



*Women
of
Grace*



Presented by
Graceful Etiquette™





WOMEN OF GRACE

PRESENTED BY

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GRACE UWIZEYE-ALLEN CERTIFIED ETIQUETTE CONSULTANT

Grace Uwizeye-Allen is a dual-Certified Corporate and Children's Etiquette Consultant and is the owner of Graceful Etiquette™. She is a graduate of the American School of Protocol® and holds a management degree from Purdue University.

Her background in medicine and teaching in academia, coupled with her career in the military, built a foundation keen on attention to detail, skilled communication, and servant leadership. With her unique blend of expertise and experience, she delivers tailored training to empower individuals and teams to navigate the complexities of business and social etiquette with ease and grace.

She has worked with a wide range of clients, spanning from global organizations to individuals seeking to improve their personal and professional relationships. Her practical, hands-on approach has proven to be effective in a variety of settings, from boardrooms to classrooms.



TABLE OF CONTENTS

Poised Presence.....	4
Attire.....	15
Navigating Networking.....	24
Correspondence.....	29
Dining.....	34

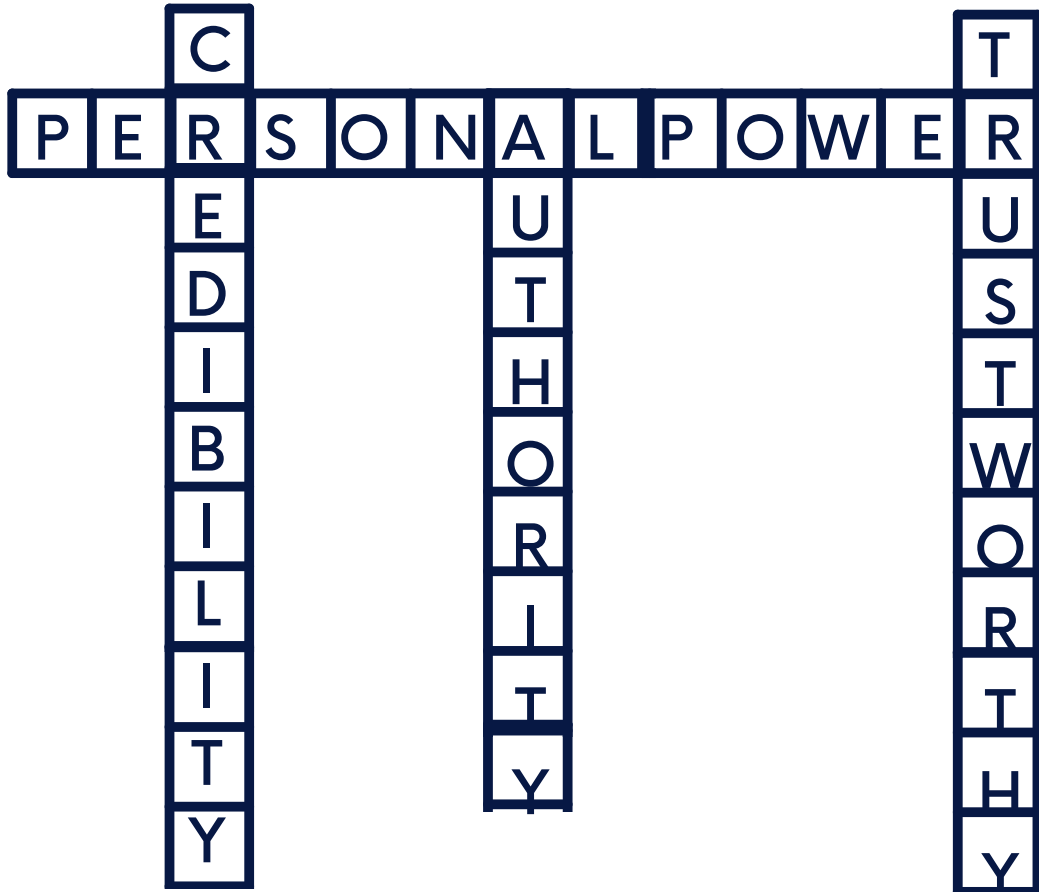
POISED PRESENCE

Up to 11 assumptions are made about a person within the first 7 seconds of meeting them.

-Business Insider

THE FOUR MAIN TRAITS

There are four main traits that are essential for you to project in order to perform well:



POSITIVE DEMEANOR

Perfect Posture - standing and sitting.
Firm handshake.
Direct eye contact.
Confident attitude.
Be authentic, honest, and sincere.

POISED PRESENCE

First Impressions

Formed subconsciously, before our conscious mind takes over. Elements such as posture, eye contact, grooming, and attire all influence how we are perceived by others.

Introductions

Four rules. Remembering names.

Habits that Hinder

- Breaking eye contact
- Inappropriate language
- Gum-chewing
- Boasting
- Talking too soft or too loud
- Smoking

Initiating Conversations with Others

- Encourage them to share about themselves
- Ask about their interests
- Gauge contributions to the conversation versus just listening
- Actively listen for details to develop a connection/bond

"Have it Together"

Well-groomed appearance, with neat hair and facial hair, consistent skincare routine, clean and trimmed fingernails, good dental hygiene and fresh breath, and clean and well-fitted clothing (no strings or missing buttons).

Posture

A handshake is the first point of physical contact when meeting someone, and a firm grip conveys confidence and strength. Nonverbal cues, such as your posture when sitting, standing, or walking also communicate a lot about your self-assurance and how you want to be perceived.

