

PROFESSIONAL *Protocol*

BUSINESS PROTOCOL & ETIQUETTE

PRESENTED BY MICHELLE R. MITCHELL
CERTIFIED BUSINESS ETIQUETTE & PROTOCOL INSTRUCTOR
AND ASSOCIATE DIRECTOR OF CAREER SERVICES,
MICHIGAN STATE UNIVERSITY COLLEGE OF LAW



GAIN GREATER PROFESSIONAL SUCCESS WITH BETTER BUSINESS ETIQUETTE

Impress Prospective Employers and Clients with Your Improved Manner and Poise

Whether you are a business professional or a student on his or her way to career success, you can benefit from business etiquette and protocol training. Approach your professional life with greater confidence and less hesitation. Clients and prospects also benefit from a relaxed—and correct—atmosphere that is conducive to doing business.

Professional Protocol, through its business protocol and etiquette services and training, will give you the competitive edge in a variety of business settings: dining, mixing and mingling, office interactions, introductions and interviews. You will make a great first impression when you dress for success and relate to others with the increased self confidence that comes from knowing proper protocol.

We provide business protocol services and training in a variety of cost-effective forms:

- Live presentations at your place of business or college setting
- Seminars at conference centers in the location of your choice
- An e-mail etiquette hotline you may access to have specific business protocol questions answered
- An etiquette advice column for your organization's newsletter as well as handouts you may provide your members

BUSINESS PROTOCOL SERVICES & TRAINING

FIRST IMPRESSIONS & INTRODUCTIONS

The first impression you present can be a positive, lasting one.

In business, the importance of making a good first impression is at its greatest, especially when you are in competition with other businesses or job seekers. *Professional Protocol* will teach you the correct approaches to:

- Making introductions
- Establishing a rapport with a person you've just met
- Handling introductions in a group situation
- Expressing appreciation to your host



DRESS FOR SUCCESS

How you appear to others is a reflection of your self confidence and poise.

An essential element of a good first impression is the self confidence and poise you project through body language, good style and appropriate dress. *Professional Protocol* will guide you through:

- Making the right clothing choices
- Accessorizing appropriately
- Maintaining correct posture



DINING ETIQUETTE

Demonstrating proper dining etiquette is your main course in making a good impression.

Good manners make for good business. You will be remembered for your poise, courtesy and professional demeanor, even while enjoying a luncheon or dinner. *Professional Protocol* will take your group through an actual business meal and give you practice at proper dining etiquette. Learn the following as well as many other dining protocols:

- Handling introductions at the table
- Ordering appropriately
- Mastering potentially embarrassing situations
- Using the correct utensils



MIXING & MINGLING

A few moments' conversation may leave a lasting impression. Learn how to master social situations.

Business often involves social interac-



tions that can impact longer-term professional relationships. Whether at a reception, on a golf course or with colleagues after work, how you interact socially is a reflection of you as a professional. Our training involves learning about:

- Choosing an appropriate topic of conversation
- Managing introductions in a large group
- Making appropriate dining choices in a social setting
- Keeping a balance between personal and professional

OFFICE, E-MAIL & PHONE ETIQUETTE

Not all first impressions are face to face. Learn the most impressive ways to interact in an age of technology.

In an age of increased means of electronic communication—telephone, e-mail, fax and video conferencing—the way you represent yourself and your organization through these means can make or break professional success. *Professional Protocol* will help you practice:

- Representing yourself appropriately via e-mail
- Responding promptly and correctly to phone messages
- Handling personality issues in the office
- Choosing the right form of communication



INTERVIEWING & BUSINESS CONVERSATION

Successful interviews and business-building conversations do more than sell your knowledge and skills. Learn how to sell yourself.

Interviews will be part of your entire professional life, and there is always room for improvement, whether it is your first interview or fifth. *Professional Protocol* will guide you through:

- Introducing yourself and/or others
- Projecting professional and personal confidence
- Handling a momentary *faux pas*
- Following up interviews with expressions of appreciation



BUSINESS ETIQUETTE & PROTOCOL TRAINING OPPORTUNITIES

Professional Protocol offers the following training opportunities.

