



# The New Business Etiquette

## Content to Deliver Transcript

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Today I am giving you 3 Topics to Deliver to Your Audience. These topics are relevant, real and relatable.

### **# 1 Economic Investment as an Employee**

The participants you are speaking to need to understand they are an economic investment for the company that hires them. It is your job to provide the framework to get them there.

Their reputation matters. How they show up to work everyday matters. The value they deliver as a team member needs to make a difference. This shows up in their emotional intelligence, attitude and the way they communicate through their non-verbal and verbal communication skills.

A winning combination for a company is to have employees that are performers and ones that are polished.

### **#2 Engagement with Others**

Employees that know how to build relationships with co-workers and clients make a big difference for a company. Most of those hired, don't know how to do this. Making a human connection is a lost art. Whether this is through written communication or lunch with a client, companies need your help.

You need to deliver this type of content for your participants.



### # 3 How to Communicate During Challenging Times

Many of those in the workforce are challenged as we are facing a new way to do business. Hiding behind an email or not seeing someone in the office has changed how we communicate.

This may sound simple, but many are faced with picking up the phone. This is foreign to them. They don't want to take the time.

They don't see the value. They don't know what it looks like or sounds like to be a professional that communicates in this way.

#### **They need your help.**

Email communications look like a text in some cases. Never before has so much value been placed on our written communication skills.

Another area of communication that is lacking is with our international co-workers and clients. There are always cultural differences that need to be considered.

As a business etiquette speaker, you can add value by providing content that addresses what we need to know. This is the NEW Business Etiquette. The skills mentioned above are what make a company thrive today. If you want to get hired as a business etiquette expert you need to show your value.

You need to give them a “return” on their investment.