The rules and conventions governing correct or polite behavior in society in general, or in a particular social or professional group or situation.
Protocol - The etiquette of state occasions. The rules of conventions or correct behavior on official ceremonial occasions.

Code of conduct - The rules of correct or appropriate behavior for a particular group of people or in a particular situation.
Intelligence

Ability to think and learn. The ability to learn facts and skills and apply them, especially when this ability is highly developed.
Foundations

• It takes 5 seconds to make an impression!

• Please and Thank you!

• The Golden Rule
Power Locations

• In a room
• In a car
• At the dining table
Honorific

• Conferring honor; showing respect
• “Ms.” is the correct honorific for a woman in business
Business Cards

• Present your card with your right hand in European, African and Middle Eastern countries

• In Asia and Japan, the card exchange takes place with two hands and you should read it thoroughly

• Do not write on a card in the person’s presence
Conducting Business

• The Japanese culture is to arrive 15 minutes early.

• In an American business meeting, business cards are exchanged at the end of the meeting.

• Use country specific terminology:
  – 10 a.m. EST vs. 9 a.m. CST
  – May 19, 2005 vs. 19/05/05
Eye Contact

U.S.:
- made 40-60% of the time

South Korea:
- ensures attention, demonstrates sincerity, forms a subtle bond

Middle East:
- intense, see into their soul

Thailand:
- facilitate daily activities

British:
- will look away from you when talking

Mexico & Puerto Rico:
- direct eye contact considered an aggressive gesture
Hand Shaking

US:
- firm, solid grip with 2-3 strokes
- no gender biases in business, either male or female may extend hand first

European countries:
- the woman extends her hand first

Belgium:
- light pressure, 1 quick stroke

Germany:
- firm grip and 1 stroke

Japan:
- light grip, 3-4 gentle strokes

Middle East:
- limp and lingering grip, only slight up and down movement, never a stroke
Gestures

• Peace sign
• Crossing legs
• Bottoms of feet or shoe soles
• Erect posture
• The “okay gesture”
Networking

- Entrance
- Verbal and nonverbal communication
- Discussion topics
- Those around you
Phone Etiquette

- Develop an Appropriate Greeting
- Deal with Voicemail
- Cell Phone Do’s & Don’ts
Translations

- In a Paris hotel
- General Motors - NOVA
- “Come Alive with Pepsi Generation”
- Coors slogan “Turn it loose”
- In a Budapest zoo
- Gerber Baby Food
- Clairol “mist stick”
Dining Styles

American
• Tines of the fork upward
• Switch fork and knife when cutting
• Cut several pieces at a time
• Resting and finished positions
• Host leads the way

Continental
• Tines of the fork downward
• Fork remains in the left hand
• Cut one piece at a time
• Resting and finished positions
• Guest of honor leads the way
• Hands remain in sight
Exchanging Gifts

• Europe
  – Appropriate: flowers, chocolates, porcelain, silver
  – Inappropriate: logo gifts, perfume, white flowers

• South Korea
  – Appropriate: gifts from a status store, company products, Scotch
  – Inappropriate: Made in Asia, shoes, food, white or yellow Chrysanthemums

• Arab Countries
  – Appropriate: books, gifts for children, gifts for the office, made in U.S.A
  – Inappropriate: liquor, gifts for spouse, animal, food, gift at first meeting
Etiquette, Protocol & Intelligence

- The rules and conventions governing correct or polite behavior in society in general, or in a particular social or professional group or situation.

- Code of conduct. The rules of correct or appropriate behavior for a particular group of people or in a particular situation.

- Ability to think and learn. The ability to learn facts and skills and apply them, especially when this ability is highly developed.
Additional Student Services

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Thank You!

Q & A

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