Our training services can be tailored to the needs and budgets of any business or college group. We will conduct a needs assessment and develop a custom program for your organization, choosing from several basic formats, indicated to the right. We also can accommodate requests for other formats.

ONE-HOUR SESSION

This presentation is designed to be part of a regularly scheduled sales, management, customer-service, or student-group meeting. It deals with the most common business protocol questions of the particular group.



THREE-HOUR WORKSHOP

This workshop focuses on a wider range of business protocol topics, such as dressing for success, dining etiquette, office manners, executive entertaining, interviewing, and business introductions and conversations.

DINING ETIQUETTE SESSION

This session is an actual business luncheon or dinner, structured to allow participants to implement what they have learned about dining etiquette. Generally, this session takes two hours. We can either make all dining and catering arrangements or provide your organization with catering and set-up specifications.

FULL-DAY SEMINAR

This seminar covers all aspects of business protocol and incorporates role playing through simulated experiences and other intensive forms of learning activities, including an actual business luncheon.

MICHELLE MITCHELL

CERTIFIED BUSINESS PROTOCOL &
ETIQUETTE INSTRUCTOR AND ASSOCIATE
DIRECTOR OF CAREER SERVICES, MICHIGAN
STATE UNIVERSITY COLLEGE OF LAW



Michelle R. Mitchell, Associate Director of Career Services at MSU Law, is certified as a business protocol and etiquette instructor. She received her training from *At Ease, Inc.*, an acclaimed business protocol and etiquette company. Michelle has trained a wide variety of groups, including law and business graduate students, lawyers and other professionals. She authors a monthly etiquette advice column and maintains an advice hotline via e-mail. Michelle is an experienced professional, with over 10-years experience in higher education and advising.



**TYPES OF BUSINESSES AND ORGANIZATIONS
BENEFITTING FROM
BUSINESS PROTOCOL & ETIQUETTE TRAINING**

Professional Protocol works with a variety of businesses, corporate interests and college groups to better prepare members to handle the many social interactions they encounter.



LEGAL PROFESSIONALS

Michelle Mitchell, *Professional Protocol* principal and Associate Director of Career Services at Michigan State University College of Law, has extensive experience

working with law firms and specializes in providing business etiquette and protocol services and training to members of the legal profession. Law firms may consider providing this training to the following groups:

- Summer & Newly-hired Associates
- Executive Management

Other legal professional groups benefiting from this training include bar associations, advocacy groups and government agencies. Politicians find protocol training especially helpful in improving constituent relationships.



BUSINESS & CORPORATE CLIENTELE

Businesses and corporations of all sizes and types find improved customer relations and increased profits from protocol and etiquette training. Non-profit organizations also benefit.

- Real Estate
- Banking
- Accounting
- Insurance
- Hotels & Conference Centers
- Hospital Administration & Advancement

Business and civic organizations also find business etiquette and protocol training beneficial.

- Rotary Clubs
- Chambers of Commerce
- Professional Associations & Societies



COLLEGE STUDENTS

There is more to professional success than earning a degree and wearing appropriate attire in a business environment. Dining etiquette, good manners, first impressions, office courtesy, and business etiquette play a vital role in landing a great position and climbing the ladder of success. Your student or young alumni group can gain a competitive edge with business protocol and etiquette training.

Among the organizations that we service are:

- Career Development Centers
- Graduate & Executive Program Student Groups
- Residence Hall Groups
- Senior Class Councils
- Greek Organizations
- Student Clubs & Organizations
- Community Service Organizations
- Professional Development Groups



COLLEGE PROFESSIONALS

Business etiquette and protocol training will improve college administrators' effectiveness at institutional development, student and faculty recruitment, volunteer and alumni relations, and special event management.

Among the college areas we service are:

- Development & Alumni Relations
- Career Services
- Admissions & Student Recruitment
- Student Affairs
- Deans & Directors
- Friends & Alumni
- Board Officers & Members
- Volunteer Coordinators
- Event Planners

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CONSULTATION & NEEDS ASSESSMENT

Contact Professional Protocol to schedule an initial free consultation and needs assessment. We will help you determine the appropriate program to meet both your specific needs and budget.

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