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▲ Shawn E. Gilleylen

# Boost Your Success with Etiquette

**By Shawn E. Gilleylen**  
Special to the Informer

Etiquette. What does etiquette have to do with my success?

Etiquette is an often overlooked but critical factor in our professional and financial success. It extends beyond table manners and permeates our daily social interactions. Treating people with respect, consideration, and honesty defines good etiquette. It's quite simple: The nucleus of a prosperous relationship depends upon how you make a person feel.

## The Golden Rule of Etiquette

The golden rule of etiquette that has contributed to my business success and increased clientele is making people feel comfortable, valued, and appreciated. Recently, I competed against larger competitors for a sizable contract and won. According to the client, my personality and awareness of the company's culture outshined the competition.

In today's highly competitive business world, technical knowledge and expertise is no longer

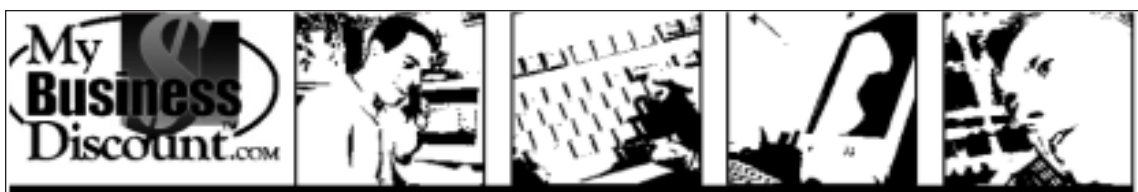
enough to ensure workplace success. The ability to get along well with others, demonstrate good manners, cultivate relationships, and deliver superior customer service is essential to business growth and career success. Companies hire individuals who fit the image and culture of their organization. People do business with people

Practicing good manners should be a way of life and etiquette can differentiate you from the competition. Without proper etiquette skills, upward mobility in the workplace is simply unattainable.

## The Challenge

Learn the etiquette skills to boost your success as well as ways to improve your professional

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they trust and who mirror their value system.

Think about it. Who would you want on your team, Larry, the know-it-all genius who complains non-stop and interrupts your concentration, or Bob with good social skills, who effectively communicates and interacts with colleagues while confidently conducting himself in the workplace.

## Perception

Bad etiquette is costly and impacts morale resulting in the loss of profits. People equate bad manners with incompetence and poor upbringing. Negative body language and gestures such as a weak handshake or shifty eyes convey the lack of etiquette. Unfortunately, employers won't tell you the real reason why you weren't hired, so, you must be conscious of how you want others to perceive you.

image, savvy, and financial success. Subsequent articles in this column will share valuable concepts to help you understand the principles of proper etiquette and how dress, body language, communication and social skills can enhance or undermine your workplace success, business growth, and reputation.

Shawn E. Gilleylen provides business etiquette training to help businesses and individuals gain a competitive edge by strengthening their professionalism, corporate image, and productivity. She created the Success with Etiquette™ Training Program and conducts monthly seminars, speeches, and workshops. Contact Shawn at (202) 352-3166 or shawng@successwithetiquette.com. Visit [www.successwithetiquette.com](http://www.successwithetiquette.com) for more information and to subscribe to a free Etiquette Tips Newsletter. Article © 2007 Administrative Support Associates, Success with Etiquette™ Training Program. All rights reserved.



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