

Unit II

Etiquette

Definition: Etiquette in simpler words is defined as good behaviour which distinguishes human beings from animals. Human Being is a social animal and it is really important for him to behave in an appropriate way. Etiquette refers to behaving in a socially responsible way.

Etiquette refers to guidelines which control the way a responsible individual should behave in the society.

Need for Etiquette

- Etiquette makes you a cultured individual who leaves his mark wherever he goes.
- Etiquette teaches you the way to talk, walk and most importantly behave in the society.
- Etiquette is essential for an everlasting first impression. The way you interact with your superiors, parents, fellow workers, friends speak a lot about your personality and up- bringing.
- Etiquette enables the individuals to earn respect and appreciation in the society. No one would feel like talking to a person who does not know how to speak or behave in the society. Etiquette inculcates a feeling of trust and loyalty in the individuals. One becomes more responsible and mature. Etiquette helps individuals to value relationships.

Telephone Etiquette

Telephone is an important device with the help of which people separated by distance can easily interact and exchange their ideas. Got a brilliant idea and want to convey it to your friend staying out of the country, use the telephone. Telephone is one of the easiest and cheapest modes of communication.

Telephone etiquettes - An individual needs to follow a set of rules and regulations while interacting with the other person over the phone. These are often called as telephone etiquettes. It is important to follow the basic telephone etiquettes as our voice plays a very important role in creating an impression of our personality, education, family background as well as the nature of job we are engaged in. The person giving the information is called the sender and the second party is the recipient.

Let us now study the various telephone etiquettes. Please find below the various telephone etiquettes.

- Always remember your **voice has to be very pleasant** while interacting with the other person over the phone. Don't just start speaking, before starting the conversation use warm greetings like "good morning", "good evening" or "good noon" depending on the time.
- **Never call any person at odd hours** like early morning or late nights as the person will definitely be sleeping and will not be interested in talking to you.
- **In any official call, don't use words like** "Any guess who I am?" "as the person on the other side might be occupied with something and can get disturbed. Always say

“Is it Ted?”, and do ask him, “Is it the good time to talk to you?” and then start communicating. If the person sounds busy always wait for the appropriate time.

- **Make sure your content is crisp and relevant.** Don't play with words, come to the point directly and convey the information in a convincing manner. First prepare your content thoroughly and then only pick up the receiver to start interacting.
- After dialing, always reconfirm whether the person on the other side is the desired person whom you want to interact with. Always ask “Am I speaking to Mike?” or “Is this Jenny?” before starting the conversation.
- Always carefully dial the numbers, never be in a rush or dial the numbers in dark as it would lead to a wrong call. If by mistake you have dialed a wrong number, don't just hang up, do say sorry and then keep the phone courteously.
- **Never put the second party on a very long holds.** Always keep the information handy and don't run for things in between any call as the listener is bound to get irritated.
- While interacting over the phone, don't chew anything or eat your food. First finish your food and then only dial the number. If you are reading, please leave the book aside, first concentrate what the other person wishes to convey and then continue with the book.
- After completing the conversation, don't just hang up. Reconfirm with the receiver whether he has downloaded the correct information or not and do end your conversation with pleasant words like “Take care”, “nice speaking with you” and a warm bye. Never say Goodbye.
- Always speak each and every word clearly. The person on the other hand can't see your expressions so remember your tone should be apt to express your feelings in the correct form.
- **Don't take too long to pick up any call.** If you miss the call, make sure you give a call back as the other person might have an important message to convey. Avoid giving missed calls at work places as it irritates the other person.
- In professional talks, never keep the conversation too long as the other person might be busy. Always keep the content crisp and relevant and do come to the point after formal greetings.
- If you are not the correct person and the speaker needs to speak to your fellow worker always say “one moment please- I will call him in a minute”. If the colleague is not in the office premises, always take a message on his behalf and don't forget to convey him when he is back.
- Decrease the volume of the television or turn off the speakers while speaking over the phone as noise acts as a hindrance to effective communication
- If there is any disturbance in the network, don't just keep speaking for the sake of it; try to call after sometime with a better line.

Netiquette (Network + Etiquette)

Netiquette also called Internet Etiquette refers to a set of rules an individual needs to follow while communicating through mails, writing blogs, sharing views on online portals or any other online forum.

Let us go through some Internet Etiquette:

- **Make sure emails are self explanatory.** The other person should understand your views and ideas.

