holding the fork or spoon: Hold between the first knuckle of the third finger and the tip of the index finger with the thumb to steady the handle, very much the way most would hold a pencil.
- Cutting: When cutting the food, the fork is in the left hand with tines down and the handle between the thumb and third finger. The index finger rests on the back of the handle. The knife is in the right hand at this point. When taking food to the mouth, put the knife down at the top of the plate, blade facing in and switch the fork to the right hand. Slide the fork under the food (tines go up) as the food goes to the mouth.
- End of meal: Knife (blade toward you) and fork will be together in center of the plate.

Bread

- Break the bread with the hands – do not cut it with your knife.
- After placing the bread on the plate, immediately break it in half. Break the half again, and then butter it. Do not butter the whole roll at one time.

Etiquette for Passing

- Pass to the right.
- Change hands in front of body when receiving passed items and pass to the right.
- If someone has asked for bread, don't take a roll as the basket passes by you.

Etiquette for Salt and Pepper

- Don't season the food before you taste it.
- Always pass the salt and pepper together!
- Pass to the right.
- Set the salt and pepper down if sitting next to the person who asked for it.

Etiquette for Serving the Food

- Food should be served on the left and removed on the right.
- Water may be served on the right because glasses are on the right.

Etiquette for Eating Soup

- Do not crush crackers in the soup.
- Hold the spoon like a pencil.
- Spoon the soup away from the bowl.
- Rest the spoon on the side of the bowl to catch drips before bringing it to the mouth.
- Don't blow on the soup.
- Sip from the side of spoon.
- Never leave the spoon in the bowl. Place it on the plate under the bowl.

Etiquette for Eating Salad

- Use the salad fork to cut the lettuce or fold the lettuce with the salad fork to manage a bite.
- If the knife is needed, rest it on the salad plate, blade toward you.
- Try not to stab the lettuce, rather slide the fork under the food.

Etiquette for the Main Dish

- If you're with a small group, wait until all have been served. If you're with a large group, wait until those near you have been served.
- When dining in a home, wait until the hostess/host rests the fork on the plate or begins to eat.
- Don't season the food before tasting it.
- **HOLD THE SILVERWARE CORRECTLY!**
- Don't eat just one food at a time.
- Try to eat a little of everything unless there are allergies involved.
- Try to slide the fork under the food rather than stabbing it.
- Do not use bread or hands to push food on the fork.
- Set the fork down about every two or three bites.
- **DON'T CHEW WITH YOUR MOUTH OPEN** — take small bites.
- Leave the table if food needs to be removed from the teeth.
- Pace your eating with others — don't be the first or last one finished.

- Place the silverware together on the plate when finished.
- Don't groom at the table.
- Don't ask for a doggie bag.
- Don't push your plate away or push your chair back when finished.

Etiquette for Coffee

- Do not place hand over the coffee cup if you do not want coffee. Just say "no thank you."
- When using a sweetener, tear open half the packet, empty the contents into the coffee, fold the empty packet into fourths and tuck it under the saucer.
- Stir the coffee/tea approximately three times without clinking on the side of the cup.
- Rest the spoon on the saucer. Never leave it in the cup!

Etiquette for Dessert

- If the dessert spoon/fork are above the plate, bring them down after the dinner plate is removed.
- Ice cream is eaten toward you.

Etiquette for Leaving the Table

- Napkin will be gently folded (not wadded) and placed to the left side of the plate — not ON the plate.
- Push the chair in as you leave.

