Workplace Wisdom For To Thrive

Proven tactics and hacks to get ahead in today's workplace

Nina Sunday

First published in Australia in 2018 by: Brainpower Training Pty Ltd, Brisbane, Australia. www.brainpowertraining.com.au

Workplace Wisdom for 9 to ThriveTM is a trademark of Nina Sunday. Copyright © 2018 Nina Sunday

All Rights Reserved worldwide under the Berne Convention. No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system without prior permission in writing from the publisher. The Australian Copyright Act 1968 (the Act) allows a maximum of one chapter or 10% of this book, whichever is the greater, to be photocopied by any educational institution for its educational purposes provided that the educational institution (or body that administers it) has given a remuneration notice to Copyright Agency (CAL) under the Act.

Every effort has been made to ensure this book is free from error or omissions. The publisher and author do not accept responsibility for any liability, injury, loss, or damage (financial, personal, or otherwise) that may be claimed or occasioned to any person acting or refraining from action as a result of material in this book whether or not such injury, loss or damage is in any way due to any negligent act or omission, breach of duty or default on the part of the publisher, the author, or their respective employees or agents.

This publication contains the opinions and ideas of its author and is designed to provide useful advice and formats to the reader on the subject matter covered. Any references to products or services do not constitute or imply an endorsement or recommendation. The publisher does not attest to the validity, accuracy or completeness of this information.

The National Library of Australia Cataloguing-in-Publication entry:

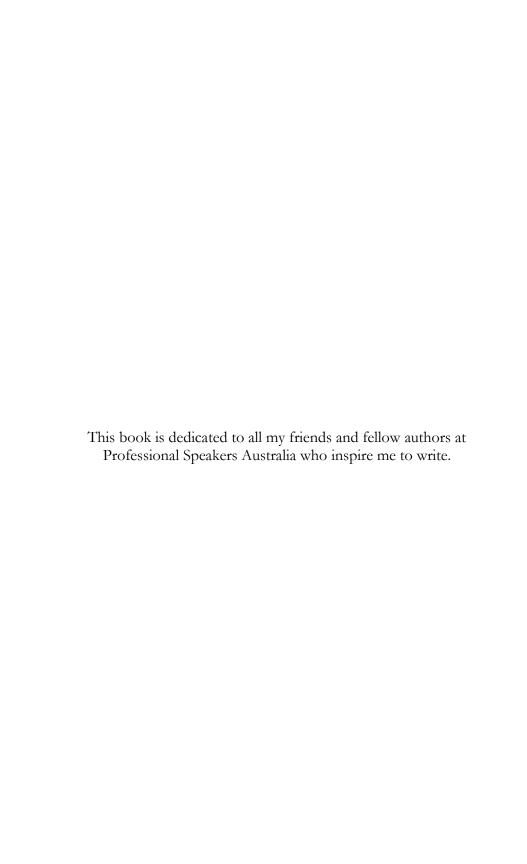
Sunday, Nina

Edited by Helena Bond

Workplace Wisdom for 9 to Thrive: Proven tactics and hacks to get ahead in today's workplace ISBN-13: 978-0-9942353-2-9

1. Personal management. 2. General Management. 1. Title 658.3

Internal layout by Elizabeth Beeton
Cover design by Elizabeth Beeton
Cover artwork by Praylin Paulraj Shinijah
Cover Image, 'Abstract Hallway with Many Doors', Stock illustration ID: 27559354, Shutterstock.



Other works by Nina Sunday

Brainpower Smart Study:

How To Study Effectively	Book	ISBN 978 0 9751941 5 7
Time Management	eBook	ASIN B00DE2X34Q
Speed Reading training	Video	ISBN 978 0 9751941 0 2
Super Memory training	Video	ISBN 978 0 9751941 1 9
Customer Service training	Video	ISBN 978 0 9751941 2 6
Time Management training	Video	ISBN 978 0 9751941 3 3
Business Writing training	Video	ISBN 978 0 9751941 4 0

Nina Sunday, CSP*

BA, Dip Ed, Grad Cert (AustFilmTVRadioSchl)

* Certified Speaking Professional



- Nina Sunday, speaker, facilitator, author on workplace know-how
- 1990, founded Brainpower Training
- pioneered Speed Reading and Memory training Australia-wide
- Won Innovation in Learning award from the Australian Institute of Training and Development
- Authored five training videos on workplace know-how
- Member: Mensa Australia
- Past State President and board member Professional Speakers Australia

