

# BUSINESS ETIQUETTE TRAINING KIT™

INTERNATIONAL BUSINESS ETIQUETTE  
INSTRUCTORS GUIDELINES©



*personal*  
**impact**  
international

# BUSINESS ETIQUETTE TRAINING KIT™

## INTERNATIONAL BUSINESS ETIQUETTE

### INSTRUCTORS GUIDELINES©

The Business Etiquette Training Kit™ has been developed based on the training content that I, Kimberly Law AICI, CIP have presented in my training programs since 1999. It contains everything you need to conduct your own high-level workshops on the topic of International Business Etiquette. This material adheres to the IITTI International Business Etiquette Standard.

The objective of this seminar is to increase participant awareness and reinforce the benefits of professional conduct. This awareness will help participants feel more confident in work environments around the world. The materials included in this training system were developed specifically to reinforce the soft skill learning process.

#### Materials Included:

##### Instructors Guidelines

An overview of what is included in the Business Etiquette Training Kit™. Includes guidelines for how to use the training system, room set-up, links to video demonstrations and optional student activities.

##### PowerPoint Slides

80 customizable slides. Feel free to add slides, remove slides or customize slides. However, all copyright notations must remain intact.

##### Video Demonstrations

Slides #26, #40, and #48 include embedded video demonstrations by Kimberly Law, AICI CIP. Including these video's in your presentation is optional.

Slide #26 [Networking Etiquette](#) 5:15 minutes

Slide #40 [The Professional Handshake](#) 3:10 minutes

Slide #48 Business Introductions 9:18 minutes (embedded)

##### Instructors Lecture Notes

This training system is fully scripted, and lecture notes are included with the PowerPoint Slides. The lecture has been developed for a 3-hour seminar. However, it can be easily adapted for a 1-hour lunch-n-learn by condensing or removing components or it can be enhanced for up to a 4-hour workshop for those who wish to reinforce the learning outcomes by including the additional breakout sessions and how-to videos that are included in this kit. Each slide includes the instructor lecture, instructor demonstration activities, interactive student activities, page reference numbers for the 'Minding Your Manners Everyday Matters' study guide, a printable PDF of the instructor lecture, including slides, has also been included for easy viewing and provides additional instructor notes.

### **Instructor Demonstrations**

Suggested demonstration activities have been integrated into the instructor lecture to enhance learning outcomes.

### **Interactive Student Activities**

Suggested student activities have been integrated into the instructor lecture. All exercises and activities are optional.

### **KEY - Instructor's Lecture Notes**

The following font types are used to distinguish respective types of information:

Lecture: Calibri

Interactive Student Activities: **Calibri Bold**

Instructor's Demonstration: ***Calibri Bold Italic***

Notes and Extra's: **CALIBRI BOLD CAP**

Minding Your Manners Everyday Matters - Reference to Page #: *Calibri Italic*

### **Workshop Outline**

A sample outline is included in this training system and may be copied or adapted as needed.

### **Workshop Evaluation**

A sample workshop evaluation has been included in this training system and may be copied or adapted as needed.

### **Study Guide – Dressing to Win in the Workplace**

This system includes one copy of the study guide, Minding Your Matters Everyday Matters. The purchaser of this training system is granted a limited license to print 30 copies of this publication for distribution to seminar attendees. Additional copies may be purchased for distribution through the Personal Impact International website at [www.personalimpact.ca](http://www.personalimpact.ca) for a special price of \$5.00 USD per copy.

All program materials provided here are owned by Personal Impact International and protected by Canadian and International copyright laws. The Minding Your Manners Everyday Matters study guide is copyrighted and may not be altered in any way.

# OVERVIEW

The material in this training kit has been well received by students, job seekers, professionals and executives in over 50 countries.

This workshop is intended for groups of up to 30 participants. With larger audiences, you will need more time.

As the instructor, you must prepare in advance for every presentation. Preparation will help you present the material in an informative, interactive and entertaining manner.

This presentation has been designed for a 3-hour interactive Business Etiquette workshop based on IITI international standards.

All components, excepting the Minding Your Manners Everyday Matters study guide, are fully customizable. You can customize the PowerPoint slides, lecture and activities to your audience, and feel free to change the workshop name, add additional slides, and remove slides as needed. However, all copyrights must remain intact. **Note: \*Many of the images that are part of this presentation are stock photos that have been purchased with a limited use license. Others are from a private collection and other resources. The images and materials in this system may not be reproduced in any form or by any means for resale purposes without the written consent of Kimberly Law, AICI CIP.**



# ROOM SET-UP

## Items Needed for the Presentation

- LED projector
- Screen
- Computer
- Speakers
- Wireless Lapel Microphone  
(If more than 15 participants)
- Bell
- Flip chart or white board and markers
- Workshop Outline for participants
- Evaluation Forms for participants
- Minding Your Manners Everyday Matters study guides for participants
- Pens
- Note paper
- Materials for breakout sessions (Optional)

## Seating

Tables should be ½ rounds with a maximum of 6 people at each table, and with the seats facing the facilitator. This workshop may also be conducted using classroom style seating.



