21st Century Employability Skills

Communication: Lesson 1

Etiquette
Etiquette

- Proper etiquette in communication is connected to rules and protocol, which vary in different countries and can be learned

Manners

- Good manners in communication involve empathy and compassion in a social context

Etiquette vs. Manners
4 Primary Attributes of Communication
Lesson Focus: 2 & 3

1. Speaks in a professional manner, uses appropriate content, and says things in a way that others will understand.

2. Can communicate using technology tools like email, LinkedIn, or PowerPoint slide shows. Knows how to use social media appropriately in work settings.

3. Knows how to choose words wisely and use non-verbal communication to make meaning clear. When writing uses correct spelling and grammar to make meaning clear.

4. Is an attentive listener and asks questions or repeats back what was heard to make sure everything was understood correctly.
Communication Etiquette:

What Not To Do...

https://www.youtube.com/watch?v=57mSaugVml0&t=12s
Emails

- Use a professional email address
- Include a clear, direct subject line
- Include a salutation when starting an email stream, which can be left out when you are in the middle of a series of emails
  - Formal: Dear Mr. Smith/Ms. Smith,
  - Less Formal: Hello John/Jane,
- Use the same sentence structure and paragraphs as in a letter, but you do not need to indent
- Try and stay short and to the point
- Create an email signature with your contact information, title, etc.
WORKPLACE ETIQUETTE

Emails

Do Not:

• use a bunch of exclamation points! all through your email!!
• try and add in humor if it might not translate…people can’t read your tone in an email
• “reply all” unless everyone needs to know your comments
• have a large list of recipients with their email addresses shown, use BCC instead
• forget to speel chaek (make sure to reread your email before sending)
What’s up ya’ll,

Quick reminder that we have a preconstruction meeting scheduled for the first of next week on the school construction project. We’ll be meeting at the office here and going over some important stuff on the upcoming project. All forms need to be turned in prior to this and everyone needs to show up to the meeting. We’re hoping to avoid some of the disasters we had to deal with on the last building project, hope none of ya’ll were involved on that one it was a nightmare. I’ll probably bring some donuts, or is it doughnuts, if I have time after dropping my kids off at school that day. There’s a new shop over on Wilshire that’s supposed to be really good.

Thx and see you then,

RHOMANN DEY
Senior Director, Facilities Design & Construction
City of Nova Public Schools
rdey@cityofnovapublicschools.edu
(555) 235-2322
Good morning,

This is a reminder that we have a preconstruction meeting scheduled for the Richard M. Nixon High School Addition (Contract No. 616) project scheduled for Monday, September 21, 2015 at 9:00 a.m. The meeting will be held at the City of Nova Public Schools Board of Education Office located at 1313 Mockingbird Lane, Nova, NC 12345 in Room 202.

A meeting agenda has been attached. Some of the key points we will be addressing include the project schedule, communications, contractor responsibilities, site access, safety and change orders.

Thank you,

RHOMANN DEY
Senior Director, Facilities Design & Construction
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Phone Calls

- If you use your cell for work calls, choose a normal ring tone and a moderate volume.

- Announce your name when answering the phone, you can also announce your organization.

- Be aware of your speaking volume and tone.

- Ask permission before you put someone on speaker phone.

- Don’t leave long voicemails, only your reason for calling and your contact info. Good idea to leave your call back number twice.
 Did you know?

Even a quiet cell phone conversation is disturbing to people around you.

The brain pays attention to a one-sided conversation in a way it doesn’t to a two-sided one. It tries to fill in the other side of the conversation.

So having a private conversation on your cell while in public is bad for people’s brains!
Cell Phones

Did you know?

- Psychologists conducted experiments at Essex University on cell phone use

- Cell phones automatically trigger thoughts about wider social networks, reducing the level of connection in face-to-face conversations

- So, having your phone out at meetings or on a table makes everyone present feel disconnected from you
TIMING IS EVERYTHING

All phone calls have a delay, cell phones even more so

Pay attention to your timing so you don’t talk over the other person

Acknowledge the delay.
All phone calls involve latency, which means there's a delay between when you speak and when the other person hears it.
WORKPLACE
ETIQUETTE

Texting

When texting for work, especially with someone you don’t know well:

• Don’t use abbreviations (C U 2morrow)

• Do include your name at the beginning or end

• Follow the time rules for regular calls: M-F 8/9am-5pm

• Be aware of different time zones

• Be polite, even if it makes your text a little longer
Presentations

- Think of presentations as a short story with a beginning, middle, and end to help organize info.