- Don't use capital letters in emails unless and until it is the first alphabet of a word. Turn off the CAPS lock key. Emails written in all capitals are considered rude and loud.
- **Be crisp.** Lengthy emails are seldom read. Never ever deviate from the actual topic.
- **The subject line ought to be meaningful and relevant.** Through subject line employees can quickly know what is written in the email.
- Start your mail with formal greetings.
- **Format your emails correctly.** Justify your text. Break the complete message into short paragraphs with equal spaces in between. Use bullets -points wherever required.
- Keep all related members in loop. Do mark a blind copy to your reporting boss for him to know what you are up to?
- All official emails must have signatures at the bottom. Your signature should include your name, your company's name, your designation and contact details. Make sure your signatures do not have incorrect information.
- **Avoid writing offensive emails to anyone.** It worsens the situation. It is always better to sit with the other person and discuss issues face to face.
- Take care of your font style and size. Official emails should ideally be written in Arial style with a font size of twelve. Emails written in various colours and designer styles are considered unprofessional and childish.
- Make sure you reply to all your mails. Don't add members just for the sake of it. Don't send mails to individuals who have nothing to do with your information. It is a sheer waste of yours as well as their time.
- Don't write anything in your mail which might fall back on you. Read your mail twice before hitting the send button.
- **Employees should not open illegal or porn sites at workplace.** Read carefully the terms and conditions before opening any website. Do not open any site which might harm your office computer.
- Take care of spelling errors, punctuation marks and grammar. Wrong spellings irritate the readers. Be polite and soft in your communication.
- Avoid using short forms or abbreviations in official mails.
- It is important to respect other's privacy. Don't check anyone's mails in his absence.
- The mail meant for a particular individual should be marked only to him. Do not mark anyone else in bcc. Communicate with him in private.
- Use words like "regards", "thanks", "yours sincerely" to close your mails.
- Avoid attaching heavy files to your mail.
- Do not upload objectionable photographs in any networking site.
- Respect the other person's views while sharing information on various online forums.

EMAILS

Emails have become the most common means of formal written communication due to geographic work distribution.

Advantages:

- 1) Provides a permanent record which is legally accepted therefore be careful as you can be held liable.
- 2) Can be sent or received at the convenience of both the sender and the receiver unlike phones
- 3) Cheap and economical –unless sending original documents or requiring signatures.
- 4) Accessible anytime and anywhere.

- 5) Can handle most types of data –drawings, diagrams, spreadsheets, contracts, brochures, photographs, presentations etc.

Types of Mails

- 1) Enquiry mails –Find out information from colleagues, partners or customers.
- 2) Problem reporting –Report problems in someone’s product - in a team to the leader or manager- inadequate customer or any other unexpected circumstance.
- 3) Problem response –When someone complains, about the product, service etc and you response back.
- 4) Status Reports –How the task is progressing.
- 5) Meeting minutes- Documenting minutes of meeting i.e. MOM.
- 6)

Points about all types of Emails

1. Communication style should be Conversational- clear –brief and precise
2. Subject line should be Concise and unambiguous, compelling to read –Do not send without
S.L. It might be considered SPAM - NO ‘Hi’ or ‘hello’ as Subject Line - Choose an appropriate and effective SL.
3. Addressing the person- If a colleague –no matter what level of seniority –“Dear XYZ”. Check how he is called. If customer etc-or someone with formal distance –“Dear Mr/Prof/Dr etc” If you know –Dear Bill Do not use greetings like ‘Respected Sir’ or ‘Dear Bill sir’ or Dear Technical Director - don’t misspell the name.
- 4) Body –Three paragraphs- break down the information in points if lengthy. Quick summary can be added in the attachments.
- 5) Closure: Use “Regards /Sincerely” in case of strangers
Next line: “Name”
Formal: “cordially”
Do not use: “yours obediently or yours faithfully” or “I remain yours faithfully”
- 6) Signature –Standard signature block for business mails full name, title, organization, details and address with contact numbers.
- 7) Give the most important information in the introductory paragraph
- 8) Use of TO, CC and BCC:
To-Primary recipient
CC-for their information
BCC-use sparingly

Enquiry mail –Let the recipient see the importance, urgency and the need for your request.

- Be specific
- Bring the crux of the matter within few lines
- Restrict to a few questions –not a shopping list
- Number the question to elicit question by question response
- Don’t threaten a response
- Don’t give unreasonable dead lines

Reporting problems –

- Focus on the problem resolution and not lambasting
- Report the problem clearly without exaggeration .Don’t try to be either rude or nice. Present facts as they are
- Don’t panic to report every small issue as problem. Don’t be a perpetual moaner

- Don't make personal ,caste or gender based remarks
- Elicit time bound action but reasonable
- Be firm but courteous
- Add full signature for credibility and authenticity.

