

## **Possible Titles For Session:**

- ✂ Communicating with Courtesy
- ✂ P's and Q's for Profit
- ✂ Navigating the Manners Minefield
- ✂ Creating a Culture of Connectedness: Communication Essentials

## **Length of Session:**

3 hours, including 2-ten minute breaks.

## **Sample "Sell" Segment:**

Imagine having the ability to hold the attention of others. Imagine sending a message of confidence and credibility without saying a word. And, imagine saving time by sending clear, concise electronic and written communication. All this is possible by practicing some simple communication techniques. Join Canada's civility at work experts and learn the nuances of communicating respect and professionalism.

## **Who Would Benefit From This Session?**

Front-line personnel, human resources professionals, executives, project managers, anyone who interacts with other people in any way; electronically, via the telephone, or face-to-face, would benefit by brushing up on his/her communication skills.

## **Rationale For This Session:**

One of the prevailing issues within the etiquette business is the pervasive misunderstanding on the part of many businesspeople about what exactly etiquette is. Most

## Statistics:

Here's more to ponder — nearly 1 in 4 of all employees suffers chronic anger on the job. Workplace anger is on the upswing, because people feel betrayed by their employers (*The Marlin Co. & Yale School of Management*)



In a five-year workplace study, more than half surveyed said they were distracted by rude behavior at work and got less done while fuming or worrying about it.. 22% said they purposely quit doing their best work due to incivility (*Christine Pearson, University of North Carolina-Chapel Hill*)

## Quotes and Anecdotes:

*"When I was young, I used to admire intelligent people; as I grow older, I admire kind people."*

~ Abraham Joshua Heschel



*"Constant kindness can accomplish much. As the sun makes ice melt, kindness causes misunderstanding, mistrust, and hostility to evaporate."* ~ Albert Schweitzer

*"A successful person is one who can lay a firm foundation with the bricks that others throw at him or her."*

~ David Brinkley

*"In God we trust, all others we virus scan."* ~ Unknown

## Modern Relevance:

The latest gadget due for sale in summer of 07 is the iPhone by Apple, will supersede the Blackberry.

<http://www.apple.com/>



Typical examples of cultural differences:

- ⌘ In Arabic countries the odours (of condiments, coffee etc.) are often perceived in more differentiated ways than e.g. in northern America.
- ⌘ In Asian countries the perception of time is rather past-oriented (ancestors, values), in Latin American countries as well as southern European countries, rather present-oriented, and in western Europe as well as North America rather future-oriented (achieving goals).

Behaviour and gestures are interpreted differently:

- ⌘ Showing the thumb held upwards in Latin America, especially Brazil, means “everything’s ok”, while it is understood in some Islamic countries as a rude sexual sign.
- ⌘ “Everything ok” is shown in western European countries, especially between pilots and divers, with the sign of the thumb and forefinger forming an “O”. This sign means in Japan “now we may talk about money”, in southern France the contrary (“nothing, without any value”), in some Latin American countries, Eastern Europe and Russia it is an indecent sexual sign.
- ⌘ In North America as well as in Arabic countries the pauses between words are usually not too long, while in Japan pauses can give a contradictory sense to the spoken words. Enduring silence is perceived as comfortable in Japan, while in India, Europe and North America it may cause insecurity and embarrassment. Scandinavians, by Western standards, are more tolerant of silent breaks during conversations.
- ⌘ Laughing is connoted in most countries with happiness—in Japan it is often a sign of confusion, insecurity and embarrassment.



By taking the time to learn how to communicate appropriately and effectively, and then choosing to consistently exhibit those behaviours, we are showing respect for ourselves and for others.

### **Modern Relevance:**

#### **EMPLOYEE ATTITUDES RELATE TO A COMPANY'S HEALTH**



There's a direct link that runs from employee satisfaction, through customer satisfaction, to a company's financial performance, according to the results of a study by the Forum for People Performance Management and Measurement at Northwestern University. Reported findings of the study include:

- ☞ The key characteristic for explaining employee satisfaction is organizational communication, upward and downward.
- ☞ Employee satisfaction is a key antecedent to employee engagement.