CONTENTS

In	troduction	1
1.	Reinvent	5
	• Marginal gains helps you win the marathon of business	7
	• Kaizen: how to create a workplace with energy and vitality	9
	 The NUMMI project: how to change a culture The telco that saved its skin by focusing 	12
	on the customer experience	17
2.	Lead from the front	19
	People don't quit companies, they quit managers	21
	• Beware the sigmoid curve: how to lead from the front	22
	• Want change? Go to your people with questions	23
	• What are the 8 good behaviours of managers?	24
3.	Engage	29
	• What can make you a more engaging leader?	31
	Psychological safety: nothing else matters	
	if you get this wrong	32
	How to create a coaching culture	35
	• Team culture hack: the Morning Tea Effect	37
4.	Influence	41
	Primacy and Recency: give instructions	
	so people remember	43
	• What word should you avoid when giving instructions?	45
	• How to change perception by framing things differently	47
	 How to motivate with towards vs away-from language 	48
	 How to give feedback using a 5-step verbal template 	50
	Feedback hack: what two words should you avoid when	
	giving feedback?	53
	• 10 Phrases To Make Your Writing More Persuasive	54

5.	Increase productivity	55
	• Get more of the right things done	57
	How to stop mind churn affecting your sleep	59
	• Daybook — the secret tool of organised people	60
	• The art of delegating	61
	• There is more than one way to do it — TIMTOWTDI	63
	• Adequate is the new perfect	64
	• Email hack: how to write quick subject line emails	66
	• How to overcome this limiting belief about productivity	66
6.	Love your customers	69
	• Love your customers	71
	• What are the most common reasons clients leave?	71
	• Customer service hack: answer the phone	
	with a smile in your voice	74
	Do what you say you are going to do	76
	Master the paradox of exceeding customer expectations	76
	Under-promise, over-deliver timeframes	77
	 How to say 'no' to clients without using the 'no' word 	80
7.	Communicate	83
	• The top 5 complaints of email communication	85
	• How to fix 5 common business writing mistakes	88
	• Anatomy of a customer-friendly email	90
	• The billion-dollar business cost of typos	91
	 How to cut wordiness using active voice 	92
	• Email hack: how to gain cut-through	94
	• Don't hide behind email.	
	Know when to pick up the phone	96
	 Commas made simple with FANBOYS 	98
8.	Present persuasively	101
	• Five common presenting mistakes	103
	• Five common slideshow mistakes	106
	 How to grip an audience with your first line 	107

 How to ditch your notes and speak with confidence 	110
 Why you should steer your presentation 	
with more questions	113
 How to handle Q&A 	115
 Do you have a call to action at the end 	
of your presentation?	117
 Powerpoint[®] hacks to add sparkle to your slideshow 	118
 How to be perceived as a polished speaker 	120
• What's your self-talk before you speak to an audience?	123
9. Skyrocket your sales	125
 Do you ask enough discovery questions when selling? 	127
Top 8 mistakes people make when selling	130
When is the best time to call prospects?	132
• Sales hack: what is the best opening question?	134
How to respond to the Hollywood brush-off	135
How to cultivate a voice people trust	137
How to craft a convincing return on investment	141
 Social proof as a way to negotiate 	144
10. Sharpen your office etiquette	147
 How to remember people's names and never be 	
embarrassed again	149
Great office etiquette helps teams thrive	152
Five annoying open-plan office behaviours	156
Etiquette hack: how to properly introduce a VIP	158
Impress people by fine-tuning your handshake	160
How to stand out with a simple thank-you card	162
11. Gather wisdom	165
 Read your way to the top 	167
 Are we in danger of losing our deep reading brain? 	169
What habits make you a sluggish reader?	171
Collapse time and reduce information overload	175
Speed reading hack: double your reading rate	175
with Macroreading®	176

 How to measure your reading rate 	179
12. Stay curious	181
 Curiosity has nine lives 	183
 How to brainstorm: always look for the second right answer 	192
• Where are the gaps in your work/life balance?	195
 How to boost your emotional intelligence 	197
References	203
Acknowledgements	213
About the author	217

INTRODUCTION

Predictions around disruption to the world of work declare there is a new work order. Young people today may have 17 jobs in five different careers. Portfolio careers are on the rise i.e. not one job, one employer, but multiple jobs and employers, perhaps over more than one profession.