Occasion-Appropriate Clothing

What is the expectation for attire when the event is labeled "casual"? When in doubt, dress up one level higher.

INTRODUCTIONS

Introductions are the first step in building relationships, and it is crucial to make sure they are friendly and considerate. A positive first impression goes a long way to establishing a lasting connection.

4 Age Categories

Ages 1-10: Children
Ages 11-20: Teens
Ages 21-60: Adult
Ages 61+ Senior Citizens

5 Rules of Introduction

1. When two people from the same gender and same age category are introduced, either name can be spoken first
2. When introducing a man and a woman, the woman is introduced first.
3. When introducing an older person and younger person, the older person is introduced first.
4. When introducing a VIP and another person, the VIP is always introduced first.
5. When introducing an executive to a client, the client is always introduced first (clients are more important than anyone in your company).

When Introducing Someone

Face the person and speak clearly. Provide a lead-in conversation, such as "Sandra Smith, I'd like to introduce to you Larry Turner, my colleague. Larry is the Office Manager at Holmes Development." Introductions are like boomerangs, they should go out and then come back in.

Introducing Someone with a Title

It is customary to use the title of doctors, judges, government officials, and members of the armed forces when introducing or addressing them in a professional setting.

Introducing a Client

"Ms. Ross, I'd like to introduce to you Mr. Blake, Director of Special Events at our Houston office. Ms. Ross is our client from Charleston."

INTRODUCTIONS (Continued)

Rising for Introductions

When in a social or business setting, it is considered appropriate for both men and women to stand up when being introduced to someone, if possible. As a host of a meeting or party, it is customary to rise and greet each guest with a handshake.

Responding to an Introduction

It is always correct to respond with, "How are you?", and then adding the person's name also shows warmth and respect. When meeting someone: "I am very happy to meet you, Mr. Jackson. How are you?" And when leaving someone, say "I enjoyed meeting you, Mr. Jackson."



Recap

- "How are you, Jeffrey?" as a response to an introduction is always polite and correct.
- Men and women should stand when being introduced.
- Children must always stand when being introduced.
- Shaking hands is always appropriate in the United States.
- Smiling goes a long way toward building warmth and rapport!



HANDSHAKE

A handshake is often the initial physical contact between two people and is considered the official greeting in America. When shaking hands, it is important to convey warmth and strength through a firm grip. Eye contact should also be present during the handshake.

Easy As
1, 2, 3...

The Correct Handshake

1. Extend your open hand in front of you with your thumbs widely separated from your other fingers.
2. Once the other person clasps your hand in the same way, **KEEP YOUR HAND OPEN** until your thumbs lock.
3. Then close your grip and shake **FIRMLY** once up and down.

Shaking Hands Expresses One's Personality

IT IS THE CLASP THAT IS IMPORTANT, NOT THE SHAKE. It is not enjoyable to shake hands with a 'limp noodle.' It is also annoying to shake hands with someone who grasps your hand intensely and shakes it in a vigorous manner.

The Painful Handshake

It is important to avoid closing your hand too soon during a handshake, as this may result in squeezing the other person's knuckles. People often complain about being squeezed in the wrong place, rather than the firmness of the grip itself.

The Limp Handshake

A limp handshake is awkward, because the person with the weak grip is relying solely on the other person for firmness and action. When receiving a limp handshake, it can feel uncomfortable and disconnected.

Unable to Shake with your Right Hand

If you are unable to shake hands with your right hand due to an injury or other reason, there is no need to feel obligated to explain or apologize. Instead, offer your left hand for the handshake. If someone inquires about your "bandaged hand," it is perfectly acceptable to provide a brief response and only share what you are comfortable with.

HANDSHAKE (Continued)

Standing to Shake Hands

If you are introduced to someone who is standing at a distance while you are seated, it is not necessary to stand up. However, if the person is close enough, it is customary for both men and women to rise and shake hands as a sign of respect and acknowledgement.

A Weak Handshake

A weak handshake indicates the person is pulling away from you, but a firm handshake does not necessarily mean they are moving towards you. For instance, a 'bone-crusher' handshake is often a display of dominance rather than a friendly greeting.

Take Action

If you have a weak handshake, you must understand that you are non-verbally communicating that you are distancing yourself from the same individual you are attempting to greet.



Individuals with firm handshakes receive higher ratings of employment suitability in job interviews.



People are two times more likely to remember you if you shake hands with them.



Handshaking promotes and signals cooperative intent.



The Guinness World Record for longest continuous handshake was 33 hours and 3 minutes.

WHERE TO WALK (Courtesies to Remember)

One man and one woman walking together

It is most appropriate for the woman to walk where it is safest and most comfortable. In general, a man should walk on the curbside. In some instances, such as in a large city, it may be safer for a woman to walk on the outside (curbside).



Two men with one woman

The woman walks between the two men.

Two women walking with one man

The man may walk on the curbside, the inside, or move to the center position to assist both cross the street.



When entering a building using a revolving door

If it is a social occasion, the man should enter the revolving door first. If it is a business occasion, the first person to approach the revolving door should enter first.



When using an elevator

The last person to enter the elevator is the first person to exit. A person who elects to hold the elevator door should do so by standing outside the elevator, so as to not block the doorway.



When escorting

The man may offer his right arm for support. To do so, he should bring his right arm across his body with his fingers lightly closed in the middle of his jacket.



