**JUST Training Fiche:** **Business Etiquette**

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| **Title** | Business Etiquette | |
| **Keywords** | Business, Etiquette, Protocol, Workplace, Behaviour, Business environment | |
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| **Language** | English | |
| **Objectives** | The objective of this training module is to **introduce the concept of business etiquette** and its role in presenting a united company image, fostering mutual respect for team members, and improving communication in the workplace. The module will explain **why it has to be is to be understood and appreciated** by all so the organisation is able to do business in all circumstances | |
| **Learning outcomes** | * Understanding the role of business etiquette in a business environment * Learn about behaviours and attitudes to be adopted in an international business relationship * Understand how to represent the company and its values | |
| **Training Area** | **Business Etiquette** | **X** |
| **Digital Skills** |  |
| **Soft Skills** |  |
| **Smart Working** |  |
| **Content index** | **Business Etiquette**  **Unit 1: Introduction to business etiquette**  Section 1: Introduction  Section 2: Learn and Discover  Section 3: Attitude and Visibility  **Unit 2: Business etiquette in practice**  Section 1: Some tips  Section 2: Netiquette  Section 3: Good Practices | |
| **Training content** | **Business Etiquette**  **Unit 1: Introduction to business etiquette**  **Introduction**  Business etiquette plays a significant role in building relationships with other people, especially in an international environment. It is not just about rules and regulations but also about providing basic social comfort and creating an environment where others feel comfortable and secure. Better communication is the key to achieving this goal.  The main objective of business etiquette is to facilitate communication and establish a basic social comfort between the representatives of a company and the international actors. Mastering cultural codes is also important in creating long-lasting and fruitful business relationships for all parties involved.  The ultimate goal of business etiquette is to create a relationship of trust, convey a positive image of the company, and make people want to be partners and contribute to its success.  **Learn and Discover**  To successfully conduct business in a foreign country, it is crucial to collect information about the target country or countries and their customs. Understanding the historical, geopolitical, and economic context of the countries concerned is also important. Doing some research on customs and business conduct will help you avoid offending anyone and ensure that you know whom to contact and how to contact them. When meeting with representatives of a foreign company, it is essential to find out whom you are talking to and their real function or role. Knowing their power and ability to decide beyond your title is crucial. Discreet interlocutors can be essential decision-makers, so it's important to be well-advised and have reliable references.  To understand a country, its functioning and its people, it is important to go on reconnaissance on the spot. This first observation allows you to better understand how people communicate, how to address people according to their rank or caste, and how to inspire respect. It's also essential to discover the business world and how it works. Is the market open to foreign companies? Is it necessary to consider a local partner? What are the regulations to respect?  **Attitude and Visibility**  Dressing appropriately and having the right body language is key to making a good impression. Between comfort, professionalism, and courtesy, there is a delicate balance that differs from country to country. Therefore, it is important to find out the dress code of the country, the company, and the type of event, which is a sign of respect to your interlocutors.  As a representative of your company, you play an important role in its image and that of its employees. You must remain polite and measured in your exchanges. Using a few words in the local language is always well received. Avoid value judgments and be discreet about the information exchanged. Take the time to explain what makes the company strong and announce its values: honesty, curiosity, capacity to commit, trust, and transparency. Remember, you are the ambassador of your company, and your behaviour is scrutinised.  After discovering the country and its customs, it is essential to prepare for your business meetings. You must write memo cards with the most important elements. As a woman entrepreneur, you must be even more vigilant. It is advisable to adopt a dress code and an attitude as neutral as possible. In some countries, it's essential to cover your hair and wear pants and long-sleeved clothes. It's also important to know the name of the person you're meeting, focus on their face, and switch off your smartphone.  **Unit 2: Business etiquette in practice**  **Some tips**  In today's globalised world, business etiquette plays a crucial role in building successful international relationships. With different cultural norms and practices, it can be challenging to navigate through various business activities while maintaining a respectable image for your company. However, by focusing on some essential pillars of business etiquette, you can establish a strong foundation for your business relationships. Authenticity and integration are key elements of business etiquette. Maintaining a consistent image for your company is essential to build trust with your interlocutors. At the same time, integrating with the culture of the foreign country shows your willingness to understand and respect their way of doing business. This subtle alchemy can help establish mutual understanding and trust, which is crucial for successful business relationships. Adaptability is also crucial in business etiquette. There is no one-size-fits-all solution when it comes to international business. Instead, it is necessary to adjust the ingredients for each situation. Observing and learning from established representatives of foreign companies can be an excellent starting point. Furthermore, being aware of the ambient atmosphere and understanding the nuances of the situation can also help in building strong business relationships.  **Netiquette**  In today's digital age, netiquette, or online etiquette, is becoming increasingly important in international business. It is crucial to take the time to gather information about the target country or countries, including their historical, geopolitical, and economic context, and research customs and business conduct to avoid causing offence while conducting business online. Controlling and managing your internet presence is also essential. It is crucial to know whom you are communicating with and their function or role beyond their title. Discreet interlocutors can also be essential decision-makers, so it is important to avoid any errors in judgment that could be detrimental to the company's development. Reliable references and advice can be invaluable in this regard. Managing your image online is also crucial to conducting successful international business. Understanding a country's functioning and culture is necessary to communicate effectively and show respect. It is crucial to discover the business world and understand if the market is open to foreign companies or if a local partner is necessary. Being aware of regulations and customs to respect is also vital to building successful relationships and conducting business online.  **Good Practices**  The main objective is to be understood, appreciated, and able to do business in all circumstances. It is important to challenge oneself and learn from successful companies. Effective communication and promotion of the company abroad require decisive means and methods, such as utilising different online tools for communication. Establishing phone or video contact is also important for a better understanding of needs and building relationships. Measuring the performance of presentations and arguments through online surveys and polls is also important. Gender diversity is becoming more accepted in the business world due to globalisation, and digitalisation is facilitating working at a distance and approaching international clients. These new ways of working bring modernity and innovation to a traditionally reserved work environment. | |
| **Glossary** | **Business etiquette:** Behaviour to be followed in a business world and corporate culture.  **Good Manners:** Show proper business etiquette by having good manners**.**  **Netiquette:** Good business/internet manners.  **Dress code**: a set of rules, often written, with regard to what clothing groups of people must wear. Dress codes are created out of social perceptions and norms and vary based on purpose, circumstances, and occasions. Different societies and cultures are likely to have different dress codes. Dress code also allows individuals to read others' behaviour as good or bad by the way they express themselves with their choice of apparel | |
| **Self-evaluation (multiple choice queries and answers)** | 1. In the workplace, which of these actions is appropriate?   1. Discuss politics. 2. Keep your work-related conversations vague. 3. **Avoid chit-chat.** 4. Change your mind often.   2. The Guiding Principles in the work setting may include:   1. **Employing constructive criticism.** 2. Showing indifference towards a client. 3. Showing favouritism. 4. Both A and C.   3. Which of the following is appropriate during a work meeting?   1. Wearing a strong fragrance. 2. **Asking for clarification.** 3. Reading your friends’ posts on social media. 4. Explaining the personal reasons that caused you to arrive late.   4. Which of the following is an indicator of professionalism?   1. Show arrogance when meeting a new client. 2. Dress comfortably no matter what the situation is. 3. **Demonstrate enthusiasm for learning.** 4. Selectively show respect towards others.   5. What are the best practices for successful business etiquette abroad?   1. **Three key actions to be carried out: working remotely with Internet tools, establishing telephone or video contacts, evaluating the performance of one's action through surveys** 2. Social networks are mainly used for communication and online advertising 3. We use advertising campaigns offered on a global scale by Internet operators   6. Employers appreciate workers who do which of the following:   1. **Ask for help when needed.** 2. Always leave promptly when work hours are over. 3. Use speakerphone for all calls. 4. d. Generously decorate common office space. | |
| **Bibliography** | * <https://www.hellowork.com/fr-fr/medias/business-etiquette-ce-quil-faut-faire-et-ne-pas-faire-selon-les-pays.html> * <https://businessculture.org/business-culture/business-etiquette/> * <https://www.wdstorage.co.uk/news/2014/09/international-business-etiquette-infographic> * <https://www.verywellmind.com/ten-rules-of-netiquette-22285> | |
| **Resources (videos, reference link)** | * <https://www.youtube.com/watch?v=qWbWL0l3ySk> * <https://www.youtube.com/watch?v=88PGRvB-Scs> * <https://www.youtube.com/watch?v=7T-Wf3Wdbms> * <https://www.youtube.com/watch?v=ye_FyRCGm_8> * <https://www.youtube.com/watch?v=waN77bEaApY> * <https://www.vogue.co.uk/article/black-tie-dress-code> * <https://www.mycwt.com/fr/fr/insights/business-etiquette-guide/> * <https://www.cadremploi.fr/editorial/actualites/actu-emploi/detail/article/les-us-et-coutumes-professionnelles-a-travers-le-monde.html> * <https://www.attijaritrade.ma/fr/choisissez-votre-marche-cible/profils-pays/etats-unis/pratiques-des-affaires> * <https://www.cadre-dirigeant-magazine.com/brand-talks/mieux-comprendre-letiquette-des-affaires-en-amerique/> * <https://www.dynamique-mag.com/article/faire-affaires-etranger-culture-signature.4101> * <https://www.dynamique-mag.com/article/coutumes-etranges-entreprise-international.10073> * <https://www.youtube.com/watch?v=NJfx_cHfSi8> * <https://www.kaspersky.com/resource-center/preemptive-safety/what-is-netiquette> | |