In a tech world, it's high social skills that help you stand out and get ahead. The best managers are outstanding communicators who know how to lead a team, collaborate with a diverse range of people and able to influence peers and customers to take action. They know it's not what you say but how you say it that makes the difference. Word choice and how we use language impacts the way we persuade others. In the age of disruption, being adept at human interaction is rewarded with higher wages.

Being average at your job is over. Not being interdisciplinary can harm your career. To thrive in a rapidly changing world, managers and teams need to continuously improve all aspects of their workplace know-how: the art of communication and influence, productivity, sales and service, leading people and creating a conscious and transparent workplace culture.

To future-proof your employability in a VUCA world, (short for volatile, uncertain, complex and ambiguous), constant reinvention is the key to keeping up, evolving and staying relevant. Your job IS change. It's up to you to stay change agile and continuously grow and reboot your brain. I trust this book will help you achieve the getting of workplace wisdom.

How to use this book

For managers

Each chapter is a stand-alone piece of micro-learning. Copy a chapter to distribute to your team and invite them to read before the next team meeting. You'll find a list of trigger questions in the article *How to Brainstorm* within the *Stay Curious* section, such as:

• What can we **start** doing?

- What can we **stop** doing?
- What can we do **more of**?
- What can we do **less of**?
- What can we **improve**?

And when you've captured in writing a wish-list of next actions, then rate each suggestion as an A, B, C or D according to its priority, for example:

- A. low effort, high payoff do first
- B. low effort, low payoff do next
- C. high effort, high payoff just get started with the first actionstep
- D. high effort, low payoff don't bother

For individual contributors

Show this book to your manager and volunteer to copy a chapter to send around, with your manager's blessing, to team members with the invitation to read then participate in an ideas discussion at the next team meeting.

You might like to suggest your manager leads that discussion, or if they decline, offer to do so yourself. At the meeting, use the trigger questions and record each suggestion in writing as they come up. Allocate a specific time. After idea generation, go back to quickly rate each suggestion as an A, B, C or D priority.

By you taking the initiative this way, (where there's a positive workplace culture), it will likely identify you as a high-potential team member destined for leadership. (However, if this suggestion is not well-received, ask yourself what can be done to make the culture more conducive to growth and learning; or was it perhaps the manner in which you suggested you take the initiative?)

Always be reading

To grow your workplace wisdom read a non-fiction book (digital or print or listen to an audiobook) at least 10 minutes a day. Read at least one book a month, 12 books a year. See the article Read Your Way to the Top in the

Gather Wisdom section of this book for reasons to read every day. Leaders are readers. Be a reader.

Feel free to stay in touch by visiting the contact page at www.brain powertraining.com.au and sharing your thoughts.

The way we did business five years ago can't be the way we do business in the next five. Constant reinvention is the key.

Nina Sunday

Sharpen your office etiquette

HOW TO REMEMBER PEOPLE'S NAMES AND NEVER BE EMBARRASSED AGAIN

We don't hear the 'E' word' often these days; 'e' for etiquette. Yet courtesy and consideration are the glue of team relationships. When we display ongoing respect and regard for our colleagues, we cultivate a happier atmosphere where people thrive and do their best work.

Remembering people's names, particularly in business, is unquestionably a tremendous asset. Yet how many of us struggle to recall someone's name five seconds after we've met them, let alone weeks later when we run into them again?

Quite a few of us, if Macquarie Dictionary is anything to go by. It lists 'What's-his-name', 'Whatsit', 'Whatchamecallit' and 'Thingummyjig' as words with definitions.

From the age of 19 when I started in corporate training, I learned to commit many new names to memory each week. Sometimes I would start six new classes with 30 people in each. At the beginning of each course I was expected to perform a memory demonstration recalling each person's name. You might think I am simply gifted with capacity to remember. But this is not the case. Name recall is a skill anyone can acquire if they have desire to do so.

As someone who applies practical techniques for good memory, I am surprised and a bit disheartened when I hear people competing in their claims to worst memory... 'I have a terrible memory' or, 'You think you have a lousy memory? My memory's so bad, my wife has to introduce herself to me at breakfast'.

This kind of negative self-talk convinces the subconscious and becomes a self-fulfilling prophecy.

If you're one of many people who believe — for that's all it is, an erroneous belief — you have trouble remembering people's names, take heart. There is a way to remedy this social handicap and the first step involves belief.

Here are six steps to help you remember names at your next business or social gathering when you are introduced to a small group.