WHERE TO WALK (Continued)



When sitting

The man should position himself with the woman sitting on his right side. The woman should leave a vacant seat on her left side to allow her escort to join her.



In a venue (such as a theater) with an usher

The woman follows the usher and the man follows her. If the venue doesn't have an usher, the man walks beside or in front of the woman until they reach their seats. Then, the man asks the woman to precede him and be seated.

When going down stairs

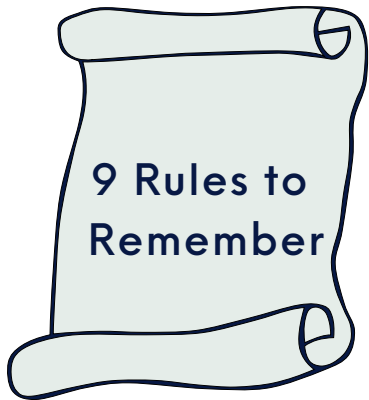
The man should walk beside the woman or descent in front of her if possible. If there is enough space, they may walk beside each other when going up the stairs. In general, a man should walk ahead of a woman when it is necessary to find a seat in a restaurant or theater where there is no waiter or usher to guide the way.



MANNER IS PERSONALITY - THE OUTWARD
MANIFESTATION OF ONE'S INNATE
CHARACTER AND ATTITUDE TOWARD LIFE.
- EMILY POST



WHEN TO STAND



1. In America, it is customary to stand when "The Star-Spangled Banner" is played. If you are in another country, it is polite to rise in respect when their national anthem is played.
2. A man stands when a girl, woman, or an older man enters the room and remains standing until they are seated.

3. Men and women rise for introductions.

4. When hosting, always stand to be introduced or to greet guests.

5. Men should remain standing in the presence of women who are standing. Women should be considerate and not keep others standing too long.

6. Young people do not sit until older people are seated.

7. When someone is being introduced, men and women who are seated at the table should rise to greet them.

8. When another man stops to speak as he passes by, a man who is seated at the table should rise.

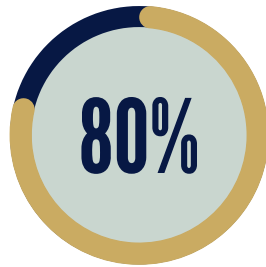
9. RESPECT is the REASON for RISING.

*Remember:
You can be wrong if you sit;
You cannot be wrong if you stand.*

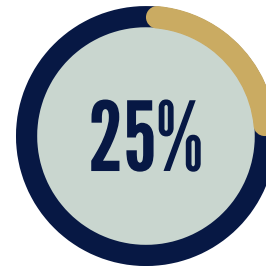


IMPORTANCE OF GOOD LISTENING

Studies Indicate:



Percentage of each day we spend communicating



Percentage of efficiency at which we listen

This poses a significant challenge in situations since effective listening can provide numerous advantages and help resolve problems. By improving your listening skills, you can enhance your effectiveness and build a person's esteem.

Advantages of Good Listening



Demonstrates an attitude of concern toward others, rather than one of indifference.

Increases productivity by reducing wasted time and energy.

Correlates to positive health; blood pressure rises when a person speaks and decreases when they listen.

Reasons We Listen Poorly



We tend to pay more attention to opinions that align with our own while disregarding those that do not.

Distractions from sensory stimuli such as hunger, loud music, exhaustion, physical discomfort, health issues, traffic outside the window, or extreme temperatures.

Mental distractions - dwelling on past arguments, unresolved problems, or upcoming tasks.

Other Communication Issues to Consider



The same message can be perceived differently by different people, depending on the words and tone used to carry it.

Nonverbal cues such as tone, pitch, volume, and modulation of voice are highly powerful in communicating a person's thoughts and feelings.

Unconscious emotional needs can influence a message (e.g. a complaint about work may be a disguised expression of frustration about personal issues).

ATTIRE

The way we dress affects the way we think,
the way we feel, the way we act, and the
way others react to us.

- Judith Rasband

TIPS FOR DRESSING WELL

- **Dress for the Occasion** - Dress appropriately for the occasion to avoid standing out in a negative way. If you are unsure of the dress code specified on an invitation, such as "casual chic," it is best to contact the host for clarification and guidance.
- **Fit** - Choose clothing that is comfortable and fits properly. Beware of items labeled "one size fits all" and ensure the garment is neither too tight or too loose, but rather fits snugly and flatters the body.
- **Length** - The length is equally as important as the fit. Pick the best length for your height, body shape, and legs.
- **Shoes** - Shoes can make or break an outfit, but it is important to prioritize comfort and safety over style. While four-inch heels may look fabulous, they can cause strain to you back, knees, and feet. The National Association of Podiatry recommends wearing flats as the best option for footwear. If you will be standing for an extended period, it is best to wear shoes that are comfortable enough to wear all day.



Avoid
the
Following:

- Too many accessories
- Revealing neckline
- See-through clothes
- Soiled or smelly clothing

TIPS FOR DRESSING WELL (Continued)

- **360-Degree View** - Make sure the outfit is neat and appropriate from all angles. Remember that people will see you from the front, back, and sides.
- **Point of Focus** - Every outfit should have a focal point close to the face, such as earrings, a piece of jewelry, or a colorful scarf. This helps draw attention to the face and encourages eye contact during communication. However, it is important to avoid wearing too many accessoires at once, as this can create a disorganized and chaotic look.
- **Faux Pas** - The United States tends to have a casual society. But, no matter how casual the occasion, stick to a clean, polished look. This also applies to casual wear.



