

# Protocol and Etiquette Intelligence



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## INTRODUCTION

Business in the 21<sup>st</sup> century is global and working people of all nationalities and cultures are brought into contact with one another. Different countries, states and institutions have different rules about acceptable behavior and ignorance of these rules lead to unnecessary misunderstandings and conflicts.

Confidence comes from knowing you are doing the right things right! This practical workshop covers every facet of modern protocol & etiquette and provides delegates with a comprehensive understanding of global business practices.

## TRAINING METHODOLOGY

The methodology is based on interactive learning, i.e. learners will learn by doing. Furthermore learners will use examples from their own environments, thus ensuring that the learning is anchored at their workplace. Most of the interactive learning will take the form of simulated exercises and case studies where participants will demonstrate the skills taught. As with all **Hundfold Global** training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

## KEY LEARNING OUTCOMES

- Understand the foundations of Protocol
- Explain the importance of national symbols
- Applying the orders of seniority in government and in the institution
- Understanding protocol observations when hosting VIPs
- How to dine with class, etc

## PROGRAM OUTLINE

### MODULE 1: Understanding the Principles of Protocol & Diplomacy

- Definition and Origin of Protocol
- Definition of Etiquette
- Diplomatic Protocol

### MODULE 2: National Symbols and their Significance

- The Flag
- Impermissible Uses of the flag
- The National Anthem
- Documents Required

### MODULE 3: Official Table of Precedence

- Rationale for Order of Precedence
- Government Order of Precedence
- Rules to be Observed
- Rules for Official versus Unofficial Life

#### **MODULE 4: Official Forms of Address and Titles**

- On Envelopes, Invitations and at the end of Letters
- Meeting a Vehicle
- Verbal Greetings and Farewells
- Introductions
- When to Sit and When to Stand
- How to Shake Hands
- Acceptable Public Conduct and Physical Contact

#### **MODULE 5: Practical Programme Arrangements**

- Information Required
- First Draft of Programme
- Press Arrangements
- Security Arrangements
- Transport Arrangements

#### **MODULE 6: Seating at Formal Dinners and Banquets**

- Seating Plan and Seating Shape
- Hosts, Guests of Honour and Spouses
- Invitations and Place Cards
- Local Concept of Social Time
- Numbers
- The Menu
- Special Diets
- Dining with the Handicapped

#### **MODULE 7: Global Dinning Etiquette**

- Holding a knife, fork and spoon
- Special etiquette for eating specific food
- Serving dishes
- Silver and china
- Glasses
- Plates
- Napkins
- Candles
- Flowers
- Miscellaneous
- Order of Service
- When Host and Hostess serve
- Service of Wine

#### **MODULE 8: Gift Policies**

- General Rules that apply
- Cultural Preferences and Avoidances
- Bribery: Real and implied
- Thanking Hosts or Clients for Gifts

## **MODULE 9: Golden Rules of Good Business Manners**

- What is Your IMPACT Rating?
- Your Checklist Scores

## **MODULE 10: Dealing with People Face-to-Face**

- Meeting for the first time
- Effective Face-to-Face Discussions
- Handling Conflict
- Respecting Confidences
- Keeping Colleagues Informed
- Building Respectful Relationships
- Dealing Assertively with Executives and Dignitaries

## **MODULE 11: Interacting with VIPs**

- How to Address Traditional Leaders
- Handling Guests (Meeting a Vehicle, Security and Introductions)
- Local Concept of Social Time
- Dress Codes
- Conversation Topics
- Acceptable Public Conduct

## **MODULE 12: Etiquette of the Written Word**

- Business Correspondence
- Internal Memoranda
- Email Etiquette

## **MODULE 13: Etiquette of the Telephone**

- Initiating a call
- Organising the call
- Good Telephone Manners
- Dealing with Interruptions
- Receiving and Screening Calls
- Conference Calls

## **MODULE 14: The Dynamics of Culture Diversity**

- Honouring Different Cultures and Customs
- Speaking Their Language
- Ethnic and Religious “Hot Spots”

## **MODULE 15: Business to Business Protocol**

- Respect Hierarchies
- Being Loyal to your Company
- Handling Complaints with Confidence
- The Negotiation Minefield: Look for “win; win”
- Acting Honourably in the Heat of the Moment

## **MODULE 16: Diplomatic Occasions**

- Procedures and Precedence
- Forms of Address in conversation
- Wives and Partners
- Cards and Invitations
- What to Wear
- Food and Drink
- General Behaviour
- Thanking Hosts and Sponsors

## **MODULE 17: Dress Guidelines for Men: When to Wear What**

- Suits
- Waistcoats
- Pockets
- Shirts and Ties, Shoes
- Socks
- Hats
- Accessories
- Morning Dress
- Full Evening Dress
- Options
- Jewellery and Accessories
- Decorations and Medals

## **MODULE 18: Dress Guidelines for Women: When to Wear What**

- Individually
- Business Day Wear
- Trousers
- Special Occasions: Level Dressing
- Evening Dress
- Gloves
- Hats