1. Believe It's Possible

Act as if you have a good memory. The feeling of certainty breeds confidence and subsequent actions to support that belief. When you feel confident in your memory, you proactively focus to capture information for later retrieval. You actually try instead of giving up before you've started.

2. Change Your Self-Talk

How often do people interrupt an introduction with a light-hearted, 'Oh, I'll never remember everyone's name.' Sound familiar?

Replace stating, 'I can't remember', with 'It will come to me later'. Tell yourself, 'I have a good memory'. After a short time of

reprogramming your sub-conscious, you may be surprised and delighted to find information and people's names at your fingertips!

3. Focus

Most people are passive (or lazy) at the moment of introduction and allow new names to fall away. You have to capture information before you can retrieve it from memory.

Make a conscious decision to remember, then next time the opportunity arises, focus, listen actively and be confident of your recall. Short-term or working memory improves significantly with practice.

4. Rehearse And Reinforce

When introductions are complete, don't be the first person to talk. Stand back and mentally review who you've met and their names. By testing your memory within 30 seconds, you indelibly etch their names in your consciousness. It has to do with creating brain cell connections which improves the chance of subsequent recall. Another possibility is to visualise the name on their forehead. (This works well for the 35% of the population who have a predominantly visual learning style.) Take it

further: visualise the letters of their name in a bright colour like hot pink.

5. Repeat Names In Conversation

Use people's names straight away. You might say, 'Hi, David, nice to meet you', or 'Tell me David, who do you know at this party / meeting?' You could remark on their appearance, 'David, where did you get that great jacket?'

6. Be The Host

When the next new person joins your group, dazzle them by introducing this new person to others in the group. You may find your peers commenting, 'You have a phenomenal memory' (which becomes a self-fulfilling prophecy).

Brain muscle is like any other muscle. It grows stronger with exercise and eventually works automatically.

I'll give you an example from my life. Most of the time I use the techniques just described. But occasionally I forget, or the introduction happens too quickly, or I'm distracted.

At a party recently I was introduced to a woman. We didn't have a conversation. I didn't use her name and didn't even decide to remember. One week later swimming in the sea, a wet head bobbed up beside me. I couldn't even see her body and she looked quite different with wet hair. Yet from somewhere in my well-oiled memory, out popped her name, 'Hello, Val,' I said, surprising even myself. She hardly remembered me.

I encourage you to work out your memory. You'll be amazed at how effective it becomes. Then, at those serendipitous moments when you unexpectedly bump into people you've previously met, you'll make an impact and gain rapport by remembering their names.

GREAT OFFICE ETIQUETTE HELPS TEAMS THRIVE

I'm often asked what is the number one office blunder when it comes to team etiquette.

Covert Workplace Bullying

Let's face it. Demeaning, belittling or de-energising comments or behaviour not only creates friction; it's a form of workplace bullying, which goes beyond etiquette.

For example, I was delivering a workshop on Business Communication where one participant complained about someone blurting out in frustration at a meeting, 'I'm surrounded . . . !' (' . . . by idiots' is the unspoken half of that sentence.) There's no place for sarcasm. An atmosphere of mutual respect helps people perform better, communicate better and enjoy being at work.

Having said that, let's now focus on the emotional intelligence of team etiquette.

1. Greet People Upon Arrival And Leaving

Make it a point to say hello to everyone in your work area upon arrival, and good-bye at the end of the day. It's civil, it's friendly, and it's common courtesy, which is the glue of team relationships.

For every one of our relationships, whether at home or at work, we have an 'emotional bank account'. Every time we interact with a smile, eye contact and friendliness, we 'make a deposit'. Every time we are impatient or abrupt, we 'make a withdrawal'.

Where there are deposits in the emotional bank account, there is high trust.

Negative workplace behaviours such as tantrums, put-downs, glaring, cold-shouldering or gossip overdraws our emotional bank account. Those behaviours cultivate resentment.

That doesn't mean never disagreeing. Constructive debates over ideas are the right kind of friction, which is healthy in teams.

2. Email Etiquette

All emails should pass the 'light of day' test. How would you feel if your angry or sarcastic email went viral on social media or was published on the front page of a newspaper?

This happened a few years back when a London lawyer insisted a secretary who spilt tomato sauce on his trousers pay his dry cleaning bill. He was compelled to resign after his email was published on the front page of *The Times* and widely circulated on the web.⁽³⁾

Remember the six-hour rule. If you write an email in anger, wait at least six hours, re-read and edit before sending.

