

The background features a wall with intricate, light-colored decorative paneling. The panels are rectangular with ornate borders and small circular motifs at the corners. Two identical brass sconces with three lit candles and a crystal drop are mounted on the wall, one on the left and one on the right. The overall aesthetic is classic and elegant.

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POLITENESS AND CIVILITY ARE THE BEST CAPITAL
EVER INVESTED IN BUSINESS



2020

.....

WELCOME TO
THE YEAR OF
ETIQUETTE

.....

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INCIVILITY IS A PROBLEM IN AMERICAN SOCIETY

93% Identify Civility as a problem in Society;
of those 68% feel it is a Major Problem

(Study: Civility in America 2019 – Weber Shandwick, in partnership with Powell Tate, and KRC Research – 1,230 US Adults 18+, 100 teens 16-17; February 2019)



EVERY DAY WE ENCOUNTER RUDE, SELF-SERVING PEOPLE

We live in a culture where dealing with rude, self-serving, negative people is commonplace and sadly, a way of life.

Personally and professionally, how you interact with negative people is the difference between gaining trust and respect, winning and losing, or closing a deal.



IT'S THE LITTLE THINGS...

Snippy Tone – not asking kindly, being rude or snarky

Sarcastic Remarks

Complaining or Gossiping

Ignoring or Excluding Someone

Reminding people of their “Place”



HOW YOU TREAT PEOPLE MEANS EVERYTHING.

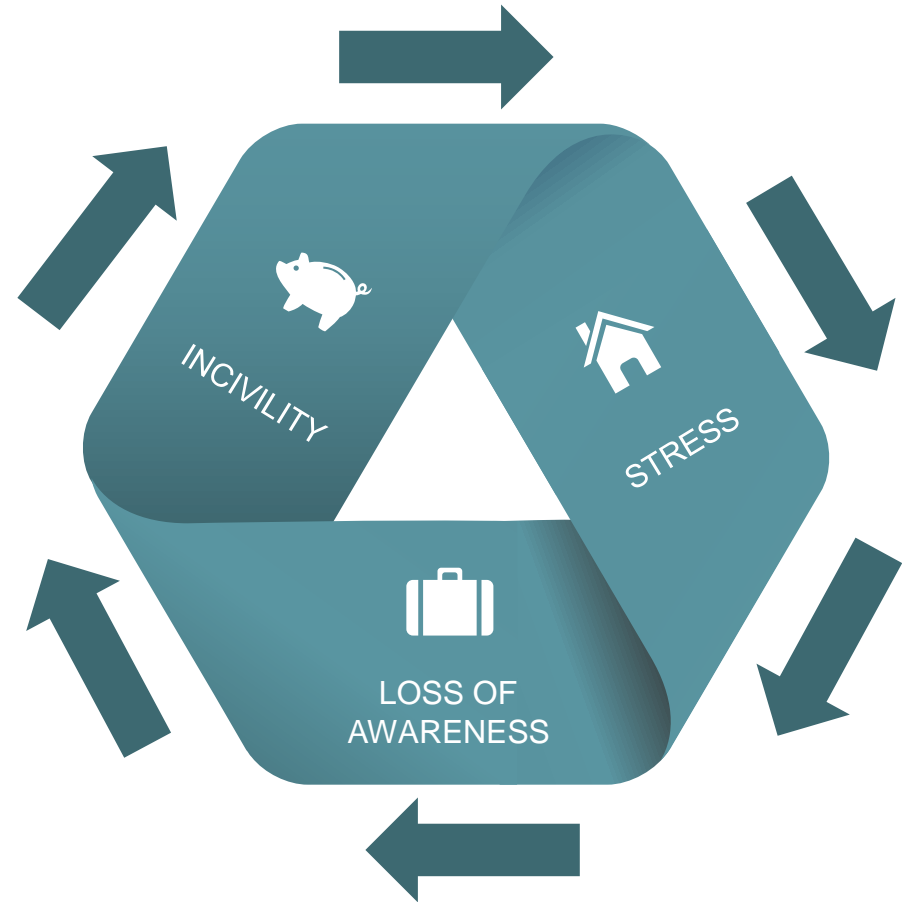
These seem like simple slights we all deal with on a regular basis, but the aftermath of encounters like this stick with us and carryover into the rest of our day.

We feel stress and anxiety when constantly surrounded by incivilities and end up taking it out on others...by behaving rudely. And we don't even realize it.



STOP THE VICIOUS CYCLE

We can't control every situation, but we can control *how we react* to every situation.



WHAT HAPPENS, IF YOU DO NOTHING

- Lower Employee Engagement
- Diminished Morale
- Lower Productivity
- Job Insecurity
- Increased Stress and Anxiety
- Less Trust of Management
- Less Company Loyalty



KINDNESS STARTS WITH YOU

The solution is to take a good look in the mirror and revisit how we treat people.

To see what we look in other's eyes.

Perception is reality.



HOW DO WE ACCOMPLISH THIS?

Revisiting the basics of manners, and etiquette - essentially making other people feel comfortable by not straying too far from social norms.

Showing others that we value them by treating them with kindness, consideration, and respect.

We do this through learning to communicate, present ourselves, and behave in a way that puts others first to build and strengthen relationships.


WHAT WE DO AND HOW WE HELP – MODERN BUSINESS ETIQUETTE

- Social Diplomacy
- Corporate Diplomacy
- Meeting and Greeting
- Dressing for Success
- Self-Awareness in Social and Professional Settings
- Communications and Correspondence
- Netiquette
- Networking, Small talk, and Conversation
- Workplace Civility
- Understanding Body Language
- Seating in a Boardroom
- Managing Meetings and Personalities
- Business Dining
- Business Entertaining
- Personal Branding
- The 24/7 Professional

SUPERCARGE YOUR ETIQUETTE & BRAND

The Polite Society offers customized courses for individuals, businesses, groups, schools, and other organizations. Each course is designed for your needs, and on your schedule. Courses can be delivered as a lunch and learn, part of a seminar, or a full or half day session.

Our goal is to help clients master the skills of putting people at ease, not embarrassing others, and putting themselves second. Through implementing the principles of modern etiquette, the Polite Society will help individuals improve both personal and professional relationships.



At the end of the day people
won't remember what you said or
did, they will remember how you
made them feel.”

— Maya Angelou

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