- Use slides (PPT, Prezi, Slideshare) with bullet points and font size large enough to see at the back of the room.

- Slow Down
- Make Eye Contact
- Project Your Voice
- Breathe In, Not Out
- Don’t Apologize

- For a parody of how to give a presentation like a Ted Talk, watch: https://www.youtube.com/watch?v=_ZBKX-6Gz6A
Non-Verbal Communication

Body Language

Attire
Body Language

**Eyes:**
- Looking Right - creating, fabricating, guessing, lying, storytelling
- Looking Left - recalling, remembering, retrieving facts
- Direct (when speaking) - honesty, or faked honesty
- Direct (when listening) - attentiveness, interest
- Break eye contact appropriately at intervals

**Arms:**
- Crossed - defensiveness, reluctance
- Gripping own upper arms - insecurity
- Open stance, arms to your side - attention, willingness
- Shoulder and arms turned at an angle - secretive, blocking
Body Language

**Hands:**

- Supporting chin or on side of face - tiredness, boredom
- Chin resting on thumb, index finger pointing up - evaluation

**Handshake:**

- Palm down or overly firm grip - dominance
- Palm up or limp grip - submission, accommodating
- Equal and vertical, medium grip - non-threatening, relaxed
- Shake with your right hand, not left, whenever possible
Body Language

Physical Space:

- In North America, at least 18 inches of space is considered acceptable when standing near someone.
- Notice clues when someone wants to exit shared space.

Power stances:

- If shorter, take one step out at 90 degrees to equalize eye contact with other person.
- Arms back behind your head conveys confidence (and arrogance).
- Hands on hips, wide legs stance - assertion.
- These poses actually decrease cortisol levels, which increase when stressed.
Professional Attire

**Clothing**

Clean, unwrinkled clothing without holes:
- Shows a level of attention to detail and visual presentation

Clothing that is too tight or revealing:
- Can go against established dress codes at an organization

Shoes:
- If they are not suited to the work site, can be a liability

**Different Work Environments**

- In interviews, dress at the level or a bit above those interviewing you
- At the workplace, be aware of any rules: no open toe shoes/flip flops, no strong perfumes/colognes, business casual vs. outdoor clothing
- Many positions now allow for remote (not in person) work, but you still need to be aware of attire etiquette for in-person meetings
SOCIAL PSYCHOLOGY OF CLOTHING

The social psychology of clothing is concerned with how an individual’s clothing affects the interpretation of self as well as the interpretation of others toward the self (Johnson & Lennon 2014)

• Our attire is interpreted by others and can create an impression of who we are, even when this impression does not accurately represent us

• Our attire can also affect our own sense of competence in a workplace, without us even realizing it:

In a series of experiments, one group was told to wear white lab coats to keep them protected from paint, while the other group was given the exact same coats but told they were medical coats.

The two groups were given the exact same tasks to do. In every single experiment, the individuals wearing coats they thought were from doctors outperformed those wearing coats they thought were just to keep them clean.

• Have you experienced a time when the way you were dressed made you feel more or less prepared for a job or task?
Body Piercings & Tattoos

In traditional settings:

- Body embellishments can be seen as counter to the culture of the organization, unacceptable to the clients, etc.

In less traditional workplace environments:

- Seen as an act of self-expression, a means of aligning with a particular group, a marker of personal culture

- Some employers will request you to cover tattoos or piercings. This can be contested if it is part of your cultural or religious heritage.
Handouts for Review

- Communication Etiquette Handout
- Grammar 101 for Careers
LinkedIn and New World of Work have partnered to provide suggested next steps after each of the 21st Century Skills lessons.

Go to: www.linkedin.com/learning

These videos will help you continue to explore Communication. You can earn certificates of completion to post on your LinkedIn profiles along with any of your digital badges and skills verifications.

Courses:
Communication  Communicating with Confidence  Communicating Across Cultures  Communicating with Empathy  Grammar Fundamentals  Effective Listening

Videos:
Simplify communication with templates and tools  Using email as a communication tool  Tips on nonverbal communication  Refining your verbal communication  Practicing the grammar rules  Becoming a better listener