Avoid
the
Following:

- Inappropriate logos on clothing
- Revealing Neckline
- Sneakers or sandals with suits

DEFINING TYPES OF "CASUAL"

Active Casual

Clothing such as jogging suits, running shorts, tennis shoes, biking shorts, snow/ski gear that are worn for exercise-related activities like running, tennis cycling, walking, or yoga.

Rugged Casual

Items such as flannel shirt with jeans, camouflage gear, insulated parkas, and more that are typically worn for outdoor sports like hunting, fishing, backpacking, mountain climbing, hiking, and camping in warm or cold weather.

Sporty Casual

Designed not for playing sports, but rather for achieving a relaxed spectator look. This includes wearing sneakers or loafers with jeans, khakis, walking shorts, or skirts when you are not actively participating in a sport.

Smart Casual

Garments worn to events such as going out to dinner with friends. It demands a put-together look, with colors, fabrics, and accessories for both men and women.



Pants, leggings, dark denim jeans, skirt (long/short), blouse or turtleneck, belt, jacket, sweater set, boots, flats, or high/mid-heel shoes & jewelry



Dress trousers, dark denim jeans, sport coat, long sleeve shirt, leather loafers or dressy slip-ons, patterned/solid color socks and a belt.

Dressy Casual

Style of dress appropriate for activities such as attending a symphony, visiting an art gallery, or attending an expensive dinner with friends.



Pant suit, skirt, dress, or coordinated separates. Fabrics that breathe (silk, linen, cotton, cashmere) work well.



Dress trousers, turtleneck, or mock-turtleneck version, dress shirt, long-sleeve silk sport short, tie, jacket, or sport coat.

Business Casual

Brings together elements of Smart Casual and Dressy Casual. Incorporates more tailored garments from those two categories.



Pant suit, skirt, dress, blazer, tailored jacket, silk blouse or coordinated separates in breathable fabrics.



Sport coat or suit, pressed slacks, tie, button down or spread collar, pocket square, leather shoes, watch, patterned socks, leather belt same color as shoes

DEFINING TYPES OF "DRESSY"

Semi-Formal

EVENT ATTIRE



Cocktail

EVENT ATTIRE



Black Tie

EVENT ATTIRE



White Tie

EVENT ATTIRE



SOURCE: PAPERLESSPOST.COM

PLANNING YOUR WARDROBE

Take Your Time to Shop

By taking your time to shop,
you'll make fewer wardrobe mistakes.

- When you discover a brand you love, keep the manufacturer's tag.
 - Write the store name on the back of the tag so you can easily find it later and preview the brand's new line next season. Leave the tags in place until you are certain about the purchase, so you can return the garment if necessary.
- When referring to 'trousers' in a woman's wardrobe today, it typically implies a business look such as pantsuit or garment with a mid-to-wide leg at the bottom.
- Sizing for trousers can vary depending on the style and brand, especially since some stores carry both domestic and European brands.
 - European brands tend to be cut narrower through the hips, seat, thighs, and legs.
- Trousers must be long enough to allow for a slight break in front.
- The hips and waist of your trousers should not cup under the seat or pull through the hip and seat area in the back.
- Trousers should be hemmed to hang approximately one inch from the floor.
- Dresses serve as a great alternative because they can be layered with a jacket.
- Never wear anything that needs to be mended.
 - Broken zippers, lost buttons, and pinned waistlines are sure turnoffs.

ATTIRE

Choosing Fabrics

By taking your time to shop, you'll make fewer wardrobe mistakes.

- Avoid fabrics that wrinkle.
- When selecting garments, the heavier the fabric, the heavier it will make you appear.
- Buy knit clothing larger than what you ordinarily wear, as knits cling and show every bulge.
- Select fabrics that are soft, lightweight, and breathable such as silks, challis, soft wools, cashmere, cottons, and linens.

Choosing Colors

Dress from light to dark (head to toe).

- For women, black, red, royal blue are the strongest colors for denoting power.
- When planning your wardrobe, start with two basic neutral colors such as black, tan, gray, or navy.
 - Then add three more fashion colors that will complement and accentuate your neutrals.
- An outfit of single color adds length to the body. Monochrome colors (except for accessories) make you appear taller.
- Using more than one color, especially contrasting ones, can create a 'cut' effect on the body, making it appear shorter.
 - This effect can also occur with patterns, unless they are small and run vertically.
 - It's best to keep patterns to a minimum, especially large and bold ones which make you look wider instead of taller.

ATTIRE (Continued)

Choosing Accessories

Your jewelry should enhance your outfit, not compete with it.

- Accessories should be proportional to your size.
- Wear jewelry based on the size and shape of your face.
- Choose accessories that invite conversation.
- In business settings, jewelry should be kept to a minimum.
- Avoid wearing multiple pieces of oversized jewelry at once. Instead, wear one large, simple piece along with lighter ones.
- Pantyhose and stockings help disguise blemishes and varicose veins, while also making legs appear smoother.
- Small shoulder pads are important for women who have long necks, as they add balance to your frame.

“ACCESSORIES ARE LIKE THE PERFECT SPICE - IT ALWAYS COMPLEMENTS WHAT'S ALREADY THERE.”
- DIANE VON FURSTENBURG

Choosing Belts

The space available for a belt is your waistline, which is the space between the top of your hipbone and your last rib.

