**BON TON IN BUSINESS 3.0**

**By Paola Della Chiesa 2016**

* (0.4) Business dinner, business trip.
* (0.5) “Appearance”. Simple business dinner or for how they dress.

 **Kristin Engvig**

* (0.6) Style, taking care of ourselves, dress code, International bon ton, i.e., good manners with style, public and private environment…A few rules.

“GLOCAL”. We, as Italians are considered from abroad as stylish people, although we are now unfortunately living in a huge, ongoing decline.

* (0.7) Respect, discretion, elegance of feelings, humour, balance, self – irony…with STYLE!
* (1.10)

**THE FIRST SEVEN SECONDS: IMAGE AND LOOK**

*“Yes, appearance is everything. It´s the secret of life”. (Oscar Wilde)*

* (1.11) The first seven seconds of a conversation, of a meeting, of a presentation are important for giving the right idea of us and for impressing positively.

**7 Seconds:** In these seven seconds, the person catches a sample of our personality and this will be the filter for future information about us.

The human brain tends to consider the behaviour of a person met for the first time, as an indicator of the personality, even when this may not correspond completely to reality.

* (1.12)

Standing hunched over looking at our feet, with crossed arms or even worse with one arm holding the other are all signs of a lack of self-confidence in ourselves and the topic we are going to talk about.

* (1.13) When sitting, dear ladies, don´t forget to have your legs crossed in the proper way, especially if wearing a skirt, and keep the elbows lightly on the table, during meetings.

So please, Ladies, let´s avoid: make up cream and foundation on the shirt collar, chipped nail polish, bitten nails, laddered tights, dyed hair roots, too short skirts, low waist jeans, flashy jewellery, synthetic fibres which increase the perspiration and bad smells.

Gentlemen please, informal clothes but clean, without smelling too much aftershave and perfume, if hair is long, it must be clean, always dress correctly to be perfect in the context: single-breasted suit, grey or blue, or pinstripe, dark-knee length socks, laced shoes and finally sandals and flip-flops on the beach.

* (1.14) *Always with a smile, because a smiling face overcomes everything.*

**Elegance**

Elegance is the ability to choose the right clothes for our body and our life style, for our size. It is a matter of style…

And for him: don´t keep your hands in your pocket, don´t loosen your tie, with a three-button jacket, button only the one in the middle, shirts with button – down collars are only for casual wear, don´t wear a white pocket handkerchief before 6 p.m. and avoid short sleeved shirts under jackets.

* (1.16) Each country, each situation and each meeting should have, apart from taking account of the weather conditions, a pre-defined outfit, something that should distinguish the same dress, the same suit, the same outfit from previous uses by a detail, and accessory, something that in general would make an impression on others.

***Let´s start with Europe…***

* ***Germany:*** always choose an outfit in line with the company industry, avoiding showing jewellery.
* ***Malta:*** dress smart for all meetings and remember that tattoos are not so welcome.
* (1.17)
* ***Denmark:*** wear a classic dress, not very showy and not very informal.
* ***Poland:*** wear a professional dress for a business meeting even when the environment is informal, light make-up and perfume, manicured nails and executive cases.
* ***England:*** Clothes in general should be formal. For ladies: suit in formal environments and a normal dress for less formal.
* ***Switzerland:*** Better not to dress with too much elegance, better to ask about suitable clothes for the industry and job.
* ***France:*** Dark suites are common. Women wear classic and neutral coloured dresses, for making an excellent first impression in France, you should be extremely well-mannered and don´t forget that first impressions in France depends on appearance. French style handshakes are quick and light.
* ***Spain:*** Usually it´s enough to be clean and organize. Business suit and shoes with heels if they are women. Better to avoid showy jewellery and very colourful clothes.
* (1.18)

***Let´s see North America…***

* ***USA:*** The image of Italy in the US is “The country of beauty and elegance, design and life style”.

***Latin America…***

* ***Brazil:*** Ladies, we suggest medium high heels, even better low height heels and a sober skirt, having well-cared-for-hands and feet.

Ladies and gentleman should take care about their shoes, which are considered an important investment.

For ladies it is better not to have too much make up, and avoid light colours.

Ladies can change their dress throughout the day: for business, lunch and dinner wear a classic suit and skirt. During an evening event, a cocktail dress is fine.

* (1.19)

***Far East…***

* ***China:*** Wear simple and conventional clothes.
* ***Japan:***  Search for harmonic value in everything. Elegance without showy colours, little perfume. Conservative and introverted. Dress in a simple but sophisticated way.

