



## Lunch & Learn Series

From

**Impact Factory**

It only takes 3 seconds —a first impression can make or break a business relationship! People first evaluate your physical appearance but it is your body language, mannerisms and demeanor that make a more powerful impression. In an instant, they decide whether they will or will not consider doing business with you. In these days of business casual, both appearance and behavior, we still need to “mind our manners.” We represent the products and services our company sells and more importantly, we are the face of our company to our clients. So, where do we learn the proper business etiquette and protocol we need to be successful in our careers? Unfortunately, it is no longer taught in most schools and many young executives are entering the corporate world unprepared. To succeed in business it takes more than a great education and a strong work ethic, you also need people skills!

Don't worry; Impact Factory is here to help.

Whether in the interactive environment of a workshop or seminar, or one-on-one coaching, I can help sharpen and improve the people skills that will help you thrive in any business or social situation.

**Ellen Reddick**

Ellen Reddick – Professional Development Consultant

## Lunch & Learn Seminars Offerings

*"The rules of proper business etiquette have not changed but have become lost. Many potentially worthwhile and profitable alliances have been lost because of an unintentional breach of manners or lack of self-confidence. Business and Social Etiquette training from Impact Factory will help empower you and your staff to make those strong first impressions and drive your business to the next level." – Nicky Henderson, Political Campaign Director*

**Your Handshake – Your First Impression** – A practiced and well delivered handshake promotes a positive image and winning attitude. A handshake delivered correctly exhibits courtesy, confidence and good intentions.

### **Savvy Networking – The Art of Mixing & Mingling for Business**

The New York Times lists the #1 fear in North America as no longer public speaking, but walking into a room full of strangers and having to make conversation. Shyness is on the increase and because most of us fear rejection, we hang back and wait for others to make the first move. For organizations and individuals, the ability to communicate and network effectively can boost your profile and engender better business alliances, client relations and success. This session will benefit personal and professional life by providing simple strategies to quickly build rapport with others, overcome shyness, start small talk and take it to BIG talk, enter and exit conversations with finesse and nurture those new relationships.

After this program the participants will go away with:

- A greater understanding of the importance of external and internal networking.
- Techniques for overcoming shyness in themselves and others.
- Be able to avoid the 5 greatest mistakes that stifle conversation.
- A safe and effective way to enter and exit conversation.
- A relationship oriented contact management tool.
- A success game plan for hosting or attending networking events.

## **Interpersonal Communication – Personality Dimensions: Colleague, Client and Self–Personality Awareness**

It's not the differences in people that cause the problems; it's how those differences are viewed and managed. Participants have an opportunity to self assess and determine their personalities in this fun, informative and experiential session. This is an exceptional team building tool. It helps us establish rapport with people who are different from us, strengthens bonds with colleagues, clients and personal relationships. Providing us with a language for expressing what we value. It encourages self-expression, increases self-esteem, and facilitates understanding of others and ourselves. It is designed to describe, not label. It is a tool to support our relationships with others and to honor our differences, to enhance our potential and that of others. This seminar will provide the tools and the insights. Plenty of ah-hah moments!

## **Etiquette for LinkedIn and the Professional Networking World**

Online networking sites like LinkedIn can challenge our ideas about what constitutes white-lace-handkerchief behavior online. In fact, if we've learned that it's important to be polite when using email, it's even truer in the social networking sphere. Here are ten tips for establishing yourself as a well-mannered online networker, when using LinkedIn:

## **Casual Dress – The Details You Need to Know**

One of the questions I am asked most often during private and public seminars concern business casual. People are confusing casual dress with business casual dress and it is hurting careers and companies. You will learn all the details you need to know to make your choices benefit your career and company.

## **Web Meeting Etiquette**

Web meetings are good for your business. They can save you money on travel, boost communication between workers and clients — even increase sales. With these greater rewards come risks: the chance that a

misstep will cost your company a deal, or worse, a client. Learn how to avoid the costly mistakes and make a web meeting a positive customer experience.

### **Client Lunch Etiquette**

Business lunch etiquette is undoubtedly one of the most talked about topics in business. Business lunches are becoming more popular than office meetings, and much tastier, but they require a lot more effort! Before inviting another client to lunch or dinner understand the rules of dining with customers,

**The Art of Eloquent Introductions** – Delivering a proper introduction between people exhibits your ability to take notice and to create a comfortable environment between others. The reward of giving a great introduction translates to others that you are a polished individual and make others around you feel important and appreciated.

**Techno–Etiquette – Modern Etiquette Meets Modern Technology** – You or your company along with your clients, insist on certain technological standards and are legally and ethically responsible for the information that comes from modern “techno” devices. Learn the etiquette skills necessary to build bridges and avoid pitfalls – includes: voice mail, e-mail, texting and cell phones.

