

## Business Etiquette

This course examines the basics, most importantly to be considerate of others, dress/appearance, the workplace versus social situations, business meetings, proper introductions and “the handshake”, conversation skills/small talk, and much more.



### Course Objectives

- Define etiquette and provide an example of how etiquette can be of value to a company or organization
- Understand the guidelines on how to make effective introductions
- Identify the 3 C's of a good impression
- Understand how to use a business card effectively
- Identify and practice at least one way to remember names
- Identify the 2 steps in giving a handshake
- Enumerate the four levels of conversation
- Understand place settings, napkins, etiquette, and basic table manners
- Understand the meaning of colors in dressing for success
- Differentiate among the dress casual, semi-formal, formal and black-tie dress codes.

### Course Outline

- Understanding Etiquette
  - Etiquette defined
  - The importance of business etiquette
- Networking for Success
  - Creating and effective introduction
  - Making a great first impression
  - Minimizing nervousness
  - Using business cards effectively
  - Remembering names
- The Meet and Greet
  - The three-step process
  - The four levels of conversation
- The Dining in Style
  - Understanding your place setting
  - Using your napkin
  - Eating your meal
  - Sticky situations and possible solutions
- Eating Out
  - Ordering in a restaurant
  - About alcoholic beverages
  - Paying the bill and tipping
- Business Email Etiquette
  - Addressing your message
  - Grammar and acronyms
  - Top 5 technology tips
- Phone Etiquette
  - Developing an appropriate greeting
  - Dealing with voicemail
  - Cell phone do's and don'ts

## Business Writing

This course offers effective strategies to sharpen your writing skills by structuring your ideas logically, exercising diplomacy in letters and reports, and shaping your arguments

### Course Objectives

Writing is a key method of communication for most people, it is also one that many people struggle with. This workshop will give participants a refresher on basic writing concepts (such as spelling, grammar, and punctuation), and an overview of the most common business documents (such as proposals, reports, and agendas), giving you that extra edge in the workplace.

### Course Outline

- Working with Words
  - Spelling and grammar
  - Creating a cheat sheet
- Constructing Sentences
  - Parts of a sentence
  - Punctuation
  - Types of sentences
- Creating Paragraphs
  - The basic parts
  - Organization methods
- Writing Meeting Agendas
  - The basic structure
  - Choosing a format
  - Writing the agenda
- Writing E-mails
  - Addressing your message
  - Grammar and acronyms
- Writing Business Letters and Proposals
  - The basic structure
  - Choosing a format
  - Writing the letter
- Writing Reports
  - The basic structure
  - Choosing a format
  - Be guided by the: The purpose of the report
  - The seniority of your readers
  - Writing the report
- Other Types of Documents
  - Requests for proposals
  - Projections
  - Executive summaries
  - Business cases
- Proofreading and Finishing
  - A proofreading primer
  - How peer review can help
  - Printing and publishing



Register online at [abccentralflorida.com/education-calendar](http://abccentralflorida.com/education-calendar) | Cost \$285 per person per class

Class Location: New Horizons Learning Center, 1221 Lee Rd., Orlando, FL 32810

Business Etiquette – March 5 or June 17 | Business Writing – April 14 or July 2 | Class time: 9:00 a.m. to 5:00 p.m