***Middle East…***

In general, you should wear high necklines and long sleeves.

* ***Arab Emirates:*** *Very elegant, m*odest way, covering shoulders, arms and knees especially during Ramadan.
* (1.20) **South Africa**

Women wear blue or black dresses, nylon stockings with skirts. If you choose not to wear jackets, shirts with long sleeves.

**Australia…**

You can observe a change due to weather and fashion.

Melbourne is known for being the most European city. Sydney famous for fashion and “haute couture”, Brisbane is considered laid back. Many offices have a dress code, agreed and signed in the job contract, suit and tie ready to work!

* (2.22)

**INTRODUCING YOURSELF AND CONVERSING: HOW TO BE PLEASANT AND POLITE**

*“Clever people are always the best conversational thesaurus” – Goethe.*

* (2.23) First seven seconds, way we introduce ourselves and converse.

*Oscar Wilde: “Better to remain silent and be though a fool than to speak out and remove all doubt”.*

*Words with the right tone, expressions and clarity.*

How to be pleasant, polite and understandable!

* (2.24) Natural and spontaneous way.
* (2.25) Make eye contact: Looking into the eyes of the person to whom we are introducing ourselves or who is being introduced to us. Our breath is up to face to face conversation, having mints close to such an eventuality. There is not a lot to smile about if our teeth, mouth and breath aren´t in the best condition.

**Speak in public**

* (2.26) Let´s not speak laughter or applause from the audience, or that they follow every word to the end. Let´s accept that they might be distracted, they may get up and leave, they may chat, and without thinking, we can control everyone and everything.
* (2.27) Speaking in front of an audience:
* “Flight or fight”
* Experience overcomes insecurity
* Breathing
* Keep your back straight
* Concentrate on others
* Colloquial tone: Colloquial, friendly and energetic.

**Public Speaking**

* (2.28) Prepare well, structure to our speech, familiar with subject you are speaking on, audience, planning in advanced what we have to say and how we say it.

From short written notes and maximum concentration combined with good practice at memorisation, together with a bit of improvisation when necessary, improved by theatrical experience.

* (2.29) *A few clear topics, brief and to the point, shortest possible time: making out words memorable!*

**Conversation**

Using correct language and grammar, avoiding regional accents and dialect terms. Cultivated language. Reading a lot is helpful here, enriching our vocabularies and providing us fluid, cultivated language.

“¿How are you?” Answer: “Fine, thanks”

In Italian, always use de polite “Lei”.

* (2.30) Gossip is very common in personal relationships, modern etiquette INSISTS, that one should never say anything about someone who is not present that you would not say to their face. It is important to allow others, and ourselves, silent pauses, reflection, and concentration; it is a real torture to live with someone who is incapable of being quiet, and meditate with humility.

Never yawn when a person is speaking.

* (2.31) *“Excuse me interrupting you, but I think our meeting can end here, I have to get to work”.*

*“Pleasant yes, polite too, but above all understandable, concrete and not at all time waster”*

***And how are introductions made abroad?***

***Europe***

* ***Austria:*** Brief but decisive handshakes, dark suits for men and tailor-made dresses for women. Call people by their surnames and professional titles, at work lunches or dinners.
* (2.32)
* ***Belgium:*** Invite people to lunch, the local people prefer to eat dinner at home.
* ***Germany:*** Handshake should be quick. People with most important positions greet each other first.
* ***United Kingdom:*** Light handshake, brief eye contact and maintain certain distance between people. Limits are respected.
* ***Switzerland:*** The rules of behaviour involve shaking hands with everyone present, punctual meetings and formal clothing (jacket and tie for men and elegant clothes for women).
* (2.33)

***North America***

* ***Canada:*** Remove hat and sunglasses, turn your thumbs downwards or ask direct questions on delicate subjects.
* ***United States:*** Distance between one person and another is important in conversation, and eye contact plays an essential role. Work meetings are held equally at breakfast, lunch and dinner.

***Central America***

* ***México:*** Women hold their hand out first and people talking tend to stand quite close, touching forearms and elbows. It is normal to arrive slightly late for appointments.

