

Outclass the Competition


# Business Etiquette, Networking and Being Politically Savvy



LULAC Federal Training Institute

July 15, 2016

Jimmy Ortiz, PhD

# **hello** my name is...  


- Stand and introduce yourself to someone you don't know stating something interesting about you/event/compliment then move to another person...
- What did you notice?

- Expectations
- Distinguish Yourself from the Competition
- The Art of Networking
- Collaborating and Coalitions Building
- Being Politically Savvy
- Homework





## Positions You To:

- Distinguish yourself
- Project a positive image
- Project confidence and authority
- Build teamwork



## Have you noticed some people are more successful at advancing ideas in the corporate setting than others?

What is different about these individuals?

The distinguishing characteristics of the more successful group could be generally broken down into two areas the **attitude** they have as to their role and the **tactics** they use

Is it "teachable" to others?

**YES!!!!**





Organizational politics can be an obstacle to overcoming these challenges. Developing and enhancing your **politically savvy** will not only allow you to effectively perform in your organization.

## Attitude and Tactics:

### Partner with your Boss

Your manager also has greater access to key decision-makers. So it's better to have your boss as a champion than an adversary. **Politically savvy** people know how to "manage up".



### Be a 360° Team Player

**Politically savvy** people develop positive relationships in all directions - with management, peers, and employees. **“High connections in low places.”**

### Understand the “Power Map”

Power shifts. Where the leverage lies - who has influence (formal or informal), who doesn't, and how much you have yourself.

**Politically savvy** people always understand and recognize when it may be changing.



*If you do not intentionally, deliberately and proactively include, you will unintentionally exclude.*



### Practice Subtle Self-Marketing

Find natural ways to mention achievements and challenges. **Politically savvy** people share information without being obnoxious.

### Connect with the Power People

Big decisions about your career will be made (or endorsed) by people above your boss, be sure they know who you are. Since you may have limited access, look for interaction opportunities to ask a question or share information like a “30 second elevator speech.” **Politically savvy** people enjoy talking to folks who have power. Relax, and remember there is a fine line between networking and sucking up.

### Commit to the Business

An negative attitude never impresses anyone. **Politically savvy** people choose a career which they find interesting and energizing. You can't fake enthusiasm for long.

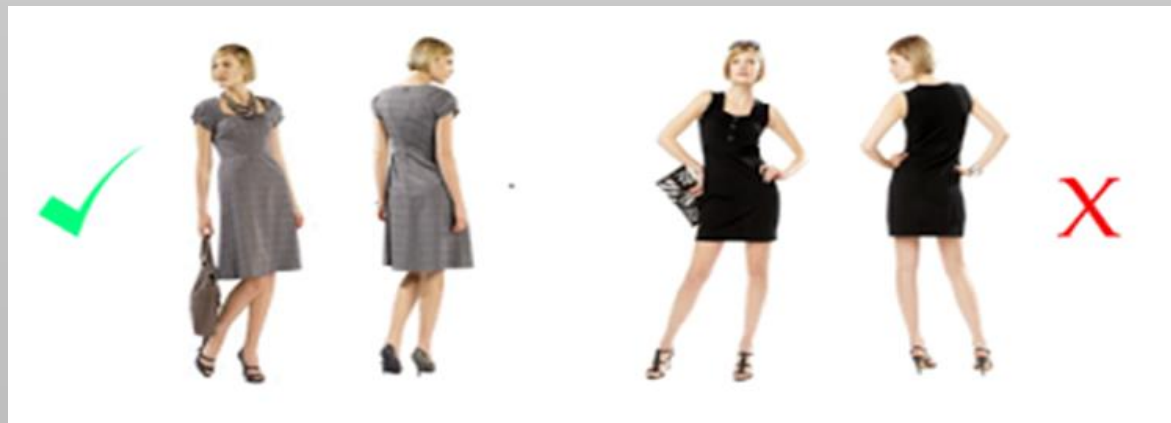
## Attire: Men

- Make sure your suit fits
- Have at least one tailored suit and shirt (No crazy shirts)
- Invest in quality shoes
- Get a manicure
- Wearing wrinkled clothes is a no-no



# Attire: Women

- Invest in at least one business suit
- Closed, formal shoes – skip the stilettos
- Clothing should not be too tight
- Do not reveal cleavage, stomach, or lower back
- Avoid revealing bra-straps and panty-lines
- Lastly, keep the skirt-length around the knee (exceptions do exist)



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Quote by *Maya Angelou*



“Eating is not an executive skill...  
but it is especially hard to imagine  
why anyone negotiating a rise to the top  
would consider it possible to skip  
mastering the very simple requirements...  
what else did they skip learning?”



*- A Fortune 500 CEO*

# Outclass the Competition



# Presence Power Points:

- Your Eye Contact
- Your Entrance
- Your Handshake
- Your Posture
- Introduce Yourself
- Your People Skills





## Are You Noticed?

- Evaluate Your Entrance
- Your Agenda
- Brief Yourself
- Whom do You Need to Meet?



