



Your Passport to Professionalism:

Professional Etiquette

Steps in this module:

1. **Learn:** Read the following document.
2. **Practice:** Complete the checklist response activity
3. **Check your Success:** Complete the reflection activity.

Step 1—Learn

Introduction

"You want to wear *that* to the wedding?"

"Clean your plate."

"Thank you for making breakfast for the family while I was sick."

"No singing at the table."

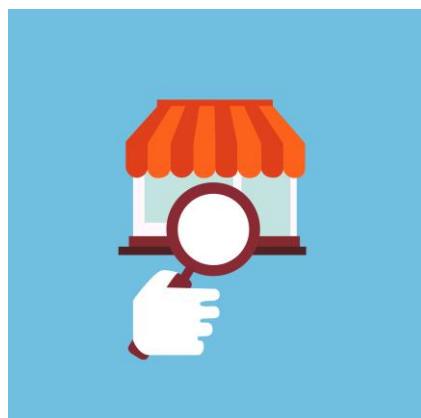
"You can't go until you clean your room."

"I like how you use your words, not your fists."

Have you ever heard these comments from parents or friends?

Every family, organization, club, or group has rules and expectations. To participate in any group you need to know what is appropriate, what is expected, what is optional, what irritates others, and what will get you kicked out. When you join new groups, it's common to feel clueless and confused. You simply have not learned how to negotiate group expectations. How should you dress, talk, act, use humor, and get things done?

This module provides some examples of traditional office etiquette expectations. You will work through these examples and check things out with your boss to be sure you understand how to fit in for a successful experience.



So, who cares about professional etiquette?

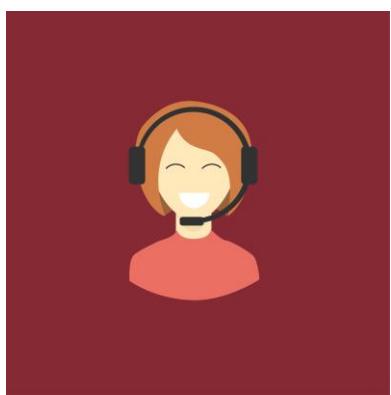
The short answer is: **your boss** does, so you should too. Students are often surprised by the things supervisors and office staff think about them when they are just acting “normally” for a student. The expectations others have of you are often never discussed, yet you are evaluated on those unspoken standards. It’s not fair, but it’s true.

Here’s why your boss cares. You are a representative of your boss’ organization, and *others judge your boss* based on your behavior. For your customers you ARE the organization. So, your manager wants you to represent them in the best light possible to their external customers and clients, AND internal customers (like their boss).

You will face two kinds of etiquette expectations:

- **Internal customers** who comprise the members of your own organization or team.
Think about a time when you had an unexpected absence from work. Who on your team was affected? Those people are your internal customers.
- **External customers** who are looking to you for help. Everyone has experience as an external customer: a person who approaches an agent whom they hope will meet their need. Your “professionalism” will impact how happy your external customers are.

The Basics



Age and culture: Millennials, GenX'ers, and Boomers

Many students today are classified as being born in “the *millennial generation*” – born between 1982 and 2004. Some researchers claim that each generation has different values, norms, rituals, and work expectations. Although nobody perfectly fits a generational description, it can be helpful to use those categories to explore “professionalism.” Your direct boss or upper manager will probably be a GenXer or Baby Boomer. This means that their expectations and values may be

at odds with yours which makes it important for you to learn work culture expectations.

Etiquette tips that can help you succeed

Be Available

The first way that you make your colleagues and customers feel valued is by acknowledging them promptly.

- When the phone rings, answer it before the third ring.
- When a customer or colleague enters your work area, you need to look up from your computer, stop whatever else you're doing as soon as possible and give them your attention.

TIP: *If you're in the middle of something you simply can't stop (such as a phone call), acknowledge them verbally, or with a nod and hand motion, and ask them politely to wait. Otherwise stop what you are doing and give them your attention.*

Be Welcoming

Greet the colleague or customer in a friendly, appropriate way. Make eye contact, smile, and say something like, "How is it going today?" Then stop, and let the person respond.

TIP: *Your first opportunity to be a good listener is when you ask the "How may I help you?" question.*

Appear Helpful....

Appear eager to help, but not in such an aggressive way that the person is annoyed. Don't trail people around the premises or constantly ask them if you can help.

TIP: *Ask your boss, colleagues, and customers if they need help. If they say they don't want help right away, let them know where you'll be available and let them come to you.*

...Then Actually Be Helpful

- Help the customer by directly addressing his or her request.
- Be helpful by actively listening. Show that you're listening by making eye contact, nodding, or even jotting down a note. Ask clarifying questions if necessary to get more details.

TIP: *Do not interrupt when the other person is speaking—you can't listen when you're talking.*

- Be helpful to internal and external customers by being knowledgeable about the services your group provides. Have you ever asked an employee something they should know only to be met with a blank stare? Learn your job and then some. Know your stuff - inside and out. Have a clear sense of the department's goals and functions and know where your work fits in. Try to get to the point where you never have to say, "I don't know, but so-and-so will be back at 3pm."

TIP: Also know the difference between being knowledgeable and showing off. Tell your customers what they need to know, not everything you know about it.

- Be helpful by knowing about other services at your organization that are linked with your office. Get to know the related workings of the organization so that, if the help your customer needs is not available in your department, you have a reasonable knowledge of where he or she can get it.

TIP: The help you give (or aren't able to give) can be a big influence on how the customer feels about customer service across campus.

Be Positive

Be cheerful, courteous, and respectful throughout the interaction. Remain calm at all times, even when the customer or co-worker is rude.