***Latin America***

* ***Brazil:*** Usually give long handshakes looking into ayes and above all women love to kiss on the cheeks. During meetings, one talks frequently about the private lives of the various commercial partners present.
* (2.34)

***The East***

* ***China:*** They greet each other starting from the person with the highest position, shaking the hand lightly and giving a little bow. When you receive a business card, you take it with two hands and, before putting it into your wallet or bag, you examine it for several seconds. Sit down in order of age and social position.
* ***India:***  Use traditional greeting “Namaste” bringing your hands together in front of your chest and bowing slightly. Meetings do not begin with work topics, but with friendly conversation.
* ***Japan:*** Meetings involve the traditional greeting with a bow and extremely limited movements of the arms. “Yes” does not mean agreement, but a sign of listening and understanding.
* ***Singapore:*** Business cards are taken with both hands; hours of work are often prolonged into late evening. Private life encounter professional.

***Middle East***

* ***Turkey:*** They hold private conversations during meetings to create closer relations with others. To say “No” you have to move your head upwards.Islamic prayer.
* (2.35)
* ***United Arab Emirates:*** Women wear clothes that cover their shoulders and knees; it is a good habit to respect verbal agreements. Take care because the left hand is considered unclean, therefore, actions are carried out with the right.
* (3.39)

**HOW TO BEHAVE AT WORK**

* *“How do people behave? The way we would like them to behave with us” (Aristotele)*

Workplace etiquette rejects any gender difference, considering hierarchy more important. Without arrogance to colleagues at a lower level.

* (3.40) Smile, be silent, be very polite, do not ask favours and make demands that we could not meet ourselves. Gracefully accept a compliment for a job well done. Communicate in a respectful manner, share credit for success, criticize constructively, and do not to make a habit of complaining.
* (3.41)  *Team of work. Achievements of objectives thanks to collaboration by the whole team.*

*Ethical behaviour. Self-irony: Sign of great style.*

*Working life is enough to display a bit of brain power, good character, simplicity and congeniality to silence the various, gossipy, hostile individuals, and obtain the results that each of us has planned!*

**Netiquette**

(3.42) It is a collection of rules that govern the behaviour of an internet user; in connecting with other users by means of resources such as newsgroups, mailing lists, forums, blogs, social networks or email in general. “Do not send others anything that we would personally find unpleasant to receive”. Check before pressing Send.

The name of the sender and the necessary company references should be easily identifiable; the object of the message should be clear, the opening and closing formulas should be modern but suited to a serious professional correspondence. The text should not all be written in either lower or upper case, emoticons should not be used; heavy files should not be attached.

It is as well to write simply and directly, in short sentences, starting new paragraphs as the white spaces between lines help the reader.

* (3.43) Send or forward emails to large number of people is putting their addresses into the “To” field, it is an implicit violation of privacy.
* Be tolerant with people who make mistakes in a foreign language.

**Social Network**

* (3.44) Use private messaging. Be respectful of privacy, consent.

*Lowest cultural and educational level.*

*There is nothing in the world worse than those who unleash themselves on social media like a river in full flood against colleagues, politicians; celebrities from the world of entertainment and sports. And then, in most cases they meet these targets in the street, at an event or in an office, they turn into sheep without even the courage to say “Good Morning”*

Work and cordiality combine.

 **Coffee Break**

* (3.45) Affects the productivity of the company.
* (3.46) Being a good listener is the secret of stablishing good personal relationships, take care not to ask questions that are too personal.

Personal interests and hobbies of colleagues. It is advisable to take an interest of the families of our colleagues, including asking after their pets. Talking about well - known and liked TV programmes, films and books is an excellent strategy to appear up to date.

To chat with someone who really knows what they are talking about is very stimulating, as well as being rarity today!

Compliments are always welcome.

* (3.47) It is not good manners to talk about someone behind their back, it is not a sign of maturity.

*Tea break, take a break from work and relax for a few moments.*

**Punctuality**

* (3.48) Virtue: Represents the respect for the other person´s time.

Who is always late is rude, arrogant or unable to manage their life.

Punctuality: a relative concept. In Germanic and Anglo-Saxon countries, the concept of time is not relative.

Punctuality is absolutely connected with style, particularly in business.

**Punctuality abroad:**

* (3.49) Punctuality is an essential part of German culture.

Not to cancel an appointment at the last moment!

If we should be help up, we should inform the person who is waiting for us as soon as we know we are going to be late, and, above all, be prepared with and extremely convincing reason!

***France:*** Good manners to arrive on time.

***Russia:*** Ten minutes delay.

***Japanese and Chinese:*** punctuality is essential. To be slightly late at company meetings is seen as lack of respect.

