

Unit-II

Professional Etiquettes & Non-Verbal Communication

Etiquette: Formal rules of polite BEHAVIOUR in society and among the members of profession.

Professional etiquette is an unwritten code of conduct regarding the interactions among the members in a business setting. When proper professional etiquette is used, all involved are able to feel more comfortable, and things tend to flow more smoothly. Professional etiquette plays a monumental role in making a lasting positive first impression.

In professional situations, displaying proper etiquette can give you a competitive edge over others who may not be using proper etiquette. Likewise, failing to use the correct etiquette may result in being overlooked for employment or losing other valuable opportunities. Professional etiquette can be applied to many areas of an individual's work life including e-mails, phone calls, and business meetings.

If you are meeting a possible business contact from another culture, or making contacts while travelling abroad, it would be wise to do some research beforehand to find out what is considered proper etiquette in that particular culture. There are many differences in dining style, greetings, perceptions of body language and so forth, worldwide. Being educated on these differences could save you from making a blunder and possibly offending someone or ruining an opportunity for yourself.

Small Talk & Humour

- Answer promptly
- Say sorry & thanks
- Follow Formal dress code & grooming
- Avoid cutting vulgar jokes
- Ridiculing sb for physical limitations

Respecting privacy

- Avoid digging your nose in public
- Use handkerchiefs when you are coughing/sneezing in public
- Good hygiene
- Avoid fidgeting
- Avoid irritable questions & expressions
- Respect other's privacy
- Avoid asking bank balance, personal matters

Poor Mannerisms

- Biting nails
- Picking teeth /ears /yawning openly
- Spitting
- Shouting and talking
- Sitting on the office table
- Cutting rude and vulgar jokes
- Occupying the street in a group
- Jumping queues

Job Etiquette

- Knock the door before entering other's room
- Greeting etiquette
- Don't take things for granted:
- Work sincerely
- Timely delivery
- Proper dressing sense
- Respect the rules of your workplace
- Do not interrupt
- Do not argue
- Do not be partial
- Make religion your personal not official
- Do not take anything personal
- Do not be so egoistic

E-mail Etiquette:

E-mail is a form of communication that most of us are familiar with, but writing a professional e-mail should be approached much differently than writing an e-mail to a friend or family member. When using e-mail for communication with businesses, potential employers, professors, or people that you have never met before, take these tips into account:

Have an e-mail address that is mature and professional-sounding: Potential employers and business contacts will not see you as professional if you have an e-mail address like foxymama@email.com. Be aware of what image your e-mail address conveys to others. Using your first and last name, or initials and last name, etc. are safer bets.

Include an appropriate subject line: In the subject line of the e-mail, include a short and to the point description which accurately reflects the subject of the e-mail. Appropriate subject lines help recipients sort and locate specific e-mails in their inboxes; subject lines such as "Hello" do not serve any function.

Use your manners! Say please and thank-you in the appropriate places throughout your e-mail. If you don't, you will come across as disrespectful or rude.

Address your recipient appropriately: Business e-mails should contain the recipient's name. Be sure to use formal titles (Mr., Mrs., Ms., or Dr.) unless the recipient has asked you to use his or her first name. If you are unsure whether a female recipient is married or not, use Ms.

Be aware of your tone: You want to sound friendly and approachable in e-mails. Proofread (or have someone else proofread) your business e-mail before sending to make sure that your tone does not come across as disrespectful, aggressive, or demanding. Remove emotion from your e-mail correspondences; never use e-mail to convey anger or annoyance. Do not type in all capital letters, as IT APPEARS AS THOUGH YOU ARE SHOUTING. Using all lowercase letters is also inappropriate.

Get to the point: Try to keep your e-mail brief, while still getting your point across. Don't ramble or repeat information, but also don't sound too short with the person. Be friendly and clear, but get to the point. When replying to someone else's e-mail, be sure to provide answers to any inquiries they made to save time and eliminate the need for follow-up e-mails.

