

Discussion Guide

# *The Essentials of Business Etiquette:*

*How to Greet, Eat, and Tweet Your Way to Success  
with Barbara Pachter*

## THE ESSENTIALS OF BUSINESS ETIQUETTE

How to GREET, EAT, and TWEET  
Your Way to Success



BARBARA PACTER  
WITH DENISE COWIE

## ***The Essentials of Business Etiquette: Discussion Guide***

1. Barbara Pachter's central premise throughout the book is that how you present yourself in the workplace affects how others view you, and how promotable you become. Do you agree? Why or why not?
2. What's the most common breach of etiquette that you notice in today's business world?
3. When you consider your career, what do you think has been the greatest barrier to your success?
4. An entire section of the book is devoted to greetings. Why are greetings important? What are some key points for professionals to keep in mind when introducing themselves to colleagues?
5. Describe a situation at your workplace when you exhibited polite behavior. What happened to make this memorable? What were the consequences of your behavior?
6. Recall the last time you shook hands with someone. Did the other person stand? Did you? Did you give your full name? Did you make any assumptions about that person based on his or her handshake?
7. Try the following exercise: Pay serious attention to your verbal and nonverbal communication for one day. What did you notice regarding your posture, eye contact, gestures, facial expressions, your voice and your word choice? (Listen to your voice-mail messages, if you can.) What did you notice about the verbal and nonverbal communication of other people?
8. Chapter 35 explains Pachter's acronym FACS (Fit, Accessories, Color and Style). Has understanding the FACS affected your own wardrobe choices?
9. In the *Eat* section of the book, a lot of emphasis is placed on dining etiquette. Are you comfortable taking customers to lunch? Do you know how to read a place setting? What does the acronym BMW stand for? Do you use a Continental or an American style of handling utensils?
10. Have you accidentally taken your neighbor's bread during a business meal? Were there any consequences? Which dining faux pas is likely to have the most negative impact in a business setting?
11. In the *Tweet* section, Pachter describes how your use of social media can affect your career. What three suggestions would you offer for using social media in the workplace?

12. Considering how much Millennials (people who reached adulthood around the year 2000) use social media, do they face a greater challenge in maintaining good etiquette?
13. Pachter emphasizes that you should not place your phone on the table when meeting with others. Do you agree that the presence of a phone hinders conversation? Start observing where other people place their phones. Where do you place yours when meeting with someone?
14. Do you text your boss? Customers? Is texting appropriate? What are the rules?
15. Email etiquette: How should people use email effectively for business? With the increased use of email and social media for communication, should people still write thank-you notes by hand?
16. In the *Career* section at the end of her book, Pachter talks about *The 92% Rule*. What is it? What are other tips for those who become nervous when giving a presentation?
17. What are you doing to develop your career? Are you guilty of any of *The Workers' Seven Deadly Sins* (Chapter number 79 in *The Essentials of Business Etiquette*)?
18. While reading this book, did you have any "Aha!" moments? What is one thing you will do differently as a result? Why?

## NOTES

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# ***The Essentials of Business Etiquette***



**CONTACT: BARBARA PACHTER**

[WWW.PACHTER.COM](http://WWW.PACHTER.COM)

[BPACHTER@PACHTER.COM](mailto:BPACHTER@PACHTER.COM)

[WWW.PACHTER.COM/BLOG](http://WWW.PACHTER.COM/BLOG)

[WWW.FACEBOOK.COM/PACHTERTRAINING](http://WWW.FACEBOOK.COM/PACHTERTRAINING)

[WWW.TWITTER.COM/BARBARAPACHTER](http://WWW.TWITTER.COM/BARBARAPACHTER)