

„Savoir Fair”: Mastering Modern Business Etiquette in The Anglo-Saxon World Workshop

Objectives

Business etiquette varies enormously from culture to culture, and uncertainty in this area can leave the most experienced manager feeling at a disadvantage. This course aims to develop an awareness of current social conventions in the English-speaking world. It will demonstrate how to adapt these conventions to a practical business environment, and focus on building participants' confidence when dealing with external and internal clients. The emphasis will be on finding practical answers to a range of difficult situations faced in international business.

Contents

- First Impressions (what your body language, choice of clothes and language say about you).
- Effective Greetings and Introductions (including the appropriate use of names and titles when introducing people in the English-speaking world).
- Small talk (suitable and unsuitable topics; the importance of listening as a skill; how to make others comfortable and relaxed in this environment).
- The Etiquette of Cocktail Parties and Receptions (how to eat, drink and socialise in a crowded room; how to join and leave conversations with groups of strangers; circulating easily at receptions; turning challenging situations to your advantage).
- Business Meals: Table Manners and Conventions (handling difficult food; developing confidence to take control as the host; managing the flow and timing of the meal from ordering the food and wine to paying; making toasts and speeches). The day will include a cocktail reception and formal lunch.
- Managing Difficult Situations: When dealing with a range of multinational clients it is inevitable that unexpected, embarrassing or surprising situations will arise. Participants will be encouraged to work together to develop strategies and possible solutions to handle these situations with tact and without causing offence.
- Personal Image (how to choose the right clothes for the situation; dealing with “dress down Friday”; interpreting dress codes - what is “business casual”; the message behind the clothes; what your clients' clothes say about them; assessing yourself and conveying the right image for yourself and your company). Participants will be asked to attend in suitable business attire, and will receive feedback on their personal image.
- Cultural differences (how all of the elements above are affected by differences in cultural background and experience; how to respond appropriately when doing business or entertaining in other countries).

Methodology

Short lectures, practical exercises, discussions, telephone and meeting role-plays, individual feedback from tutors and fellow participants.

Target Group

Professionals who have face-to-face client contact and want to improve their performance when meeting and entertaining clients. The course aims to develop an awareness of current social conventions and demonstrates how to adapt them to a practical business environment, focusing on building participants' confidence.

Prerequisite

Advanced level of English (B2 on the CEF*)

Duration

2 days

Number of Participants

12

Comments

Participants should be prepared to speak English throughout the workshop.

** CEF = Common European Framework of Reference for Language Learning and Teaching.
Check your level of English with IBC's English Fitness Check.*