Global Etiquette
Soft Skills Matter
The Impact of Soft Skills in Your Career and Life*
APCDA (May 21 – 25, 2017)

Harvard University Study
85% of your workplace success is due to your personal skills.

**Soft Skills vs. Hard Skills**
What we are (personal traits) vs. what we know (knowledge)

Illustration - Medical Doctor

- **Hard Skills:**
  - Comprehension of illness
  - Interpret test results and symptoms
  - Understanding of anatomy

- **Soft Skills:**
  - Empathy
  - Understanding and active listening
  - Good bedside manner (doctor – patient relationship)

**Keys to Success in Improving Soft Skills**

Ethical Values: **Equality, Honesty, Integrity**

- Misreporting of hours worked (20%)
- Lying to colleagues, clients, or public (19%)
- Withholding needed information (18%)
- Discrimination race/gender/age/religion (13%)
- Stealing (12%)
- Sexual harassment (11%)
- Falsifying financial records/reports (5%)
- Giving/accepting bribes/kickbacks (4%)

Survey of American workers by the Ethics Resource Center

**SCANDALS**

- Enron, 12/2001
- Lehman Brothers, 9/2008
- Dominique Strauss-Kahn

**Social Savvy**
Make Every Impression Count

- People do judge a book by its cover
  - Appearance and Body language
  - Dress and Grooming
Social Savvy  
Make Every Impression Count

People form an impression of you in the first 5 seconds of meeting you

- 55% from the way you look
- 38% from the way you speak; grammar, tone, voice, confidence, body language
- 7% from the actual words you speak, the content of your message

IMAGE MAKING

- It is not Image Makeover
- Importance of Self Assessment
- Nice vs. Naïve or Stupid
- Free Advices vs. Nosy
- Quick Action vs. Impatient
Barbra Joan Streisand is an American singer and songwriter, author, actress, film producer, and director.

Global Business Executive
- Appropriate Dressing and Grooming
- Smooth Dining Manners
- Good Communication Skills with Knowledge of Proper Salutations to Address People and Invitations
- Proper Handling of Introductions
- Effective Networking

DECIPHERING DRESS CODE
- White Tie
- Black Tie
- Informal
- Business Attire
- Business Casual
- Casual

White Tie

White Tie
Equivalent military uniform

White Tie
Diplomats wear decorations
**White Tie**
Women wear their dressiest gowns.

**Black Tie**
Only after 6 p.m. Women wear short or long evening dresses or very dressy separates, and men wear a black dinner jacket. Military personnel wear an equivalent dress uniform.

**Informal**
One step below “Black Tie.”
Women wear a very dressy afternoon dress or a short cocktail dress or suit.
Men wear suit (hot sport coat) and tie. This is the traditional “Neloni” interpretation of “Informal.”

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*Image credits: Images courtesy of Getty Images.*
Business Attire
Dress or pant suit for women, business suit and tie for men.

Business Casual/Smart Casual
Skirt and jacket or pant suit for women, and sport coat without tie for men.

Resort Casual
Attire appropriate for beach or poolside parties.
NO DRESS CODE STATED

Text of Invitation
Occasion for the Event
Time of the Event

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- Good Communication Skills with Knowledge of Proper Salutations to Address People and Invitations
- Proper Handling of Introductions
- Effective Networking
- Smooth business and dining manners

DINING DYNAMICS

You are dining to build relationships.

DINING FORMAT

- Buffet Service
- Seated Service
  - French Service
  - Regular Service

BE SEATED

- Guest of honor to the right of host
- Husband and wife do not sit next to each other
- Move around the table to shake hands with others before sitting down
- Do not rearrange place cards on a table
- Enter a chair from the right side

International Seating Arrangement Hierarchy

1. Heads of State
   by Inauguration date
2. Heads of Government
   by Election date to the office
3. International Organization
   by Establishment date of the organizations
**GUEST RESPONSIBILITIES**

- Respond to every invitation - RSVP
- Arrive on time (restaurant), but never early (private home)
- Don’t order the most expensive item on menu
- Don’t order alcohol at a luncheon/dinner that is a part of a job interview. Other business occasions, order wine and avoid hard liquor
- Send a thank you note (email, phone OK) within 48 hours

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**Can you set the table?**

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**Which glasses are yours?**
SILENT COMMUNICATION WITH SERVERS (waiters/waitresses)
SILENT COMMUNICATION WITH SERVERS

• To signal you are still eating, but resting
• To signal you are finished eating

SILENT COMMUNICATION WITH SERVERS

- Serves and clears drinks from the right
- Serves meal from the left, clears from the right

TABLE MANNERS (Don’ts)

Common mistakes (in red print)
- Arms or elbows on the table
- Reach across the table instead of asking to pass
- Removal of stuck food from teeth by finger; when removing bone, leave it on the rim of the plate
- Speak with food in mouth
- Chew with mouth open
- Make noises when chewing or having soup
- Gargling
TOASTING ETIQUETTE

- Never drink a toast made in your honor
- Join in by drinking any beverage (water OK), taking a sip, but not emptying the glass
- Don’t clink glasses with fellow guests at a business function (reserve this gesture for social and family gatherings)
- A toast should be brief
- At formal events, the toaster stands, as do the people toasting; the person being toasted remain seated.

“Enhance Your Soft Skills for a Successful Career and Life”

Thank You