- If your waist is long and narrow, wear interesting belts of any width.
 - Make the belt an important part of your entire silhouette.
- If you are petite, wear thin belts that do not overwhelm your smaller frame.
 - Try wearing them around your hips to extend your frame.

ATTIRE (Continued)

Choosing Shoes

When wearing open-toed shoes or sandals, ensure your toenails are cared for. A pedicure is a must!

- Leather shoes are acceptable year-round.
- A plain pump (closed toe and heel) in neutral colors look best when dressing for business.
- Open-toe and sling-back shoes are acceptable in today's workplace.
- Suede shoes add richness to an outfit and can be worn all year.
- Fabric shoes are great choices for year-round day wear.
- From November 1st until February 28th is the season for velvet.
- Make your favorite pair of heels more comfortable by adding store-bought cushion inserts for the balls and heels of your feet.

Choosing Undergarments

You can achieve a smoother and more slender look by using shapewear and body shapers.

- Pocket linings in white or light slacks usually show through.
 - Consider removing the pockets and sewing up the opening.
- Avoid dark and white underwear when wearing light-colored pants.
 - Opt for nude-color or gray intimates.
- Reduce the likelihood of a visible panty line by wearing a pair of seamless underwear.
- A well-fitting bra will save you a great deal of physical discomfort, such as back and shoulder pain
- Have several different styles of bras in your wardrobe to avoid showing the undergarment when wearing sleeveless, open-back, or wide-necked blouses.

NAVIGATING NETWORKING

It is through the strength of what is
genuine that meaningful connections
build into relationships.

-Michelle Tallis Lederman

REMEMBERING NAMES

Although it can be challenging, making an effort to remember names can have a significant impact on how others perceive you. Addressing someone by their name demonstrates that you were attentive during the introduction and value the relationship.

Did You Know?

The Social Security Administration's data includes every name given to at least five children in a given year. Last year, there were more than 30,000 different names recorded.

Names Have Power

Repeat the name as soon as you hear it.

Example: "Hello, my name is Chris Sanders." If the person is younger or the same age, you would respond, "Chris, so nice to meet you." If the person is older or a VIP, you would respond, "Mr. Sanders, so nice to meet you."

If you did not hear the name clearly...

Ask the person to repeat their name immediately. Don't wait until you've been talking for an extended period of time.

Incorporate the name.

Rotate between beginning and ending sentences with their name. Using a person's name is a very powerful tool to gain their attention.

Learn more about the person.

Use connecting topics such as vacations, hobbies, sports, etc. to help remember the name.

Make eye contact as you speak.

Keep your eyes focused on the other person; don't let your eyes wander to other areas of the room. This is a clear indicator that you are not paying attention.

Listen to just one of two names - first or last.

In America, our culture is fairly casual. If the person is younger, use their first name. If the person is older or a senior executive, use their last name.

REMEMBERING NAMES (Continued)

If you forget someone's name...

Memory lapses are a common occurrence, and despite your efforts to remember names, you may still experience an embarrassing moment.

You may run into someone you know or an acquaintance and you can't recall their name. It may even happen directly after you meet them. The situation becomes even more stressful if the situation will require you to introduce them.

When an introduction needs to be made...

You find yourself in a situation where you are conversing with someone, and a new person joins the conversation. However, you cannot recall the name of the individual, and you must still introduce them.

Rather than declaring a momentary memory lapse, you can ask the individuals, "Have the two of you met?" If they respond with a negative and do not provide their names, you can say, "Well, the two of you should meet. Please introduce yourselves." Typically, professionals will take the initiative to introduce themselves by extending their hand and stating their name.

Wait until the conversation is over...

If you are unable to recall someone's name, it is best not to make it apparent during the conversation. Instead, after the conversation has ended and you have gone your separate ways, discreetly inquire about the person's name from a friend or the host.

Never guess...

The only thing worse than forgetting someone's name is to call them by the wrong name.

Be honest...

As a last resort, you can admit that you cannot remember the person's name or that it is on the tip of your tongue and apologize for the lapse. It is worth noting that if you have been talking with someone but cannot remember their name, the conversation was likely more focused on them than you.

**Practice
Makes
Perfect**

CONVERSATION TURN-OFFS & TURN-ONS



Asking certain questions can potentially send negative signals about you and put the other person on the defensive, particularly if you are conversing with someone from a different culture. This can be perceived as impolite and lacking in tact. Avoid questions such as these:



- What do you do for a living?
- How much did that cost?
- Are you married?
- How old are you?
- Is that a high-paying job?
- Where do you buy your clothes?
- What part of town do you live in?
- How do you like your new company president? I hear he's tough to work for.
- Are you religious?



Asking these types of questions allows everyone to contribute to the conversation without invading personal privacy. Conversation skills and tennis skills share a common trait, which is to return the ball to the other person's court. It is important to remember the adage of 'two ears, one mouth', meaning listen more and speak less.

- This is a lovely town. Please tell me about it.
- Your travels sound so exciting. Which country was your favorite?
- Tennis has always been my passion. Do you play?
- I am wild about the Robert Davidson series. Have you ready any of his books?
- The golf tournament had me on the edge of my seat. Did you see the finish?