### **Image – Looking the Part – Creating a Positive Personal Image**

Looking the Part, Your Clothing as a Business Tool, Credible Business Casual

The first impression you create can either enhance or diminish your credibility. This program will help you gain an understanding of the power of image in meeting clients' expectations, build a consistent corporate brand and use your personal image in an effective business manner. It will offer practical tools to gauge your image impact and enable you to appear at your best. Plenty of eye opening information and visuals!

**Giving and Receiving the Business Card** – Understanding how to give, receive and take notice of what is on a card not only shows that you are interested, but it also gives you a chance to learn something about a person and their company. Handling a business card of a potential customer or alliance is second only to the handshake and done correctly will build rapport, trust and an opportunity to secure a meeting to discuss your personal or professional agenda.

**Masterful Meetings** – Learn everything you need to know to hold masterful productive meetings so you and your employees never waste time again. Get the meeting results you need and make everyone feel their time is valued and productive.

**Secrets to Effective Communication and Listening Skills** – To become a greater asset to your clients, colleagues and alliances you need to establish and practice etiquette skills related to communication and listening. Without them, you stand the chance of missed opportunities, mistakes and misinterpretations that could affect your goals, objectives and relationships.

**The Social Side of Business Etiquette** – Social engagements are excellent opportunities to showcase you, your company and your character. Learn how to have fun without jeopardizing your reputation. Whether it is a business party, celebrations, private dinner parties or conferences, knowing the appropriate etiquette skills to use will prevent costly blunders.

**Small Talk on a Business Level** – Making small talk between others is essential to establishing new connections that will lead to new opportunities. Learn how to master small talk to forge new leads and referrals that will lead to stronger relationships with clients, colleagues and alliances.

**Office and Cubicle Manners** – First-class manners in the workplace will result in increased levels of productivity, higher retention of top talent and a more knowledgeable and courteous workforce. Employees taught the tenets of office etiquette learn how to abstain from and prevent rudeness, inappropriate behavior and bad language in the workplace. A positive work environment fosters team unity resulting in higher productivity.

**Goodwill Etiquette for a Harmonious Workplace** – Understanding the etiquette skills needed to deal with office pessimists, gossip, sarcasm and bluntness are a must for employees to remain productive and free of negative interferences. Negativity breeds negativity, and one negative influence can destroy an entire office or relationship. Goodwill etiquette will also aid in managing relationships with clients, colleagues and alliances who exhibit different and challenging behaviors which can directly affect productivity and success.

**Telephone Skills** – The telephone is one of the most widely used methods of communication in the business world. A customer who replaces the receiver, satisfied with the call, is most likely to re-dial your company number in the future. Valuable business can be lost if simple techniques are not employed to ensure customer satisfaction. This highly practical Professional Telephone Skills Course is designed for any member of staff who uses the telephone.

#### Program Contents

- Overview of communicating by the telephone
- The importance of first impressions
- Understanding customer needs, attitudes and influences
- Telephone techniques
- Incoming calls
- How to sound confident, interested and helpful
- Re-routing calls
- Outgoing calls

- Handling awkward calls and complaints
- Learning to listen
- Maintaining a positive mental attitude towards every task

**Etiquette Guidelines for Gift Giving in Business** – Giving and receiving gifts is inevitable and knowing the appropriate protocol in the workplace and social arenas will make the experience memorable. Knowing what gifts are appropriate, how to deliver and receive gifts and correspondence will express to others you are detailed orientated and mindful of others.

**Travel Etiquette** – Domestic and international travel for business and pleasure is exciting, but it does come with the pressure to prepare, organize and handle unforeseen glitches. Learning excellent travel manners related to transportation, accommodations, tipping and more will help make travel more enjoyable for you, the group you are representing or your company. Learn the etiquette to become a courteous and mindful traveler.

**Preparing for a Job Interview** – Job interviews are a perfect place to show a potential employer how professional and serious you are about them and their company. Etiquette training will teach you how to participate in phone and face-to-face interviews, answer common interview questions and the appropriate follow-through to give you the edge to outclass your competition and get hired!

## **Benefits of a Lunch & Learn**

Business and Social Etiquette Training is interactive and can be easily learned:

The skills and information can be used immediately to increase self-esteem, establish rapport and project a polished image.

Clients, colleagues and alliances will value the image you project, leading to new relationships, business and referral opportunities. New tools and understanding will lead to increased productivity, loyalty and enhanced relationships.

You and your employees will build trust among your clients, colleagues, alliances and co-workers. Maximize greater bottom-line profitability in your business endeavors.

**Call Ellen today at (801) 581-0369**  
**[ellen@impactfactoryutah.com](mailto:ellen@impactfactoryutah.com)**  
**for a complimentary introduction to my services.**