Avoid emoticons, abbreviations, and fancy formatting: Emoticons (such as smiley faces) do not convey professionalism in an e-mail. Abbreviations that are now common (LOL, TTYL, "U" instead of "you," etc.) also appear unprofessional, and may not be understood by everyone. Fancy fonts, formats, and layouts can be distracting, so it is best to stick to plain text when composing a professional e-mail.

Use proper spelling, grammar and punctuation: Misspelled words and improper use of grammar and punctuation look unprofessional. Proofread (or have someone else proofread) your message before sending; do not rely on spell check alone!

Include your full name at the bottom of your e-mail: This will ensure that the recipient knows who has sent them the e-mail. It is also a good idea to have your contact information in your signature, including your postal mailing address and phone number.

Reply quickly: When someone sends you an e-mail that requires a response, be sure to reply within 24 hours. If possible, reply as soon as you receive their e-mail. If it will require longer than 24 hours for you to appropriately respond to the e-mail, at least send a reply to the person acknowledging their e-mail and stating that you are working on acquiring necessary information to respond properly.

Do not attach large or unnecessary files: Only send attachments that are relevant. Sending a lot of unnecessary or large attachments can slow the recipient's computer system. If you have, a large file that needs to be sent, it may be better to save it on a disk and deliver it.

Do not send or forward jokes, chain letters, virus hoaxes, etc: Do not e-mail this type of material to your professional e-mail contacts. It is unprofessional and wastes the time and inbox space of the recipient. Additionally, never send or forward an e-mail that contains potentially offensive, obscene, or defamatory content.

Take care with confidential information: Keep in mind that e-mail is not guaranteed to be confidential. If you need to relay sensitive information, it may be best to handle it in person.

Points to Remember:

- Be concise and to the point
- Answer all questions, and pre-empt further questions
- Use proper spelling, grammar & punctuation
- Use templates for frequently used responses
- Answer swiftly
- Do not attach unnecessary files & do not send unnecessary & unwanted mails
- Use proper structure & layout
- Do not overuse the high priority option
- Do not write in CAPITALS
- Don't leave out the message thread
- Add disclaimers to your emails
- Read the email before you send it

- Do not overuse Reply to All
- Take care with abbreviations

Cell phones Etiquette:

Oftentimes Cell calls precede face-to-face meetings with important professional contacts. When you use proper Cell Phone etiquette you help to ensure that the person you are talking to will want a face-to-face meeting to take place.

When placing Cell calls:

Keep the time in mind: Be familiar with the hours of operation when trying to reach someone at his or her place of business. Avoid calling right at closing time. If you have been given permission to contact someone at his or her personal cell phone number, never call before 8 a.m. or after 9 p.m.

Be polite to everyone with whom you speak: Never be rude to administrative secretaries or other support staff who may answer your call. Not only is it unprofessional, but you can be assured that the person that you are trying to reach (professor, potential employer, etc.) will hear about it and this will tarnish his or her opinion of you.

Identify yourself: Clearly state your first and last name to the person answering the call, and let them know the reason for your call.

Ask if this is a good time to talk: Once you've been connected to the person for whom you were calling, ask him or her if this is a good time to talk. This is especially important if you anticipate that your call will last longer than a few minutes. If you know that a particular call will be lengthy, it may be best to schedule a specific time to call.

When leaving messages - on an answering machine or voicemail, speak in a pleasant tone, be concise and to the point, and be sure to leave your first and last name, the current date and time, your cell phone number, and brief explanation of the purpose of your call. Be sure to speak clearly and slowly enough so the listener won't have to replay the message repeatedly to gather the information.

When answering calls:

Use a friendly tone and greeting: Smile as you pick up the phone and say, "Hello." As silly as it may sound, smiling while talking on the phone affects the way you speak, causing you to sound more pleasant.

Speak clearly: Avoid eating or chewing gum while on the cell phone, as the sounds will be amplified to the person on the other end of the phone. Hold the telephone about two finger widths away from your mouth to ensure that you do not sound muffled. Be mindful of the volume and speed of your speech.

Always ask permission: before placing someone on speaker phone or on hold. These features should only be used if absolutely necessary.

End calls on a pleasant note: Thank the person for calling you and wish them a nice day.