NAVIGATING NETWORKING TIPS

- 
- If you find yourself at a reception where you do not know anyone, head to the bar or food table.
 - When introducing yourself to someone, focus carefully on the person's first name (if they appear to be in your age category or younger). It is appropriate to address them by their first name in the United States. If the individual is in an elder age category or a VIP, intently listen to their last name.
 - In American culture, a firm handshake is the appropriate greeting in business and social settings.
 - A firm handshake and strong eye contact give a lot of information about you.
 - By remembering a person's name, it shows your interest in them and that you care about getting to know them.
 - Familiarize yourself with current events (both local and global) before attending the event, and prepare for potential conversation topics.
 - When attending a stand-up cocktail party, hold your wineglass by the stem.
 - Avoid eating messy foods.
 - When you pull away from someone, avoid leaving them standing alone. If possible, introduce them to another person or walk them to the bar or food table where others are present.
 - For women, a small shoulder bag frees up both hands at receptions and cocktail parties.
 - Follow through after the event with anyone you indicated you would call or plan to get together with.
 - Everyone has a responsibility to make a contribution to the party through their personality, wit, and charm.
- 

CORRESPONDENCE

The average open rate of an email is 21.5%, while the open rate of a handwritten note is a staggering 98%.

-Marketing Benchmark Reports

THANK YOU NOTES & PERSONAL LETTERS

Did You Know?

The average American receives 121 emails per day, nearly 50% of which they consider to be spam. Meanwhile, the average American family receives just 10 pieces of personal mail per year. A handwritten note in the mail makes an impact!



- Keep your note short and simple.
- Follow the four-sentence rule:
 - Sentence 1 - Thank you for the gift or event.
 - Sentence 2 - Say something about the gift or event.
 - Sentence 3 - Say something unrelated to the gift or event.
 - Sentence 4 - Say something about the gift or event.
- Use your best penmanship, writing neatly and carefully.
- Always begin with a salutation, such as "Dear Vivienne,"
- The way you close your correspondence is based on how well you know the individual.
- Write the date in the bottom left-hand corner of the note.
- Proofread the note prior to sending.
- When addressing the envelope, use a title (Mr., Mrs., Ms., Dr., etc); don't just use first and last names.
- Send the thank you card within one week of receiving a gift. Even if some time has passed, it is better to send the card late than to not send it at all.
- Thank you notes are not an outdated gesture. They are still important, easy to write, and very well-received.

EMAIL ETIQUETTE

Email serves as a primary mode of communication in today's world. We use it to connect with family, friends, and colleagues, and many of us receive significant numbers of email each day. It is essential we are sending the appropriate types of email, considering the tone, content, and purpose of the message before sending.



10 Tips for Perfecting Your Email Etiquette

1. Write in Subject Line

Always craft a descriptive subject line that accurately reflects the content of your email and helps it stand out in the recipient's inbox. Emails without a subject line are often overlooked and even marked as spam, which can lead to important messages being missed.

2. Use 'Reply All' Sparingly

Use the 'reply all' option only when it is necessary for all recipients to receive the same message. Overusing this option can lead to unnecessary email notifications and distractions for those who do not need to be included in the conversation.

3. Proofread

Even the best writers make mistakes, so taking the time to review your email can help you catch any errors or typos before they are sent. Use the spell-check feature to identify any glaring mistakes, and then read the email aloud to yourself to catch any remaining errors or awkward phrasing.

4. Respond Timely

While email provides flexibility for when you elect to respond, it is important to answer each business email within 24 hours. Personal emails should be answered within three days.

5. Proper Salutations

Use the correct salutation for the type of email and recipient. Salutations such as "Good Morning," "Good Afternoon," or "Hello," are appropriate for workplace emails. More informal greetings such as "Hi" or "Dear" can be used for friends and family. The salutation sets the tone for the email and shows respect for the recipient.

EMAIL ETIQUETTE (Continued)

6. Proper Closing

Use the correct closing for the type of email and recipient. A Closing such as "Sincerely," is for someone you've met for the first time or who is unfamiliar. "Kind Regards" and "Best Regards" are appropriate for familiar recipients, while "Warm Regards" or "Love" can be used for friends and family.

7. Maintain Privacy

When sending an email to a large group of people, protect their contact information. This can be done by inserting their email addresses into the BCC block. When using a third-party site to send emails, ensure that site does not sell or disperse those email addresses without the user's permission.

8. Avoid Slang

Abbreviations and slang should be avoided in emails. This makes it easier for the recipient to understand your message and respond appropriately.

9. Use Anti-Virus Software

Computer viruses are prevalent, so having anti-virus software installed on your computer safeguards your email from being hacked and used to send out spam links to your entire address book.

10. Avoid Emailing when Angry

When you are angry or upset, you are more likely to respond with that tone. This can lead to serious repercussions or lead you to write things you'll later regret. If you're on the receiving end of an angry email, don't respond right away. Take time to digest the email, step away from your email for a few minutes, and then craft a response.