The other rule is, 'Don't escalate over email'. If it requires a long-winded explanation, don't email. Know when to pick up the phone or speak face-to-face.

3. Writing Emails

The early days of stream of consciousness emails with no punctuation, no capitals, incorrect spelling, are gone. Email replaced the business letter. How you communicate in writing expresses your professionalism (or lack of).

A Royal Mail survey⁽⁴⁾ in the UK indicated that 74% of customers distrust businesses using poor spelling or grammar, while 30% say they won't buy any product or service from them.

You need good grammar, spelling and punctuation. At the very least, use spell check to overview each email before it goes out.

4. Personal Issues

Our work team is our other family and it's ok to hope our colleagues will give us emotional support when we are going through a temporarily difficult time. So we shouldn't clam up about what's happening in our lives.

But beware of compassion fatigue. Your team mates' tolerance soon wears thin if the same issue is mentioned almost daily for weeks or even months on end. It can lose you respect.

There are distinct boundaries too. Any topic that makes people feel uncomfortable — sex, religion, politics, race — should be avoided. And know the difference between showing interest vs prying into people's personal affairs.

5. Office Romance

It's inevitable. People are working longer hours so more people are meeting their future spouse at work.

The problem is how to remain civil if you break up. It's important to keep it discreet but not secret, and to give some serious thought to the possibility of a break-up.

An office romance is when the two people involved are single. It's an office 'affair' if one or both parties are married — need I say, that should be avoided. It only causes heartache.

6. Talking About Money

Asking a colleague from the same organisation how much they earn is the biggest no-no at work! It's confidential and can create waves.

Asking someone what they paid for their house or their car or their jacket — is also considered rude.

On the other side of the coin, flaunting the cost of things is also awkward. If you are suffering financial difficulties, keep it to yourself. Those listening might feel pressure to offer a loan, which is inappropriate in the workplace.

If in a financial predicament, get help from an outside expert such as your accountant or financial advisor.

7. Gossip

Gossip is talking about other people, usually in their absence, and often in a disapproving tone. This is demeaning, belittling behaviour referred to earlier. The old adage applies here, if you can't say something nice, don't say anything at all.

8. Punctuality

Disrespect of other people's time is disrespect of other people. Aim to be five minutes early for an office meeting, and ten minutes early for an outside business appointment. It's a mark of respect, and wins points if you want to influence or persuade.

And if you are host for an event, you absolutely must be the first one there to set up and meet and greet.

9. Swearing

Never swear at work. TV viewers are warned ahead of time about coarse language in a program so they have choice whether to watch or not. We are obliged to be at work, we're not obliged to listen to profanity while we're there.

10.Professional Dress

Business is fast; first impressions count. In the blink of an eye, people form an impression and make judgements about you, Malcolm Gladwell explores this what is called 'thin slicing' in his book: *Blink*. (1)

How you speak and dress sends a message of your personality, character, status, refinement and success. Career professionals say you should dress for the promotion you want. Act as if you already have that role and dress for it.

Stains

Of 1000 people surveyed in Australia by Galaxy Research⁽²⁾, one in seven admit they are okay going to work with a stain on their clothing. But more than 60% of Australians form a negative opinion of someone wearing a stain in public. Over 30% judge stained clothing in the workplace as unprofessional.

Only bad breath is considered worse than a stain, while a stain is viewed worse than unironed garments or scraggly hair.

Love life might suffer too. 13% would not want to date someone wearing stained clothes.

Does it show a lack of pride in one's appearance? 50% of respondents believe it does.

Here's a story from one of my research assistants. It was the second day of university for a student in her first year. At lunch she spilt tomato sauce down the front of her black and white shirt. Realising the first week is when you make all your new friends, and with two more lectures that day, she felt she'd make a poor impression with a huge stain on her top. So, to buy a new shirt, she caught a bus to the shops, 15 minutes away. She confided, 'I didn't want to be known as the Tomato Sauce Girl.'

11.Dining Etiquette

Here are 5 quick tips:

- 1. Break bread with your hands, don't cut it. (Remember the phrase 'break bread with me'?)
- 2. Know correct cutlery code to indicate 'still eating' (implements separated) and 'finished eating', (implements together, either handles towards you, or handles to the right).
- 3. Spoon soup away from you.
- 4. Use fork and spoon for pasta.
- 5. If you invite someone to lunch or dinner to discuss business, you are the host and should pay the bill! (If you mention up front that it's your treat it can put you both at ease.)

