

APRIL 2010 NEWSLETTER

A Note From Shelley,

Happy Spring Everyone!

Finally the warm weather appears to be here for good. The flowers are blooming, trees have new buds and birds are singing. It might just be the time of year but lately the most frequently discussed topic seems to be business etiquette.

The "hot button" for many is rudeness in the workplace. Research in 2002 released by Public Agenda stated that 88% of all Americans surveyed said they had often encountered people who were rude and disrespectful. Public Agenda's survey said that a whopping 92% of Americans did their very best not to do business with a company that has offended them in some way. The conclusion of the study - rude employees with inadequate training are unacceptable. Workplace incivility can have a high price. Lack of social skills can cost a company a client and/or job.

So how do you foster goodwill and success with your peers and clients? The essential skills of good manners are critical in advancing your career. People around you will appreciate your graciousness and follow your lead. Your grace in the workplace will lend an air of professionalism to the workplace that others will emulate. The use of appropriate language is crucial for respectful and dignified communication. Misunderstandings, thoughtlessness and poor attitudes create barriers among colleagues and can cause fear, hurt and isolation.

Etiquette and protocol really do count in the business world. No matter how brilliant an associate may be if they lack social grace, they will make a bad impression on clients and business associates.

Business etiquette is all about making other people feel comfortable and relies on three basic tenets: logic, efficiency and kindness. In essence the focus is always about developing relationships. A well mannered



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person always considers the impression communicated by clothing, body language and grooming.

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All the best,

Shelley



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