Anne Hensley's Top 10 Dining Rules

10. Turn off your cell phone
9. Put napkin in your lap
8. Use silverware outside in
7. Pass to the right
6. Pass salt & pepper together
5. Break bread in half, then quarter
4. Blade of knife faces toward you
3. Spoons on saucers
2. Hold the silverware correctly
1. **DON'T CHEW WITH YOUR MOUTH OPEN**



Check List for Hosting a Business Lunch or Dinner

THE HOST SHOULD:

Before

- Decide the purpose of the event: Introduce, discuss, finalize or socialize.
- Offer invitations: Minimum a week before the event.
- Let guests know the purpose of the meeting.
- Be aware of the preferences of the guests, if possible: Kosher, vegetarian, etc. and know something about each guest for introductions.
- Pick a familiar, quiet restaurant with large tables.
- Know the menu.
- Be familiar with the wine list and etiquette for ordering wine if meeting for dinner.
- Inquire if payment can be made in advance.
- Inquire if there are priceless menus for the guests if the meal is formal.
- Call ahead if time will be an issue, and ask the server just prior to your arrival to put on the table glasses of water, coffee for breakfast or iced tea for lunch, and a basket of assorted muffins for breakfast or bread for lunch.
- Confirm the day before with guests or clients.

The Day of

- Arrive 10-15 minutes early.
- Make sure the table is ready.
- Remind the server if priceless menus are to be used for guests.
- Make arrangements to pay then or confirm the bill will be given to you.
- Remind the server if there is limited time for the meal.

- Greet the guests and introduce guests to one another.
- Suggest the seating arrangements. Host will sit in the least desirable seat.
- Ask if anyone would care for a cocktail or glass of wine before lunch. If guests order a beverage, the host should also order but may choose not to drink it.
- Suggest some familiar, desirable entrees. Foods like large sandwiches, pasta in a red sauce and baby back ribs should always be avoided.
- Ask for guests to order first and be prepared to offer moderately priced entrées if asked.

During the meal

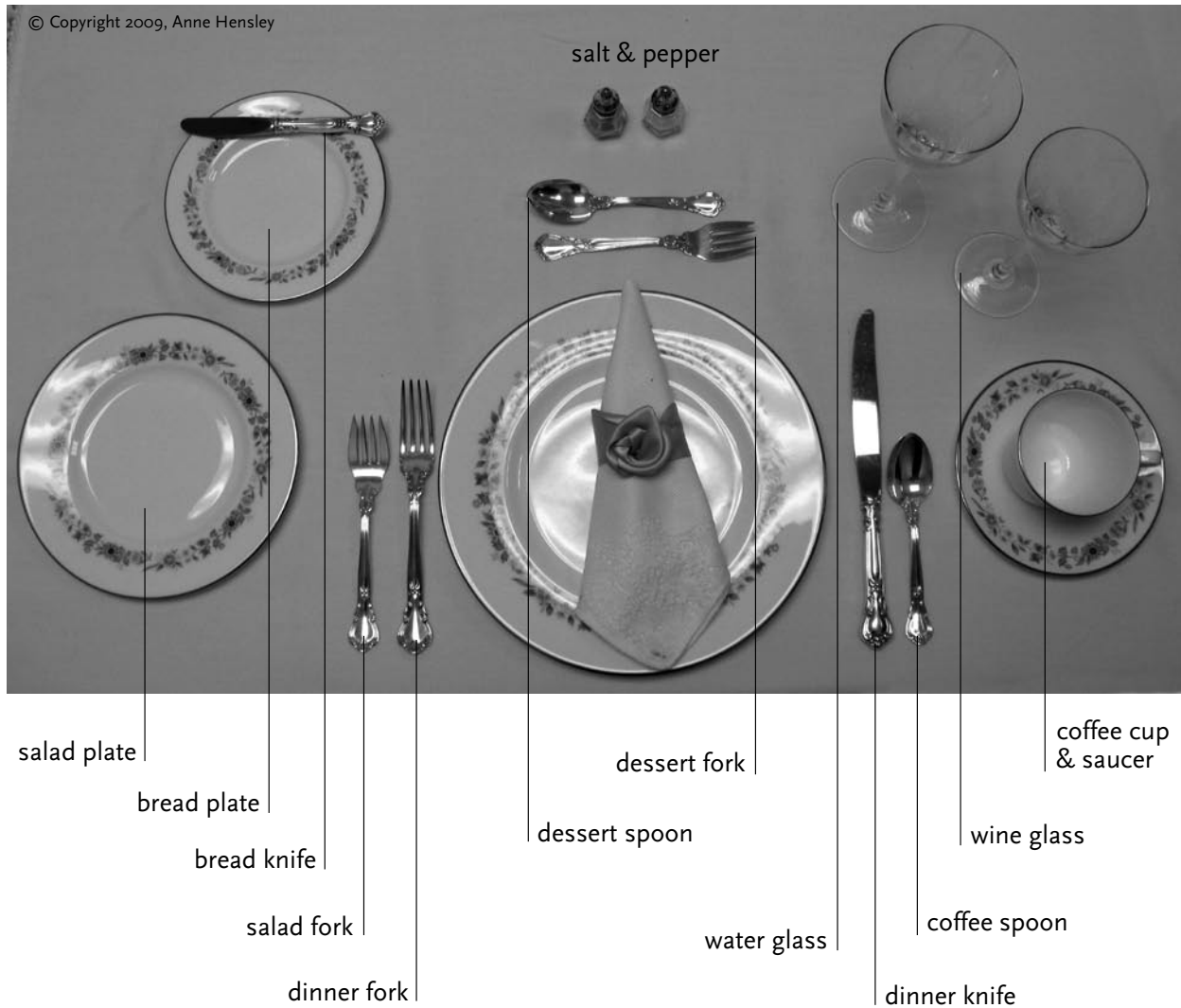
- Set the tone for the meal and be responsible for keeping the conversation active.
- Begin the business
 - Breakfast — usually right away ... about an hour total
 - Lunch — after orders have been taken ... about 1 ½ hours total
 - Dinner — after main course is completed ... about 2-3 hours total