WHAT ARE 5 ANNOYING OPEN-PLAN OFFICE BEHAVIOURS?

While open-plan office design keeps everyone in the loop and cultivates a high performing team atmosphere, there is a downside to working without walls.

1. Loudness

Do you unconsciously talk louder when on a long distance call or mobile? Cultivate a soft voice when speaking on the phone and if it's a protracted personal call, step outside or into another room to maintain privacy. Most people don't want to know the details of your personal life.

Similarly, avoid using a speakerphone in a shared environment.

A loud mobile phone ringtone can jolt people in the middle of a task. Especially annoying is a phone ringing out while the owner has gone to lunch. Remember to put your mobile phone to silent or vibrate while in the office.

To sneeze, to yawn, to burp is only human, but if too resonant it's disturbing e.g., when a simple sneeze becomes 'ah-choo!' or a yawn becomes an emphatic sigh and stretch, or a burp becomes a resounding belch. Minimise the sound of sneezes, yawns and burps as much as you can. And automatically say, 'Excuse me' after.

From a hygiene perspective, show consideration for the health of your workmates, especially in flu season, and always have a box of tissues handy to sneeze or cough into.

2. Interrupting

If a colleague is on the phone, don't hover waiting to pounce as soon as the phone call finishes. Everyone's entitled to their privacy when on a call.

Be aware if body language indicates they are deep in concentration. Research shows it can take up to six minutes for a worker to resume after the briefest of interruptions, so resist the temptation to interrupt to ask a quick question.

Most people do leave their desk periodically, so why not save your questions until they are up and around.

3. Eavesdropping

Have you ever had a phone conversation, then subsequently the person in the next cubicle offered their opinion or answered a question they overheard? This can create an uncomfortable feeling of constantly being scrutinised.

'Prairie dogging' can be just as bad. Don't suddenly pop your head over the divider to see what's going on next door. It can be perceived as an invasion of privacy.

4. Swearing At The Computer

A harmonious workplace is filled with harmonious people. Becoming angry or frustrated with events, people or equipment makes everyone want to duck for cover. And there's never an excuse for bad language.

5. Odours

Just as too much perfume can be overwhelming, no one enjoys being near bad breath or body odour.

Daily flossing between your teeth and brushing your tongue aids in fresh breath. Yes, take a daily shower and yes, use a deodorant. If your deodorant causes skin irritation, try one that is not also an antiperspirant or does not contain aluminium. Health food stores sell alternative deodorants that work.

Stinky food smells from eating at your desk can irritate others, for example, microwaved tuna and cheese melt, fish curry, onions or garlic.

Why not, instead of eating lunch 'al desko' (at your desk), go for a short break, stretch your legs and refresh your brain. You'll most likely discover you are more productive for the rest of the afternoon.

INTRODUCTIONS — HOW TO PROPERLY INTRODUCE A VIP

I am often asked what is the etiquette of introductions; who is introduced to whom?

There is one simple rule to remember. Always start by saying first the name of the most important person. After that, everyone else is introduced to that person.

But who is considered 'the most important'? In business, it's not age or gender, but rank or status.

For example, a visitor to your workplace is the most important. Introduce anyone from your organisation to the visitor by saying the visitor's name first. Similarly, introduce a junior manager to a senior manager by saying the senior manager's name first.

What To Say?

Simply use the phrase 'this is'. This construction keeps you to the format:

< Important person's name >, this is < lesser authority person's name >.

This is correct.

Avoid Saying . . .

Avoid using the phrase 'to meet', e.g. 'Mary Smith, I would like you to meet Bob Jones.'

Although you've started with Mary Smith's name first (as the person of greater authority), the phrase *I would like you to meet*' turns it around, so Bob Jones now sounds like the more important person.

So avoid the danger of the phrase 'to meet' in your introduction. Similarly, avoid including 'you to' or 'to you', as it can place emphasis on the wrong person. Notice the difference in emphasis between:

Mary Smith, may I introduce you to Bob Jones.

VS

Mary Smith, may I introduce to you Bob Jones.

So leave 'to you' or 'you to' out of your wording altogether.

Responding

A simple 'Hello Mary' or 'How are you, Bob?' are fine. 'How do you do' is appropriate in formal situations. And repeating their name is an aid to memory and cultivates rapport.

Groups

When one person joins a group, first introduce the individual to the group, then the group to the individual.