***North America:*** extreme rudeness.

***Latin America:*** arriving early is almost offensive.

***United Arab Emirates:*** It is well to arrive early for appointments.

**DRESS CODE**

*“Elegance is that quality of behaviour which transforms the highest quality of a being into appearance”. (Jean-Paul Sartre)*

**Civic Culture**

* (4.53) Civic education, polite behaviour.

*It is sad to see how these good manners and common sense have always been changing.*

***Italy:*** *petit bourgeois etiquette.*

*However, it is enough to look around and see how well-mannered people, who know how to behave, dress and make sensible conversations are considered oddities, mostly derided and in many cases even marginalised. In addition, if by chance they are charming and intelligent, the skies fall in!*

**Manners and good sense**

* (4.54) “Oh well, everyone does it”. Regarding public buildings, it is usual to let those who are coming out pass first, and then enter yourself.

Cafes, always good to say a general “Good morning”. A “Thank you” and a smile when you are being served is never too much.

* (4.55) Mobile phones should not be placed next to the plate, and while waiting for the meal to arrive it is better to make pleasant conversation than to begin nibbling bread and bread sticks or pouring out the wine.

*Lastly, smiles are recommended as a symbol of both good manners and style, have become optional like those accessories for which we pay a high price.*

**Dress Code**

Is the set of rules that defines the appropriate clothing for every environment and situation, and is an concept.

Rule of behaviour, of how to present oneself physically, even which facial expressions.

* (4.56) Each of our “visible” choices is actually a code, a way of communicating something with its own meaning.

Dress code is that set of norms more or less shared in a specific environment – cultural, social, work or public, which codify the messages a person intends to transmit by means of the clothes they wear.

* (4.57)

**White Tie/Morning Suit**

Men: Full evening dress with white tie, essential to have a white handkerchief in the jacket pocket.

Women: Long classically - coloured evening gown, long hair should not be loose, minimal jewellery, no bare arms.

**Black Tie/Ultra formal**

Men: Black tuxedo, black bow tie, black shoes with laces, long black silk socks.

Women: Cocktail dress, never above the knees, long evening dress. Absolutely no excessively showy jewellery or accessories.

**Black Tie Invited/Black Tie Optional**

Men: A suit can replace Tuxedo, which should always be black.

Lady: Her outfit, while still being “Cocktail suitable”, can also include separates.

**Creative Black Tie**

She can opt for shorter dresses or make use of lace. “Creative” can be extended to “Theme evenings”, less exclusive and more individual.

* (4.58)

**Cocktail Attire**

Evening suit for her.

**Formal attire and Semi/Formal Attire**

Long dress and appropriate accessories for her. Semi/Formal is defined before 6.00 pm.

**A5 (After five)**

“Happy hour” in an elegant environment, man should wear a shirt and elegant trousers, women would wear a smart dress just above the knee, or as an alternative, a pair of trousers matched with a blouse or top.

**Casual (or informal)**

Man and women can use slacks with a shirt, with sleeves rolled up.

“Smart Casual” is the only dress code that expressly allows the wearing of jeans.

**Traditional Business Attire**

Traditional business, in essence consisting of jacket and tie for men and a matching outfit or suit for women that should not be too short or tight.

**Business Best**

Man should wear a dark or pin-striped suit, single or double-breasted, with pocket handkerchief.

The women should wear a grey, blue or beige suite, white blouse, flesh coloured tights and shoes that are either black or match her suit, and with heels no higher than 1-2 inches.

* (4.60) Personally, I believe that someone who has an official role should respect a certain dress code.
* (4.61) It is a sign of respect for the role you are playing, and the people with whom you deal.

**Dressing for work**

* (4.62) Classic look, so called office-formal: serious, without any excesses, characterised by jacket and tie for men and a suit for women.

Sober colours (grey, black, blue, brown), and nothing showy or excessive, heels, make-up, no tattoos, hairstyles or uneven nails. It is essential to take care of personal hygiene and keep skin, nails and hair in good shape. Invest in accessories.

*By accessories, I mean bags, shoes, jewellery and hats.*

*Sometimes, if I am out a whole day, I take different accessories with me in the car that allow me to wear the same outfit both for the day and the evening.*

* (4.63) But what does “smart” really mean? “Smart”:
* (Of a person) clean, tidy, and well dressed.
* Informal: Having or showing a quick-witted intelligence.
* Quick, brisk.

“Smart” is a person who has style!

* (4.64)

***East***

Across the whole of Asia, extreme courtesy should be shown to local people, one bows, one does not give gifts with the left hand.

Gifts should never have too high a value, avoid black and white (colours used for mourning), and pay attention with the colour red: habitually used in China, but not in Korea.