After the meal

- Be responsible for the bill.
- Give each guest a handshake when leaving and thank them for coming.
- Stay until all have left.
- Thank the server and restaurant staff.



The Correct Place Setting





Correct Way to Cut Food: American Style



Cutting food:

When cutting the food, the fork is in the left hand with tines down and the handle is between the thumb and third finger. The index finger rests on the back of the handle. The knife is in the right hand at this point. When taking food to the mouth, put the knife down at the top of the plate, blade facing in and switch the fork to the right hand. Tines go up as the food goes to the mouth.

Correct way to hold the fork or spoon when not using the knife:

Hold the fork or spoon between the first knuckle of the third finger and the tip of the index finger with the thumb to steady the handle — similar to the way pencils are held.



Incorrect



Present with Confidence



Etiquette Survey

Please Check all Areas of Interest

General First Impressions

- ☐ Appearance
- ☐ Body language/non-verbals
- ☐ Dress

Office

- ☐ General courtesies
- ☐ Listening to presentations
- ☐ Phone
- ☐ E-mail
- ☐ Using business cards
- ☐ Elevator
- ☐ Other_____

Business Meetings/Receptions

- ☐ Arrival procedures: time, name tags, registration
- ☐ Introductions
- ☐ Hints for small talk
- ☐ Joining a conversation
- ☐ Leaving a conversation
- ☐ Other_____

Social Gatherings

- ☐ Arrival time
- ☐ Appropriate hostess gifts
- ☐ Toasting
- ☐ Thank-you notes
- ☐ Other_____

Dining Etiquette

- ☐ General knowledge before being seated
- ☐ Place setting: utensils, glasses and dishes
- ☐ Napkin
- ☐ Correct way to hold knife and fork
- ☐ Correct way to hold glasses
- ☐ Beverages (coffee, wine, water)
- ☐ When to begin eating
- ☐ Soup
- ☐ Bread and Butter
- ☐ Salad
- ☐ Passing
- ☐ Coffee
- ☐ Dessert
- ☐ Finishing and leaving
- ☐ Dining errors
- ☐ Finger foods
- ☐ Acceptable grooming at table
- ☐ Other_____

Hosting Business Luncheons/Dinners

- ☐ Picking the restaurant
- ☐ When to contact guests
- ☐ Making arrangements with restaurant
- ☐ Conducting the business
- ☐ After the meal
- ☐ Other_____