Business & International Etiquette

Career Opportunities & Employer Relations (COER)

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Career Opportunities & Employer Relations (COER)
2011 Rankings

Services...

11th in the nation in 2011 among career centers
—The Princeton Review

Salaries...

2nd in the nation for starting salaries among public universities
—Payscale Inc.

2nd among Midwestern public and private universities in terms of starting median salary (starting median salary for Missouri S&T graduates is $58,600)
—Payscale Inc.

15th in the nation among ALL universities, public and private
—Payscale Inc.
Agenda

• Definitions to build upon
• Etiquette categories
  - Business etiquette
  - International etiquette
• Q & A
Etiquette

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

- Confucius
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.

- George Washington
Foundations

• It takes 5 seconds to make an impression!
• The Golden Rule
• *Please* and *thank you*
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 Asian, 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:
  - 10am EST vs. 9am CST
  - May 19, 2005 vs. 19/05/05
Eye Contact

- U.S.: eye contact is made 40-60% of the time.
- South Korea: it ensures attention and demonstrates sincerity and forms a subtle but significant bond.
- Middle East: eye contact is intense, it is believed that by looking deeply into a person’s eyes you can see into their soul.
- Thailand: used by the Thais in order to facilitate their daily activities – if you need a waiter at a restaurant, you simply make eye contact with them.
- British: will look away from you when talking, but look back at you in a turn-yielding manner.
- Mexico and Puerto Rico: direct eye contact is considered an aggressive gesture.
Hand Shaking

- US: firm, solid grip with 2-3 strokes.
- US: there is no gender biases in business, either the male or female may extend their hand first.
- In European countries the woman extends her hand first.
- Belgium: light pressure and 1 quick stroke.
- Germany: firm grip and 1 stroke.
- Japan: light grip, 3-4 gentle strokes.
- Middle East: limp and lingering grip with only a slight up and down movement, never a stroke.
Gestures

• Peace sign: in Australia this common sign done backwards is the same as giving someone finger puppetry in the United States.
• Crossing legs: American custom of crossing legs is not used in Northern European countries, it is a sign of bad breeding.
• In Arab countries, the bottoms of feet or shoe soles are considered offensive.
• Erect posture signifies confidence and authority worldwide!
• The “okay gesture” in the USA is accepted; however
  – In Japan it means money
  – In France and Belgium it means worthless, zero
  – Throughout the rest of Europe it means obscenity
Networking

• Entrance
• Verbal and nonverbal communication
• Discussion topics
• Precedence
• I challenge you!
Cell Phone Etiquette

• Sprint: National Cell Phone Courtesy Month is July
• Implement office policy
• Person with you takes priority
• Conversations are not private
Translations

• In a Paris hotel: please leave your values at the front desk.
• GM sought to market its car called “NOVA” in Central & South “Nova”, in Spanish is means “it doesn’t go”.
• “Come Alive with Pepsi Generation” translated into Chinese means “Pepsi Brings your Ancestors Back from the Grave”.
• Coors put it’s slogan “Turn it loose” into Spanish where it read “Suffer from diarrhea”.
• In a Budapest zoo: Please do not feed the animals. If you have any suitable food, give it to the guard on duty.
• Gerber Baby Food started selling in Africa and used the same packaging as in the U.S. Later they learned that in Africa, companies routinely put pictures on the labels of what’s inside, since many people can not read.
• Clairol introduced the “mist stick” into Germany only to find out that “mist” is slang for manure.
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 or 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.
Thank You

Q&A

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