For example, 'Mary Smith, this is Bob Jones, Kym Voon, Seth Goldberg and Terry Seeto. Everyone, this is Mary Smith.'

Final Points

- Stand up when meeting people. It shows respect.
- Smile and use good eye contact.
- Use both first and last names.
- As an icebreaker, to help start the conversation, add some information about the person e.g. their job title or organisation.

Action

- 1. When you are about to introduce people, remember to ask yourself, 'Who is the person of greater authority?'.
- 2. Then use the greater authority name first, followed by, '... this is...'
- 3. Add extra information about job role to assist conversation to flow.
- 4. As an aid to memory, repeat their name in conversation.

IMPRESS PEOPLE BY FINE-TUNING YOUR HANDSHAKE

Handshakes, like most social rituals, are a delicate art form. While a good one can warm hearts and open doors, a poor handshake can make a recipient feel uncomfortable, perturbed or just plain irritated.

Apart from the embarrassment of forgetting someone's name, nothing feels worse than a handshake gone horribly wrong.

A 'just right' shake is firm, web-to-web, (the web being the skin between the thumb and the index finger), and coming in at the right angle, with your hand vertical.

Some people judge you by the quality of your handshake, so it makes sense to perfect it.

How Many Pumps?

One definite pump is fine. Some people like one-and-a-half pumps. But stretch that to two or three and it starts to feel like too much. It's as if you're trying too hard. However be mindful of cultural differences. In some European countries multiple pumps is the norm.

Pressure

Remember the 'Goldilocks principle': not too strong, not too weak, but just right!

Once I was on the receiving end of a 'bone crusher'. My ring was being ground into my hand and I literally buckled at the knees with pain. Although I flinched, I acted as if nothing had happened.

On the other hand, a limp-handed flutter is not good either. Make it firm and definite.

Grip

As well as avoiding the 'bone-crusher' and the 'limp fish', steer clear of strange grips. I had someone grab me by my fingertips and not pump but more 'vibrate' my hand. I've experienced people come in with their wrist bent sideways. It felt awkward and left a golf-ball sized gap between our palms.

Other handshake variations to avoid include the aggressive 'rotator', where the recipient's hand is gripped and turned downwards in an overt power play. Rotating your colleague's hand goes beyond confident to dominating. It sends a negative message.

Former Australian Prime Minister, John Howard was photographed doing a 'rotator' on the then leader of the opposition, Mark Latham. Latham responded with an equally bad 'pull-in', where the shaker's hand hauls the person towards them. ⁽⁵⁾

Finally, double-handed shakes, although regularly performed by politicians, are unacceptable unless exchanged between long-time friends.

Gender And Cultural Diversity

Once upon a time in Western culture, it was polite for men to wait for women to first offer their hand. These days, the rules around handshakes and gender are more relaxed and it doesn't matter whether a man or woman offers their hand first.

Both men and women should be aware though, that in some regions of the world it's the norm for a man to avoid shaking the hand of a woman. Be sensitive to cultural differences, especially when travelling overseas.

Ask Your Friends To Rate Your Handshake

What you don't know about your handshake can harm your career. Practice with your friends. Ask them to rate your grip, pump and pressure and be prepared to adjust according to their feedback.

Remember, your handshake says a lot about you and should be regarded as part of an overall business communication strategy.

HOW TO STAND OUT WITH A SIMPLE THANK-YOU CARD

How you say thank you can be a competitive advantage! Because the handwritten thank-you note is so rare these days, writing one helps you stand out.

A Lenox (US giftware company) etiquette poll⁽⁶⁾ discovered that almost 50% of people forget to say 'thank you'.

Success in business, as in life, is all about the details. Writing a personalised note of thanks communicates that you value and respect someone's time and contribution. It forges relationships, which can turn into opportunities.

When people feel valued and respected, they are more responsive. The next time you ask them to do something beyond their usual job description they remember your past appreciation and professionalism.

I am sometimes asked, 'But won't a follow-up email or phone call do?' The quick answer is, it might 'do', but it doesn't 'differentiate'. An email or phone call is expected. A card sent in the mail exceeds expectations.

When to Send A Handwritten Thank-You Card

Many occasions demand a written thank-you:

- you have a guest at a special dinner or lunch
- a thank-you for a gift
- a personal milestone in a colleague's life (birth, death, promotion...)
- any time someone has gone out of their way to assist you.

What To Say

It's ok to keep a thank-you card simple and brief; three sentences are all it takes.