TIP: Leave your personal life at home. Your customers neither need nor want to know that you are having a bad day, that you are having relationship problems, that you are tired, or that you feel sick. Once you step into work, smile, and carry on.

If you believe that your ability to do your best work is compromised, then talk to your boss about what is going on so that the two of you can work it out.



Go the Extra Mile

Whatever the extra step may be, take it. For instance, if someone walks into your department and asks you where to find a specific office, don't just say, "It's on the north side of the building." Escort the person there. Wait and see if he or she finds the office in question.

TIP: They may not mention it to you, but people notice when you make an extra effort. They may even tell your supervisor about it.

Deal with complaints

No one likes hearing complaints, and it's tempting to develop an attitude of, "You can't please all the people all the time." That may be true, but if you give the complaint your attention, you may be able to please this one person this one time and reap the benefits.

TIP: If you or your department hears the same complaint over and over again, think about how it might be resolved and talk to your boss about it.

Be Reliable

Reliability is vital to good relationships, and good internal and external customer service is no exception. Don't make promises unless you will keep them. If you say, "I will have this ready for you on Tuesday," make sure it is ready on Tuesday. Otherwise, don't say it. The same rule applies to customer appointments, deadlines, etc.

TIP: *Think before you make a promise; nothing annoys people more than a broken one.*

Close appropriately

"Is there anything else I can help you with?" is always a good way to wrap up. End your interactions with others on a positive note: Thank them or wish them a good day.

Employer suggestions for the student intern

There are many employer surveys that list suggestions to student interns and employees. The list is long so we made it easy for you by consolidating those suggestions below. Read through them and mark those that surprise you or make you curious. Then discuss those items you marked with your employer. It's a great way to understand professional etiquette from another's point of view.

Never:

1. Complain
2. Exclusively hang out with cliques your own age
3. Talk about previous jobs or procedures
4. Gossip about coworkers
5. Play with your phone or computer games
6. Do homework before asking if it's OK or if there are other projects

Always:

1. Do more than is expected – give your work that special touch or attention
2. Act interested in boring tasks so you completely understand and can do them
3. Remember names of co-workers
4. Prepare for meetings – have everything ready before you meet
5. Thank people
6. Learn the business
7. Show up early sometimes
8. Leave late sometimes without being asked
9. Choose co-worker friends slowly. Sometimes the friendliest people are the most needy and unpopular at work.

Ask your boss:

1. What could I do to exceed your expectations?
2. What have past employees done that made your life much easier?
3. What tips would you pass along from the most successful employees who have had this job?
4. What is the worst thing I could do in this job that you want me to avoid?
5. Whom should I emulate?

6. Who is great in this role that I should learn from?
7. How can I best help you?
8. How can I become employee of the year?

Your personal list:

List any additional suggestions you have heard or know from past jobs

- 1.
- 2.
- 3.
- 4.

A word about dress code. You would be surprised by the stories employers tell about inappropriately dressed student workers...and that they are frustrated with it. Many students have never been coached on appropriate business attire. Often, students assume that the fashions they wear are perfectly fine since they are popular in public. However, you can actually embarrass supervisors by your fashion choices (you represent your boss to the public), and they may not tell you. Ask your boss to comment on your clothing, grooming, and appearance. Ask them to be specific. Your evaluation can hinge on problem areas such as being too casual, revealing, skin tight, colorful, tattoos, too formal, perfume/cologne, body odors, wrinkled clothes, etc. Now is the time to ask.

Continue to the next page...

Step 2 – Complete the checklist

Professional etiquette checklist

Read the statement in the left column then check the box on the right that you believe most closely describes the expectations **at your current place of work.**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr	Does not apply
1. Phones MUST be answered in 3 rings, even when a customer is in front of me						
2. "Business Professional" is an appropriate dress code						
3. "Business Casual" is an appropriate dress code						
4. "Casual" is an appropriate dress code						
5. Show up early for your shift						
6. Stay late without being asked						
7. Always call ahead to report an absence/sick day						
8. Being shy has its drawbacks on this job						
9. Texting between tasks is OK						
10. It's fine to snack or eat at my desk/work site						
11. It's best to clarify office concerns or problems with co-workers before talking to my boss						
12. Professional staff and bosses prefer to be called by their first name						
13. Co-workers prefer information via phone						
14. Co-workers prefer information via email						
15. Co-workers prefer information face-to-face						
16. My boss prefers that I communicate progress on a task regularly until it's done						
17. Wearing light perfume or cologne is appropriate						
18. It's good to chat and share stories with co-workers to build teamwork						
19. It's fine if my boyfriend/girlfriend visits me while I'm on the job						
20. My boss only wants me to communicate progress on a task when the rough draft is done						
21. Whatever I do, it should pretty much reach perfection						
22. For most tasks, "good enough" is all that's required						
23. When my work is all done and there is nothing to do, it's OK to study or do things online						
24. It's OK to occasionally curse to make a strong point around here						
25. It's important to take notes when receiving instructions						
26. If I'm confused it's better to figure it out first before asking for help						
27. When a request for a task is made, I should always ask how important it is and when it needs to be done.						
28. I know exactly how the boss will evaluate my performance						

Step 3 – Check Your Success

Application – jot down some short answers below and share them with your boss:



Reflection Name _____

Check Your Success

Professional Etiquette	
A. Who are your internal customers?	B. Think of everyone who resides, works, or visits your department. List the external people to whom your work important? List who has a stake in whether you do your job correctly or not?
C. List at least 5 etiquette priorities that you believe are important to your boss and/or the successful operation of your work	
1.	
2.	
3.	
4.	
5.	
Why are these priorities?	