## Power Points:

- Your posture
- Be confident
- Your eye contact
- Your handshake



- Breaks the ice
- Establishes a connection
- Doesn't require original or profound conversation –  
(Talk about the weather)
- Is the polite thing to do





**“Technical skills and knowledge account for 15 percent of the reason you get a job, keep a job, advance in a job. Eighty-five percent of your job success is connected to your people skills.”**

*Based on research conducted by Harvard University, The Carnegie Foundation, and the Stanford Research Institute.*

# Moving Beyond the Handshake:

- Be well-informed
- Focus on the other person
- Do not interrupt
- Do listen
- Think before you speak
- Close a conversation - Remember to leave when you are talking. “Nice to meet you” or “Nice talking to you.”



- Cost of things
- Personal questions
- Mean gossip
- Off-color jokes
- Controversial issues



## We Notice Persons Non-Verbally

- A handshake reveals
- A handshake conveys



## Handshaking is a Form of Communication

- Handshaking is an important contact
- What happens when you extend your hand?



## How Men and Women Were Taught to Shake Hands

- Men
- Women



Person extending hand first has advantage



# Power Points for Handshaking:

- Right hand
- Thumb up and fingers out
- Web-to-web

## Name badge



- Shake from the elbow
- Two smooth pumps
- Shoulder-to-shoulder
- Clammy hands control
- Avoid large rings





1. ← Ready to connect



2. ← Both hands are connecting



3. ← A correct handshake



4.



The bone crusher



5.



The glove handshake



6.



The fingertip holder

## Introducing Yourself:

- Confidence and authority
- It is your duty



## When Do You Introduce Yourself?

- Recognize someone
- Attend a gathering
- Seated next to someone
- Person introducing you forgets your name



*Protocol: Never give yourself an honorific*

## Responding to Introductions:

- “Hi” or “Hey” is not professional
- “Hello” is never enough



## Introducing Others:

- Correct introduction gives you an edge
- Importance of correct introductions



## Hints and Tips:

- Unnecessary gestures
- Look at each person
- Remember something about each person
- Always stand

***The Formula: Act as if you belong***

“Ms.” is the correct honorific for a woman in the business arena, regardless of what she calls herself in her private life.



**Meet and repeat :** When you get someone's name, don't just nod and continue the conversation, try to plug the name into what you're saying.

**Make connections (Associate):** Make a connection between the person you're talking to, and someone else you know with the same name, i.e. *Charlie, like my brother.*

**Speak Up:** Embarrassing as it seems, don't be afraid to ask someone to repeat his or her name. Start out with a compliment, such as "I've had so much fun talking with you, and I've completely forgotten your name." If you realize you've blanked on a name a few seconds after introduction, just say: *"I'm sorry, I missed your name."*

**Choose to care:** The main reasons we forget someone's name is that we're not really focused on learning it in the first place. There's too much else going on, and it's vying for our attention. Make a conscious decision to remember names, because you care about the people you meet, you will immediately become much better at doing it.



**Distribute your business card wisely:** One of the goals of networking is to identify potential employers or referral sources. That doesn't mean that you don't meet and talk to people outside of those targets.

**When someone gives a business card, write a note on the back of it:** As soon as possible, not in front of the person, write a note about what you talked about. Something that jogs your memory as you go through the sea of cards you collected.

**Make the most of your networking by regularly connecting with your contacts:** Don't waste contact information. Why take someone's card if you are not going to follow up. Send an e-mail. Make a quick call. Send them a physical card. But do something to capitalize on the meeting.

**Human contact still matters :** Don't communicate electronically at the expense of personal interaction.

**Watch what you say, and how you say it:** Whereas the computer brings people together, its impersonal nature can lead to remarks that people wouldn't think of saying in person.

**Be careful when clicking "Send" :** Whatever you say in cyberspace cannot be taken back. You have no control over where your message goes once you've hit "Send"; it can be saved and forwarded by any recipient who chooses to do so. Consequently, words have come back to ruin careers.





## Email Dos and Don'ts

**What's your subject?:** Fill in the subject line, even in personal email. The subject line should succinctly identify what you are writing about.

**No yelling, please:** Avoid typing your message in capital letters because CAPS ARE THE EQUIVALENT OF SHOUTING.

**Watch those symbols:** Email is singularly lacking in subtlety, and language that the sender may find funny or clever can easily be misunderstood by the recipient. If used, emoticons are better suited for casual messages between friends than for business emails. Likewise, be careful when using online abbreviations or text speak.

**Closings:** It's important to have a strong finish, particularly in business emails. Include information about yourself in case anyone might want to know other ways to reach you. If your email program does not automatically sign your message with your name, address, email address, and phone number, add it yourself.

**Check it over:** Be sure messages are clearly organized and grammatically correct. Write in complete sentences and always check spelling and punctuation - especially in business emails.

# Social Media:

Think twice before posting inflammatory messages or inappropriate photos online, particularly on social media sites!!!

- **Facebook** (Watch what you Post)
- **Twitter** (Watch what you Tweet)
- **LinkedIn** (Picture)





- Get noticed
- Connect with the Power People
- Practice Subtle Self-Promotion
- Identify a Mentor
- Mentor someone
- Change Through Networks

**“Perfect” Practice Makes Perfect**



# Outclass the Competition