- 1. Refer to the event and how much you appreciated it. (Don't use the words 'thank you' yet. Wait for the second sentence.)
- 2. Acknowledge something specific and thank them for that.
- 3. Refer to a future meeting or contact, or their future success.

Case Study:

There's a story about a staff member who, after visiting the interstate office for three days, sent handwritten thank-you notes to everyone who spent significant time with him.

Dear Jim

The opportunity to learn your systems and how you make things happen in your office is truly appreciated.

Thanks for your suggestions about how we can make changes in our division; I am inspired by your ideas.

I look forward to catching up with you again at the Melbourne meeting.

All the best

Michael Conrad

A week later, the writer of the cards received a call from the manager of that office saying, 'Everyone here is talking about your cards. It was completely unnecessary, and entirely appreciated. It's no wonder people love dealing with you. If there's ever anything I can do for you, let me know, and please feel free to come back any time.'

Action

- 1. Keep some high quality thank-you cards (or blank cards) and postage stamps on hand. Then it only takes one minute to write your three sentences, stamp and address your envelope and post.
- 2. Take advantage of online services where you can personalise the wording and add your own photos. They'll even send it out in the mail for you at a cost-effective rate.

REFERENCES

The quotes, anecdotes and ideas described in this book were accumulated from a variety of sources over a number of years. While we've made every attempt to fully attribute the origin of each of these items, the author may have been unable to list some sources in the detail preferred.

10. SHARPEN YOUR OFFICE ETIQUETTE

- 1. Gladwell, Malcolm, (2005), *Blink: The Power of Thinking Without Thinking*, Little, Brown and Company, New York, ISBN: 978-0316010665.
- 2. http://www.galaxyresearch.com.au/
- 3. Millar Chris, and Mendick, Robert, (21 June 2005), 'Ketchupgate' Lawyer Quits Firm, *Evening Standard*, Retrieved from https://www.standard.co.uk/news/ketchupgate-lawyer-quits-firm-7169537.html
- 4. Royal Mail, (2003), 'Typos cost UK business over £700 million a year'. In Ott, Philomena, (2007), *How to Manage Spelling Successfully*, Routledge, p.40, ISBN: 978-0415407328.
- 5. AAP, (October 27, 2004), Latham In A Flap Over Howard Handshake, Sydney Morning Herald, Retrieved from https://www.smh.com.au/articles/2004/10/27/1098667806417.html
- 6. (2003), 'Lenox Gift-Giving and Etiquette Survey', Lenox, Retrieved from https://www.businesswire.com/news/home/20031022005118/en/Annual-Lenox-Survey-34-Rank-Peoples-Manners

ACKNOWLEDGEMENTS

Thanks and appreciation to everyone who contributed their talents to this project in one way or another. Russell Perks, Helena Bond, Elizabeth Beeton, Mandy McLean, Libby McArdle, Imogen McDonald, Tim Vetter, Lily Sumner, Pip Savaris, Paula Smith.

DISCLAIMER

The material included in this book is designed to provide information and practical tips for readers and give general guidance only. Advice in this book was derived from the author's research and professional experience. No warranties or guarantees are expressed or implied by the content in this book.

Material is compressed and simplified for educational purposes and should not create expectations about how you may deal with any specific matter in particular circumstances. The reader is responsible for their own choices, actions and results.

The publisher accepts no liability for loss or damage that may be suffered by any person or entity that relies on information in this book. The purpose of this book is to increase understanding and awareness of the topic. The material should be used fairly and accurately.

ABOUT THE AUTHOR

Nina Sunday is an international speaker, educator and author. Professional Speakers Australia awarded her CSP designation (Certified Speaking Professional), held by only 12% of professional speakers worldwide.

After working in education, the performing arts, sales and television, Nina founded Australian training company, Brainpower Training, and over two decades grew a network of Facilitators delivering business skills to Top 500 companies, SMEs (small-medium enterprises) and government.

After a decade niching in Speed Reading and Memory, she spent the next 17 years developing and delivering programs in Productivity, Communication, Presentation Skills, Emotional Intelligence, Leadership, Change and Sales. Nina Sunday is the Workplace Maven, empowering managers and teams sharpen their workplace know-how for different thinking, better results.

Qualifications include a Bachelor of Arts and Diploma in Education, plus graduating in Direction and Production Management from the three-year program of the Australian Film, TV and Radio School.

After more than three decades based in Sydney, Nina recently relocated to discover a new-found love of her hometown of Brisbane in Queensland, Australia.