Responding to problem emails

Responding to a problem assigned to you or on behalf of your manager.

- Be tactful
- courteous to resolve the problem
- show understanding of other persons opinion or observation
- empathize – but doesn't mean you are agreeing to the statement
- The sender might have sent CC to several other people in the organization to escalate the matter.
- Don't write emails when angry –write offline first.
- Don't CC to manager if the problem was not very serious
- Copy to yourself –show it your manager or include in weekly status report.
- Since it is a response “reply” hence not much subject –introduction required
- Start with a short courteous permeable- apologize for the inconvenience regardless
- State resolution clearly with ‘who’ ‘what’ ‘ when’
- Give a mutually satisfactory solution.
- Keep promises and follow through of what is done
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Minutes of meetings

- CC to all relevant manages people concerned.
- SL (subject Line) crisp: Meeting minutes –XYZ
- Body –Meeting at: (venue)
- Attendees : (people who attended)
- Agenda items
- Discussion and decision
- Highlights
- Red alerts (What action? Impact? worst case)
- Action Items (who-when-what)
- Prepare offline-prepare scribe

Status reports

Status reports or trip reports are a record of a particular set of findings, observations etc and are kept as reference.

Main report is a word document as an attachment and covering letter as email.

Tips

- 1) Use attachment sparingly on if lengthy
- 2) Zip or compress files containing graphics or animation. Some organizations ban the use of such files
- 3) More than 5MB –post on a site or give the URL
- 4) Most companies assign official email ids-- if not choose meaningful Ids -Not funny ones like “beautiful princess, angel or James Bond etc”.
- 5) Small casual talk is okay with familiar people like colleagues –to add a personal touch
- 6) Reply to emails promptly –don't treat as low priority activity
- 7) Avoid chain mails –forwarding

- 8) Don't use offensive remarks
- 9) Don't copy your mail to your personal id
- 10) Spell and punctuate right
- 11) Avoid capitals
- 12) Don't send intimate or highly personal emails it must be what can be read by your boss or CEO
- 13) Remember liability to yourself and to your company
- 14) Emails are not SMS so they should not be one liners.
- 15) Use only one thing for one Subject Line like topic sentence.
- 16) Most companies scan every mail sent through the company computer so be careful
- 17) Don't "Reply All" unless necessary.

Socia Network

Introduction

Social media remains the most talked about things these days. Many debates are going on regarding the fact that social media is good or bad. There are many views available to us and it is up to us to read and understand properly and reach a conclusion.

Importance of Social Media

Social media platforms help its users to connect, share and give information and content to millions of others. The importance of social media cannot be ignored since it plays a very crucial role in our lives today.

1. Building a brand: Quality content, products and services are easily accessible online today. You can market your product online and build a brand.
2. Customer support: Before buying and product or service customers can read the reviews and feedback and hence make a smart choice.
3. Social media is a great education tool.
4. Through the use of social media platforms you can connect with your target audience.
5. It is also a great way to access quality information.
6. Social media can help you to get the news and happenings in just a click.
7. Social media also helps you connect with friends, relatives and helps you make new friends as well.

Advantages of Social Media: Social media comes with a lot of advantages in fact we can owe a substantial part of our society's growth to social media. We have witnessed a blast of information and content in last few years and cannot deny the power of social media in our lives. Social media is widely used to create awareness for causes that are important for the society. Social media can also help many noble causes run by NGOs and other social welfare societies. Social media can also aid government in other agencies in spreading awareness and also fight crime. For many businesses social media is strong tool for business promotion and marketing. Many communities are built through social media platforms which are essential for our society's growth

Disadvantages of Social Media: Social media is considered as one of the most harmful elements that we have in our lives these days. Wrong use can lead to bad conclusion. There are many disadvantages of social media like:

1. Cyberbullying: many children have become the victims of cyberbullying that has caused them a lot of harm.
2. Hacking: The loss of personal data that can lead to security issues. There are crimes like identity theft and bank details theft that can harm any individual.
3. Addiction: Prolonged use of social media can lead to addiction in youth. Addiction causes to lose focus of other important things like studying etc. People get so absorbed that they get cut off from the society and harm their personal lives.
4. Scams: Many predators are looking for vulnerable users that they can scam and make profit off.
5. Relationship frauds: Honeytraps and MMS porn are the most caused frauds online. People are lured in to relationships and love schemes and then they are cheated on.
6. Health issues: The excess use of social media can affect your physical and mental health in a big way. People often complaint of becoming lazy, fat, itchy eyes, loss of vision and stress issues after excessive use.
7. Loss of social and family life: Everyone busy on phone is one of the most common sites in a family gathering nowadays.