Your voicemail or answering machine: Make sure that the recorded message on your voicemail or answering machine is professional sounding in case you should happen to miss a call from a professional or business contact. Make sure the message is polite and states your name. Avoid being funny or clever on your outgoing message, and do not use slang. Return all calls as soon as possible.

Do not allow cell phone interruptions: Before meeting with a professional contact, make sure that your cell phone or other electronic device is on silent mode or turned off and put away to avoid interruptions. Also, do not check your missed calls or messages during professional meetings or conversations. You want the person or people with whom you are meeting to see that they have your undivided attention during that time.

Remember your surroundings: when using cell phones for business or professional calls. Background noise is often picked up by cell phones, so it is a good idea to move to a quiet area before placing or receiving business or professional calls on a cell phone. This is also done out of respect for others who may be nearby, as they likely do not want to be forced to listen to your phone conversation. Also be sure that you are in an area where you get good reception to avoid dropped calls during important conversations.

Points to Remember:

- Avoid multi tasking
- Switch off in public gatherings
- Speak softly
- Keep it short & sweet
- Avoid loud speaker in public
- Avoid loud music
- Handle cell with care
- Have pleasant hallow tunes & ring tones

Non-Verbal Communication

Body language is a term for communication using body movements or gestures instead of, or in addition to, sounds, verbal language or other communication. KINESICS is an interpretation of body language – facial expressions and gestures. The word is coined by Ray Bird Wistell. CUE is an action that provides a signal. Projecting an image that is consistent with the person significantly improves the ability **to develop trust & rapport**. The name of the difference is the “image gap”. Image can be critical to success. It is definitely a key element of communication. Studies show that over half of your message is carried through nonverbal elements:

- Appearance – dress, body hygiene
- Body language – Gestures, Postures, Facial Expressions, Mannerisms
- The tone – pitch, accent, the pace of voice – speed, timing

First impression includes: Dress & grooming, voice, eye contact, body posture

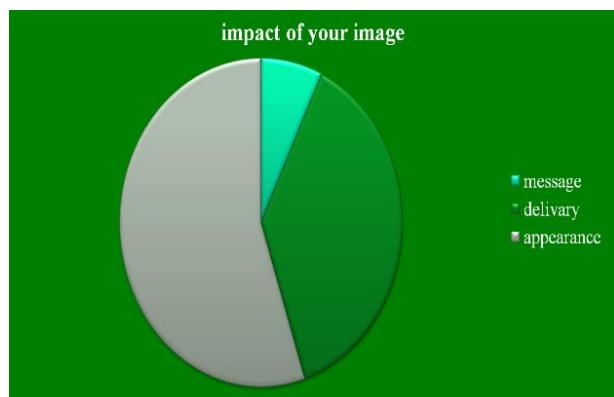
Poor Impression: unintelligible accent , weak voice, poor vocabulary, Lower quality, with inappropriate colours, messy dressing style, dirty shoes, seldom eye contact, poor posture, bad hygiene.

Artifacts:

Appearance plays an important role in non-verbal communication. Clothes, makeup, accessories, hairstyle, choice and uniforms usually offer signals relating to person's individuality, status, wealth, occupation and even attractiveness. People we find attractive are perceived as more credible, sociable, successful, interesting, sensitive, kind and popular.

Appearance may put the audience into a resistant or hostile attitude or induce in them a receptive mood. One should be clean and well groomed, conforming to the need of the occasion. Appearance communicates how we feel about ourselves and how we want to be reviewed.

Impact of your Image: 55% appearance; 35% delivery; 7% message



Your body speaks:

The gestures, postures, and facial expressions by which a person manifests various physical, mental, or emotional states and communicates nonverbally with others. Categories of Non - verbal Communication:

- ✓ **Kinesics** - postures, gestures and facial expressions
- ✓ **Oculesics** – Eye Contacts
- ✓ **Proxemics** - space & distance
- ✓ **Chronemics** - usage of time
- ✓ **Chromatics** – colour
- ✓ **Olfacts** – smell
- ✓ **Haptics** – touch

1.Kinesics – a. Postures : Posture refers to the way we hold ourselves when we stand, sit or walking. It may tell that one is bold, confident, dynamic, timid, and submissive. To be an effective communicator neither remain static nor fidget, move occasionally to hold attention and increase emphasis. The way of sitting, standing and walking reveal the true personality.