“ AN EMAIL CAN MAKE OR BREAK A POTENTIAL OPPORTUNITY FOR YOU, SO SEND AND RESPOND TO THEM WISELY. ”
- LEILA LEWIS

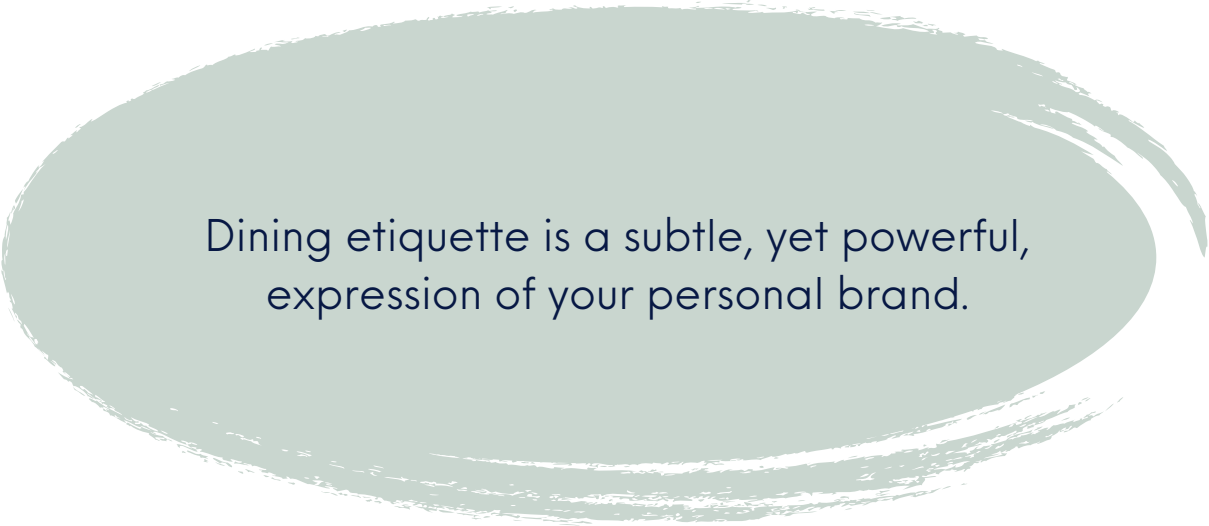
RULES FOR TEXT MESSAGES

- **Never Text While Driving!**
- **Keep it short** - Texts should be one to three sentences. If you have more to say, then call.
- **Mass texting should be kept to a minimum** - Only include individuals on the last text message if the information is pivotal to them.
- **Respond in a timely manner** - You should respond to a text message within 12 hours.



- **If you're not sure if the person has your number saved** - Then sign the text message (e.g., "Are you going to the party at John's tonight? - Rachel")
- **Never text while having a conversation with someone face to face.**
- **Reread the text message before you send it** - It's often easy to send an inaccurate message due to auto-correct or human error.
- **Be careful using abbreviations** - If the person receiving the text message doesn't understand the abbreviations, the meaning is lost.
- **Use emoticons sparingly** - They should be utilized to enhance ideas, not to replace words. There are hundreds of emoticons, and their meanings are not universally understood.
- **Be aware of the other person's schedule** - Avoid sending a text message while the recipient is sleeping, working, or busy, if possible. Keep in mind different time zones if messaging with an out-of-state or international contact.
- **Tone is difficult to convey in a text message** - Be sure to say exactly what you mean. Sarcasm doesn't translate well to text messages.

DINING



Dining etiquette is a subtle, yet powerful,
expression of your personal brand.

Continental Dining

When eating Continental style, your fork remains in the left hand and the knife remains in your right hand at all times.

1. Pick up the fork and knife and go into a cutting position. The fork with the tines turned down, is in the left hand and the knife is in the right. Make sure that the ends of the utensils rest in the palms of your hands.



Cutting is a two-step motion.

2. Keep the position of the fork in your left hand and bring the food to your mouth.



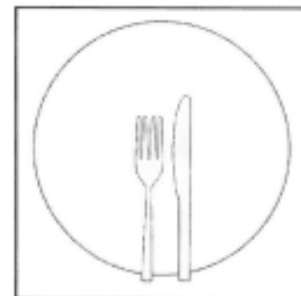
Resting

- The knife and fork rest in a triangle position on your plate with the ends of the utensils sticking out just one inch over the lip of the plate.
- If your utensils extend over your plate by more than one inch, you stand a greater chance of them falling on the floor when the waiter removes your plate.



Close-out

- When your meal is over, collapse the resting triangle and your silverware will end at 6:30 o'clock, showing the waiter that you are finished.



American Dining (Zig-Zag Dining)

Cutting is a four-step motion.



1. Pick up the fork in the left hand and the knife in the right hand and go into a cutting position. The fork tines are turned down. Make sure that the ends of the utensils rest in the palms of your hands.

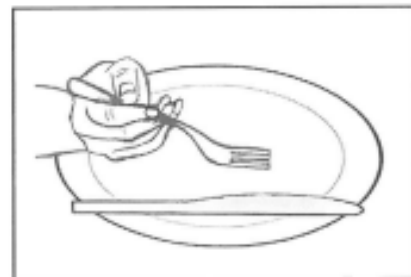


2. To correctly cut a bite of meat, the knife always cuts above the tines of the fork. After cutting, place the knife at the top of the plate, blade facing you.

3. If you are right-handed, switch the fork from the left hand to the right hand for eating. If you are left-handed, simply turn the fork over in your left hand.



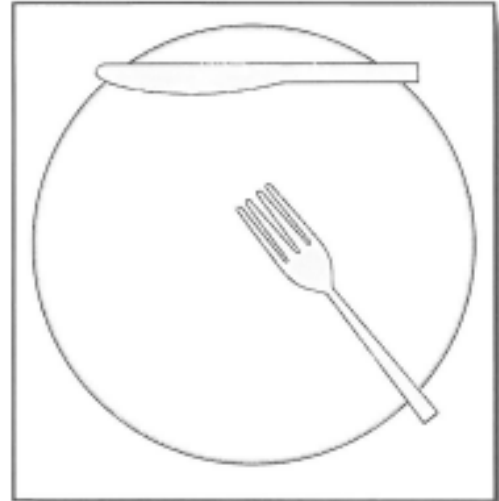
4. With your right hand, bring the fork up to your mouth and eat.