Conclusion: We have millions of users around the world that use social media on day to day basis. There is a mixed bag of reactions regarding it. It does have a lot of importance and advantages but also brings with it some hazards also.

BEHAVIOURAL TRAITS

Personality Traits are “persisting” characteristics that are consistently demonstrated in spite of changing circumstances or environment. Behavioural is about the way we conduct ourselves; “what and how we do certain things” or “what we say” etc. Example: on a particular occasion you are silent and withdrawn.

GOOD/POSITIVE BEHAVIOURAL TRAITS THAT YOU MAY POSSESS:

1. Achievement Oriented: you constantly strive to accomplish goals and objectives
2. Adaptable/Flexible: you can easily adjust to new routines, systems, situations, procedures and people.
3. Ambitious you are dedicated to climb up in your career/personal life ladder.
4. Analytical: you can use data, facts and logic when making decisions.
5. Calm: you are able to maintain composure during stressful times or in an emergency.
6. Cooperative: you are willing to work with and help others whenever possible or necessary.
7. Dependable: you can always be counted on to get the work done.
8. Hardworking: you can work long hours and are willing to take up work Assignments.

9. Detail Oriented: you can easily spot minute details in written material, pictures or graphics.
10. Diplomatic: you are skilled at dealing with sensitive matters without offending or hurting others.
11. Direct/Straightforward: you are capable of dealing honestly and openly with others regardless of the subject matter.
12. Independent: you prefer working alone, following your own lead and following your own direction.
13. Fast Paced/High Energy: you prefer to work quickly and at high level of energy
14. Innovative: you are skilled at creating new product, services or ways of doing things.
15. Leader: you are willing and capable of taking charge and leading others.
16. Organized: you plan and execute
17. People Oriented/Empathetic: you are sensitive and responsive to the needs of others.
18. Persuasive: you are able to convince other people to agree with your line of thinking.
19. Open Minded: you are willing to consider ideas, beliefs and practices that are different from your own.
20. Persistent: you rarely give up until you have succeeded in your work.
21. Risk Taker: you are willing to take chances even when the odds are against you.
22. Stress Tolerant: you are capable of handling stressful situation without it affecting you negatively.
23. Team Player: you are willing and capable of working with a group of others to reach a common goal.

NEGATIVE BEHAVIOURAL TRAITS THAT YOU SHOULD GET RID OF:

24. Drama: stirring up rumours, gossiping, dominating, demeaning others, arguing or overreacting on small issues.
25. Criticizing: insult others capabilities or commenting negatively. (it indicates low self confidence/esteem or inferiority complex)
26. Manipulation: always on the lookout for people or situation that you can use to advance your agenda. Doing whatever or in whichever way to get your work done---playing on other's emotions.
27. Stubbornness: refusing to listen to other's opinions, being adamant that your ideas or desires are more important---refusing any change. (Developed by negative influences during childhood).
28. Impatience: misunderstanding of self and others-----feeling of insecurity--prefer to be in control---if not you become angry, annoyed and frustrated.
29. Anger and Irritation: caused by the actions or behavior of someone else.
30. Self Criticism: you/ no one is perfect
31. Untruthful: you lie, cheat and steal to get what you want.
32. Violent: you go to the extent of using violence to get what you want

- 33. Destructive: you don't care about creating harm or damaging.
- 34. Boastful: you brag about yourself
- 35. Unreliable: you cannot be trusted
- 36. Narrow Minded: you are not open to views and opinions of others
- 37. Spiteful: you do things to specifically hurt others.

FORBE'S LIST OF 7 NEGATIVE BEHAVIOUR OF FRESHER'S

- 1. Unwillingness to start at the bottom. They feel that they are entitled for higher level jobs. They feel that some jobs are beneath them.
- 2. Expecting to get promotions and raises within six months without putting much effort for it.
- 3. They struggle with policies, procedures and parameters. They feel that systems are confining.
- 4. No initiative or risk taking abilities.
- 5. Expressing unwillingness to do anything beyond job description or to do whatever it takes to a job done.
- 6. Unable and unwilling to take responsibility for their work as if they "rent" their job and not "own" it.
- 7. No conflict resolution skills. They run from problems and conflicts and not solve it.