



Modern Etiquette for a Better Life

Master All Social and Business Exchanges

Diane Gottsman

America's Go-To Etiquette Expert

The Protocol School of Texas



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To my dad, who left this world too early, but not before showing me the importance of kindness, strength, bravery, respect and most of all, love.

Introduction



My interest in civility and the responsibility that is required to function in a world that is often harsh and cold goes back to completing a master's degree in sociology and aspiring to interact with underprivileged youth. I found myself working in a children's shelter where babies and young kids would arrive in the back of a police car, in need of care and shelter while their parents were taken off to jail. Saddened by their circumstances, I was enamored with their strong spirit. I also began to observe a common thread among the older kids—they didn't feel worthy. One day, while I was working at the shelter, a sweet eleven-year-old girl commented, "When I grow up I want to be rich like you." I asked her why she thought I was rich and she said, "Your shoes are always so shiny." It struck me ... these kids desperately needed self-confidence and this young girl needed to know she wasn't limited and could achieve whatever she wanted, regardless of her current situation or socioeconomic level. I suddenly had a plan and I didn't look back. For the past seventeen years, I have had the pleasure of working with university students, corporate executives, nonprofits and CEOs on honing their executive leadership skills. The reality is, it's impossible to go through life without experiencing a myriad of awkward moments along the way. My intention in writing this book is to empower you and offer suggestions on how to best respond in both the business and social arena. Whether it's a cocktail party, a formal dinner, asking for a raise or surviving a layoff, you'll find quick tips that are user-friendly and can be immediately put into use. Life is better when you know what to do next! Etiquette skills in their truest form are about making others comfortable. When you are feeling confident, it shows in your behavior and how you treat

other people. The sign of a leader is someone who is capable of conquering sticky situations and putting others at ease. Leaders know how to build genuine relationships and encourage an authentic feeling of trust. When people trust you, they become your closest friends, most loyal clients and strongest advocates. My definition of etiquette is being brave enough to align your words with your actions. Regardless of your wealth ... money doesn't buy class, only a great pair of shiny shoes. Are you ready to put your best foot forward?

A handwritten signature in cursive script, reading "Anne Galtzman". The signature is fluid and elegant, with a long, sweeping underline that extends to the right.

SECTION 1
**Conquering Business from
the Break Room to the
Boardroom**



Networking



Network Like a Pro

Walking through the door of a busy networking event is enough to make most people want to turn and run the other way. By sticking to some basic rules, you will not only survive the experience but thrive while meeting and impressing new connections.

A study conducted nearly a century ago by the Carnegie Foundation found that soft skills (productive interpersonal people skills) make for a whopping 85 percent of a person's success. Today, in our technology-driven business world, soft skills matter more than ever. If yours are lacking or lagging behind, put these tips into practice.

Remember: You're not there to close a deal. Attending a networking function is, at its very core, an opportunity to build relationships. Set a goal to meet five to ten new people, depending on the size of the event.

Where do you begin? The perfect greeting starts with your feet. Men and women show professional presence by standing up. Staying seated tells the other person he or she is not worth the extra effort to rise. When one person stands and the other stays seated, it's clear who holds the power.

The Perfect Handshake

The formula for a successful handshake is a firm, confident grip, making contact with the other person's palm. Keep your elbow