# STUDENT ACTIVITIES

## **Additional Breakout Sessions/ Interactive Activities (Optional)**

The following are additional participant activities that optional and may be incorporated into the seminar to further reinforce the learning outcomes:

### **1) Making a Good Impression**

Objective: Focus on elements that contribute to making a good impression.

Materials: Paper, pens, flip chart, and markers.

Procedure: Divide participants into small groups. Ask participants of each group to pretend they are applying for an important job in a large company. The person who will be interviewing them can see them through an office window as they wait to be interviewed. Ask each group to write down 5 words they feel would describe the image they would want to project and what they could do to visually project that image.

Have each group write down these words on the flip chart. Discuss each answer.

### **2) Embarrassing Moments**

Objective: Share experiences that illustrate the do's and don'ts of a given situation.

Materials: None.

Procedure: Stimulate discussion by describing an embarrassing moment that occurred when you were in a business situation. For example:

- You were at a business meeting and took your place at a conference table only to discover it was the chair usually occupied by the CEO.
- You discovered after a meeting that your blouse was unbuttoned.

Open discussion. People love to share and talk about embarrassing moments.

### **3) Pay Attention**

Objective: Demonstrate the importance of paying attention when someone is speaking.

Materials: Three chairs forming a triangle and facing each other, three volunteers, a tote bag filled with various objects, and a note card with instructions for each volunteer.

Procedure: Volunteer #1 - talk about work, hobbies or whatever they wish.

Volunteer #2 - listen attentively, showing good eye contact and good non-verbal feedback for the speaker.

Volunteer #3 - rustle through the tote bag and look at the contents during the entire demonstration.

Stop the demonstration after 1 – 2 minutes. Ask the speaker how they felt about each of the listeners. Ask the audience which listener the speaker naturally turned toward? Discuss other potential distractions, such as mobile phones and texting.

# STUDENT ACTIVITIES

## 4) Power Seating

Objective: Reinforce the importance of easy eye contact and the 'engineering' of good communication.

Materials: Three chairs arranged side by side and three volunteers from the audience.

Procedure: Ask for volunteers to sit in the chairs. Ask the person in the middle to tell the others what they did last weekend. He or she will have to turn their head from side to side to address the others.

Rearrange the chairs in a triangle facing each other. Repeat the exercise. Ask participants to give their reactions to both arrangements. Open discussion.

## 5) Interpersonal Space

Objective: Demonstrate the importance of being sensitive and respectful of another person's personal space.

Materials: Two parallel strips of masking tape about 10 inches (25 cm) apart and volunteers from the audience.

Procedure: Ask volunteers to stand facing each other with their toes on the tape. Ask them to introduce themselves to each other: name, hometown, and occupation.

Most participants will naturally back up to a more comfortable distance. Insist that they keep their toes on the tape.

After a few minutes, stop the demonstration. Ask them how they feel. [They will feel uncomfortable because of the intimate spacing.] Ask them to step apart to a comfortable distance.

## 6) What's Wrong with this Picture

Objective: Identify what is good and bad about a situation.

Materials: Pictures that illustrate negative features or business situations. 10 images are included in this kit. For larger groups use a variety of pictures from magazines or stock photos, pens, and note paper.

Procedures: Divide participants into small groups. Provide each group with 1 to 3 pictures. Ask participants to discuss the people or situations in the pictures and identify what they are doing correctly and incorrectly. This may be done orally, discussing each picture as it is shown, or you may have participants record their responses on paper. At the end, compare and discuss their observations.

# STUDENT ACTIVITIES

## 7) Communication: What can We do About It

Objective: Demonstrate problem solving.

Materials: Flip chart with pre-written sample problems. For example:

1. You feel you deserve a promotion, but nothing seems to be happening.
2. You are overworked and you feel a co-worker is not doing his/ her share.
3. Your employer asks you to do personal errands.

Procedure: Open discussion: Describe the problem. Have participants brainstorm suggestions for approaching a solution.

## 8) Respecting Another Person's Territory

Objective: Demonstrate the importance of respecting other people's personal belongings or workspace.

Materials: None.

Procedure: While you are speaking, ask someone in the front row if you can borrow his or her pen. Walk around as you continue to talk. Put the pen down on your lectern or slip it into your pocket. End the exercise and return the object. Ask how the person felt. Usually they will be worried about their pen and feel distracted.

Reemphasize that you should never pick up another person's belongings. You should respect their property and not touch anything on another person's desk without their permission.

## 9) Telephone Etiquette

Objective: Demonstrate the importance of good telephone manners.

Materials: Three-by-five inches index cards.

Procedure: Distribute three cards to each person. Ask them to mark 'A' on one, 'B' on the next, and 'C' on the last. Ask the audience to finish each of these sentences:

1. When I make a business telephone call, it really bothers me when...
2. When talking with me on the phone, I wish people would...
3. When people take a phone message for me, I wish they would...

Collect all the cards. Read through the A's (omit duplicates) and discuss. Repeat for the B's and C's.