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MARALEE MCKEE
THE ETIQUETTE SCHOOL OF AMERICA

BUSINESS ETIQUETTE SEMINARS PERSONALIZED FOR THE SUCCESS OF YOUR COMPANY AND ASSOCIATES

A Cut Above

THE ETIQUETTE ANSWER FOR YOUR COMPANY'S SUCCESS

Forget ivory towers. This is modern etiquette for real life. We have a relationship economy and a competitive marketplace. These people skills are a MUST. They enhance your confidence and professionalism. And they positively impact the way other people perceive, interact, and respond to you and the product or service you represent.

You'll learn:

The etiquette formula for making flawless first impressions

The one correct way to introduce yourself

How to meet and greet others in a way that gets relationships started on the right foot

The value and subtle differences in how you should make eye contact

The language of handshakes and what yours is communicating

How to give an affirming handshake

Interacting with people who are differently abled

Today's polite use of titles and Mr. and Ms.

The workplace etiquette of male/female interaction

Breaking generational barriers and building relationships

When to stand and when to remain seated in business settings

What to say to a client or potential customer after you say hello

The ten words to say to ensure you're well-liked when arriving or leaving

And more...

Closing the Deal Over a Meal

WHEN BUSINESS AND DINING COMBINE, CONCENTRATE ON YOUR AGENDA AND ENJOY YOUR MEAL INSTEAD OF WORRYING ABOUT WHICH FORK TO USE

In our eat-on-the-go, fast-food society, many of us aren't comfortable in situations where food and business combine. When putting these dining skills into practice, you will be free to concentrate on your agenda and on developing and strengthening relationships over meals.

You'll learn:

How to represent yourself with ease and savvy at business-social events

What all business hosts must do to ensure guests leave impressed

What all business guests must do to ensure the host is glad they came

The savvy executive's way to host a business meal

How to gracefully and correctly handle the check

The right way to order your meal

Current tipping guidelines

The American style of dining

The Continental style of dining

Correctly handling silverware and napkins

The silent service code (what you're signaling without knowing it)

Eating hard-to-eat foods with ease

The most important and impressive dining dos and don'ts

Handling dining accidents without embarrassment

The important etiquette of proposing and receiving a toast

And more...

Essentials of Dynamic Offices

SKILLS TO OUTCLASS THE COMPETITION

Mediocre is way overplayed. In today's world it takes so little to be extra special, so why not stand out for all the right reasons? A classy, polished presence starts from the inside. These skills provide you with what you need to communicate well with clients and maintain a friendly and productive office environment.

You'll learn:

Impressive and polite conversation skills for talking with clients and coworkers

The telephone skills of polished professionals

How to be an impressive office host or guest

Office-meeting etiquette

The important protocol of how and when to exchange business cards

The formula for writing treasured business thank-you cards

The etiquette of sending holiday cards from your business

The year-round etiquette of giving gifts to clients, coworkers, associates, and vendors

The etiquette of office celebrations

Open-office and cubicle etiquette

The important etiquette for maintaining civil workplaces

Sex, politics, gossip, and religion at work – what to say and not say

How to have a hard conversation without any hard feelings

What to do about that one person at work you wish you didn't work with

And more...

Techno-Etiquette

PUTTING THE HUMAN TOUCH IN YOUR TECHNOLOGY

About 320 billion emails are sent each day. More than eight billion text messages are sent daily. And on Facebook alone, about 250 million photos are posted every 24 hours. There's a whole lot of information being sent back and forth! But are we actually communicating anything? Or is it that our technology isn't making the human connection we need it to in order for our words to be noticed, understood correctly, and acted upon? Let's make sure your messages are never lost in translation.

You'll learn:

The most up-to-date email dos and don'ts for this always-evolving way of communicating

How to be well-liked via email even though the person hasn't met or spoken to you

How to get someone to actually reply to your important emails

Slack and other interoffice communication etiquette (if your company uses any of these platforms)

The special rules of sending work-related texts to clients

The most vital voicemail etiquette

How posting socially impacts your business life

Knowing when it's best to deliver your message by phone call, text, or email

Timezone etiquette for sending any communication

And more...

What to Wear Where You Work

THE ART OF DRESSING WELL FOR YOU AND THE WORK YOU DO

Your associates are your most seen billboard. And considering that 70 percent of the message we send when talking in person is visual, what they're communicating at work about your company, themselves, and your product or service is speaking louder than anything on your website or your marketing materials. Let's make sure that what they're "saying" is flattering for your associates and your company.

You'll learn:

The rule of three for men and women

What a piece of notebook paper can teach us about work attire

The rule of "one less"

The real difference between "business" and "business casual" dressing and how it varies depending on what field you're working in

How to stay true to your style while dressing well for your job

The psychology of color when it comes to the message your clothes are sending to others

The most impacting tips for men

The most impacting tips for women

What to wear to different work-related events

Best practices for shoes and accessories

Hairstyles

Facial hair

Whether to show your coworkers your new tattoo

And more...

Please note: This seminar is completely customized for your corporate culture.

Cross-Cultural Business Etiquette

SETTING THE RIGHT FOUNDATION FOR GOING GLOBAL

The old saying holds wisdom. When in Rome, do as the Romans do. Not understanding the culture of the people you hope to work with can quickly lead to misunderstandings that build walls, not bridges. Whether you're a company in the United States looking to expand internationally, or you're a global business hoping to do business in the United States, lay a firm foundation for success through cross-cultural etiquette training.

You'll learn:

The business culture of the country you'll be working with

How meetings are typically conducted

How deals are made and finalized

Differences in the work/life balance so you can respect their boundaries

What never to mention

Great things to talk about

The etiquette of business dining in your host country

Cultural differences in business gift-giving etiquette

What to do if you're invited to someone's home

How not to accidentally insult your host

Body language, proximity differences, and handshaking and greeting differences

How to visually meet their business expectations through what you wear

Important dos and don'ts of your host country that don't exist in your country

Post-meeting follow-up with your hosts once you return home

And more...



Smart Start Seminars

FOR COLLEGES AND UNIVERSITIES

LAY A SOLID FOUNDATION AND SET THE CORNERSTONE FOR YOUR BEST POSSIBLE FUTURE

The Etiquette School of America presents customized business etiquette, social skills, dining, and manners seminars specially designed for college and university students.

Contact me telling me about your organization and the group of students who will be attending. Please let me also know about your hopes and plans for our time together.

After studying the form and talking with you, I'll craft a customized seminar covering the skills of most value to you and the attendees.

It will be a fun and memorable event with skills the students can begin using during the seminar and benefit from every day afterward!