Non-verbal behavior	Interpretation
1. Crossed arms	Defensive and not ready to listen
2. Open hands	Willingness to listen
3. Leaning forward	Open, honest, interested
4. Leaning backward	Disinterest

b.Gestures:

Gestures are visible body actions that express implicit meaning. It refers to fingers, hands and arms for expressions. Some Points:

- Gestures shared be normal
- Avoid gestures for negative feelings
- Avoid confusing gestures of body movements
- Do not use fingers too often
- Use arms and hands very carefully

Gestures reflect personality traits such as a person is bold, confident and dynamic or timid, submissive and servile fellow. If you fail to express gesture while speaking, you may be perceived as boring and unanimated.

c. *Facial Expressions:*

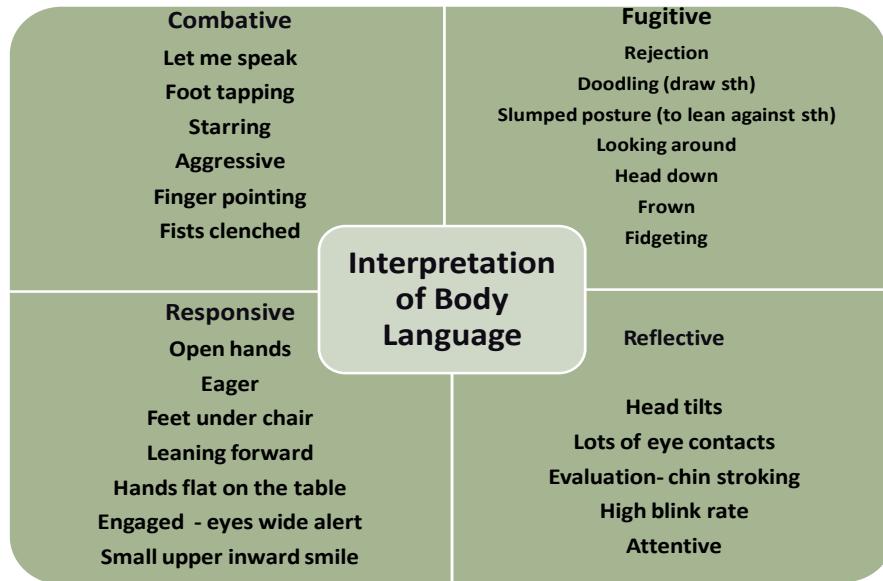
Facial expressions show what we feel. They must be kept quite natural. Positive facial expressions should be used. It consistent with the verbal language. Smiling is a powerful cue that transmits harmony, friendliness, warmth, liking, and affiliation.

Facial Expressions	Cue
Surprise /question	Raised eye brows
Anger / frustration	Furrowed Forehead
Displeasure	Furrowing
Shock	Open mouth
Aggression	Eyes wide open
Disinterest	Face turned away

2. *Oculesics - eye contact*

- ✓ Make eye contact for focus & attention
- ✓ Avoid staring and gazing
- ✓ Keep eye contact for 20 to 30 seconds
- ✓ Shifty eyes indicate disinterest

Interpretation of Body Language : The body language can be interpreted in four angles – combative, fugitive, responsive and reflective.



3. Proxemics (Space & Distance):

Proxemics is the study of how people use & perceive the physical space around them. Space is related to behavioral norms. In a professional setting space is used to signal power and status. Physical distance between persons can indicate familiarity, closeness etc. People who are close to each other tend to keep minimum distance whereas strangers and people who are not very friendly with each other maintain physical distance. It is important to be aware of the personal space so that invade someone's personal space uninvited. Invading someone's personal space can seem threatening and the person will move away to a more comfortable distance.

Intimate:(distance) for embracing, touching or whispering among family members, Spouses & relatives.