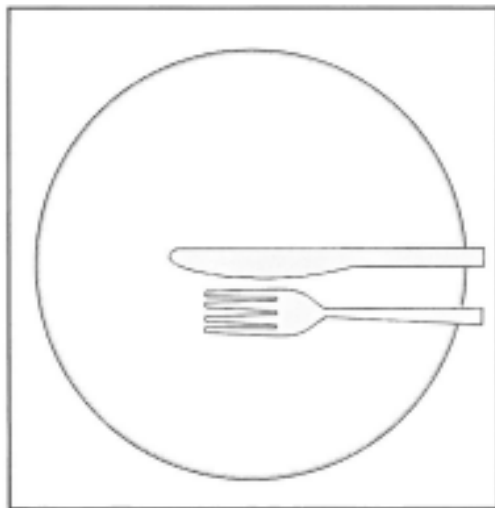
Zig-Zag Resting & Close-out Positions

Resting

- While eating, in order to take a sip of water, the fork should be placed at four o'clock if you are right-handed.
- Eight o'clock if you are left-handed.
- Wipe your mouth before taking a sip of your beverage.
- The knife should remain at the top of the plate, blade facing toward you.

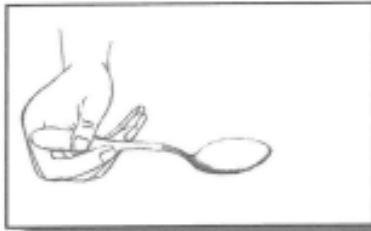


Close-out



- When the meal is finished, the knife slides down to three o'clock and the fork slides up to three o'clock, making close-out 3:15 o'clock if you are right-handed.
- A left-handed person duplicates the position on the left side of the plate at 9:45 o'clock.

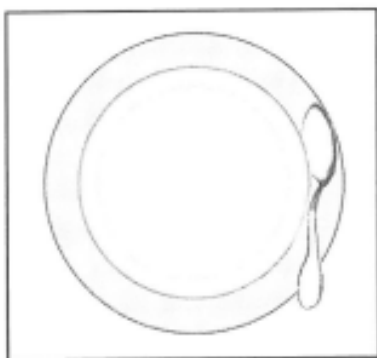
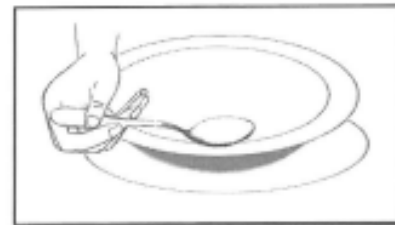
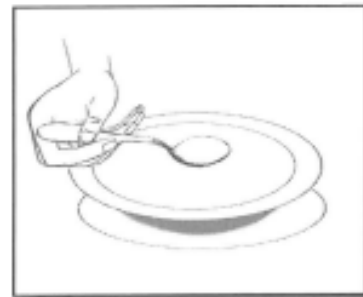
The Soup Course



- The spoon is held at the very end like a pencil.
- When eating soup, the movement of the spoon always goes away from you.

There are Four Steps to Eating Soup

1. Pick up your spoon and dip the spoon into the rimmed soup bowl at the front of the dish.
2. Extend the spoon away from you and wipe the bottom of the spoon on the far lip of the bowl, removing any excess fluid.
3. Bring the spoon up about seven inches above the rimmed soup bowl.
4. Bring the spoon all the way up to your mouth. Never lean over or down to your bowl.



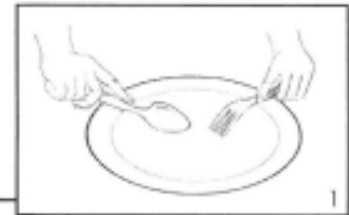
Resting / Close-out

- When eating soup from a rimmed soup bowl, rest your spoon by placing it in the bowl.
- When you are finished, place the spoon on the service plate provided underneath your bowl.

The Dessert Course

- Use a fork if your dessert is solid (e.g., cake). Use a spoon if your dessert is liquid (e.g., ice cream).
- When you are served a dessert that is both solid and liquid (e.g., cake and ice cream), you will always use a spoon and a fork.

1. The tines of the fork are turned down in your left hand and the spoon is in your right hand, no matter which hand is dominant.



2. The spoon cuts the cake.



3. The fork in your left hand pushes the food into the spoon. The cutting position of the hand now changes so that the spoon is held like a pencil (e.g., illustration #3).

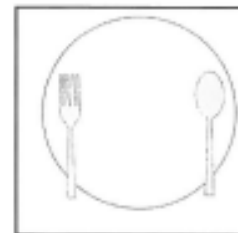


4. The spoon is brought to the mouth with the bite of food.

5. If you are left-handed, the spoon pushes the food and you eat off the back of your fork (e.g., illustration #4).

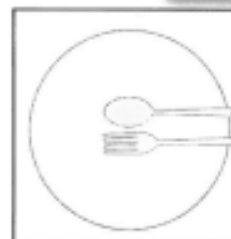
Resting

- The fork and spoon are placed on the outermost sides of the dessert plate with the spoon turned up.



Close-out

- Close-out can be in either the 3:15 o'clock or 6:30 o'clock position.



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G
GRACEFUL ETIQUETTE