Close phase – less than 6 inches (15 cm) - Far phase – 6 to 18 inches

Personal:(distance) for interactions among Close friends colleagues and peers

Close phase - 1.5 to 2.5 feet - Far phase - 2.5 to 4 feet

Social:(distance) for interactions among acquaintances

Close phase - 4 to 7 feet - Far phase - 7 to 12 feet

Public:(distance) used for public speaking

Close phase - 12 to 25 feet - Far phase - 25 feet or more

4. Chronemics – Usage of Time

Chronemics is the study of the appropriate use of time. The way we perceive time, structure our time and react to time is a powerful communication tool. Time perceptions include punctuality, willingness to wait, and interactions. Time can also be used as an indicator of status.

In the professional world, time is a valuable commodity. When someone is late for an appointment, people react negatively. If someone arrives early, he is considered either

overeager. So always be on time. Through time one communicate both subtly and explicitly. (clearly & precisely)

Time language also varies from culture to culture. In Latin countries, meetings usually begin well after their appointed time. Every one knows this. It is customary and no one is offended by the delay. Where as in western set-up maintaining punctuality is high priority.

Time approaches: Monochronic and polychronic

Monochronic Time: In this system time is **scheduled, arranged and managed.**

For Americans or Japanese time is a precious resource not to be wasted or taken lightly. "We buy time, save time, spend time and make time. We use time to structure both our daily lives and events that we are planning for the future." Schedules must be followed. Appointments, classes that start and end at A certain time, work schedules that start and end at certain times, and even our favorite TV shows, that start and end at certain time.

A polychronic time system is a system where a more fluid approach is taken to scheduling time. Unlike Americans and most northern and western European cultures, Latin American, Asian and Arabic cultures use the polychronic system of time. These cultures are much less focused on the preciseness of accounting for each and every moment.

Instead, their culture is more focused on relationships, rather than watching the clock. They have no problem being "late" for an event if they are with family or friends, because the relationship is what really matters. As a result, polychromic cultures have a much less formal perception of time. Polychronic cultures include **Saudi Arabia, Egypt, Mexico, Philippines, Pakistan, India** and many in **Africa**.

5. Chromatics- Sense of Colours: Colour is a very important and powerful means of communication. Colours are associated with different moods and feelings, like, black with death and sorrow; white with peace and purity, red with danger and so on. Colour has physical effect. Motivational and state of mind of employees are influenced by the colour in the place of work. Pleasant colors have good influence on workers. Always choose positive and pleasant colors and combinations. Avoid florescent hues.

6.Olfacts: Sense of smell: Use deodorants, Good hygiene , pleasant perfumes. Avoid strong flavors. Olfacts refers to people's sense of smell. To begin with, our sense of smell serves an important biological function. As the sense of smell plays an important role in our sensory life, it has also become one of the most commodified of our human sensoria. If the marketing and selling of perfumes, colognes, and deodorants is of any gauge, people in the U.S. spend perhaps the most time and money on smell than anyone else in the world. Of course, having a distinct taste for expensive scents is also a testimony of one's social class status. Meanwhile, bodily odor is often portrayed ads for deodorants as a barrier to social acceptance.

7.Haptics: Sense of Touch : Culture based, Shake hands - use when appropriate , Tapping - encouraging but needs right situation, Gender - reserved & Know your limitations

Haptics is the study of touch in non-verbal communication. Touching has limited communicative symbolism. It primarily conveys intimacy and closeness and also affection. But the act of touching has its meaning in relation to its context. Haptics include touches, handshakes, holding hands,

slapping, a pat on shoulders etc. The Meaning conveyed from touching is depended upon the context of the situation the relationship between communicators and the manner of touch.

Like many other elements of nonverbal communication, haptics is very much a function of culture. It has been noted, for example, that Mediterranean, Middle Eastern and Latin American cultures employ much social touching in conversation, including embraces and hand-holding; these are called high-contact cultures. In moderate-touch cultures such as North America and Northern Europe, Touching is used only occasionally, such as in handshakes and sporadic shoulder touching or back slapping. Touching is an extremely important sense for humans. It is a component of non-verbal communication and vital in conveying physical intimacy.

NV Communication should be natural and It should reflect dynamism, positiveness , and politeness.