It is unusual for the gift to be opened in front of the person offering it, as this is considered bad manners.

* (4.65) Pointing at someone with the finger can be a symptom of lack of tact or rudeness.

***Japan:*** It is considered impolite to show the teeth, in fact a Japanese person will cover their mouth in conversation or when yawning or even laughing.

***China:***

1. They have a collective vision, not individualistic like ours; everything they do is for the common good.
2. Chinese culture is based on a powerful ethical component, Confucianism, which involves strong respect for hierarchy and rules.
3. Their vision is strongly characterised by the language, which involves Chinese to try taking a holistic approach, they have a great capacity for synthesis, and seek to evaluate all the elements as a whole.
* (4.66) We must not fall into the error of smiling or seeming impatient because the question seem foolish, but provide them with all the information they need.

Smoking and alcohol are completely acceptable in carrying out business. Reasons of health. If they insist, however, it is better to accept.

When you receive a business card, take a few moments to read it, even if you are unable to understand it. It shows that you are interested. At the end of meeting, gifts are considered almost “necessary”. Those connected with your country or company will be particularly appreciated.

Handshakes are now acceptable, but do not shake too much or for too long.

* (4.67) ***India:*** Gifts are also very important in Indian culture. Typical products from your own culture, while it is best to avoid alcoholic drinks and leather goods. Sweets and cakes can be appropriate.

When wrapping the gift, try to use bright colours. During negotiations, flexibility and the ability to take into consideration other possibilities will be very much appreciated.

You may be greeted with a traditional “Namaste”, a little bow with the hands joined.

The most common used style of communication is indirect, so it will be important to learn to interpret non-verbal signs and hints.

Do not include meat on the menu if your guests are of the Hindu religion.

* (4.68)

***Middle East***

Friendship. In Muslim countries, take care when sitting down. It is considered offensive to show the sole of the shoe or the foot to others.

Women must pay particular attention to cover their hair and to dress correctly.

Western women do not have to wear a veil and burqa. Modest clothing is appreciated. Never refuse a cup of tea or coffee.

* (4.68)

***American and Anglophone countries***

In North America, to arrive late is not acceptable and is seen as a sign of extreme rudeness. An appointment at a restaurant, arriving a quarter for an hour earlier than the time set.

* (4.69) Mexico: “Provecho”, which means: “Enjoy your meal”.

***Europe***

Leave a tip that amounts to 10-15% of the final price.

Portugal: Do not ask for salt, pepper or oil, as that is seen as lack of respect for the chef´s preparation of the meal.

* (4.70) Etiquette of travel, both in terms of behaviour and of what to take in your suitcase!
* (5.73)

**HOW TO BEHAVE AT THE TABLE (SOCIAL AND BUSINESS DINNERS)**

 “Tell me what, and how, you eat, and I will tell you who you are”.

* (5.74) Must avoid full plates and overflowing glasses.
* (5.75)

**Rules of eating at the table**

Time spent at the table together is time not wasted.

1. Before sitting down we should always wash our hands well.
2. Before starting to eat, wait until all the guests have been served.
3. Once you are seated, spread your napkin on your lap, without opening it completely.
4. Do not rest your elbows on the table, but keep them by your side.
5. Between one course and another, do not place your hands in your lap. Do not yawn. Do not take your shoes off. Do not touch the bread before the first course has been served, and you should not cut it.
* (5.76) The only food that you can pick up with your hands when at the table are: raw vegetables with vinaigrette, asparagus served whole, molluscs and crustaceans, small fruit that does not need peeling.

Body position: Bringing the food to our mouths by raising our arm. If the food or a drink is too hot, we should not blow on the spoon or the plate, but wait until it cools.

* Never place your knife in your mouth.
* Do not make too much noise when using the cutlery.

Before or after drinking, dab your lips with your napkin, so as not to leave unpleasant marks on the glass, as well as to dry your mouth.

Let´s also remember that we should never speak or drink with the mouth full of food. When chewing, keep the mouth closed so as not to make unpleasant noises, therefore, clearly we should only speak after having swallowed.

* (5.77) Never fill the glass to the brim, and when drinking we should not raise our arm too much or extend our little finger.

Say “Please” and “Thank you”. Sauces should not be put directly on to the food, but placed next to it on the plate.

Spaghetti should only be eaten with a fork, and not with the help pf a spoon. Eggs, salad and all soft food should be eaten with just a fork.

At table we chat, we do not argue, we do not talk about politics, religion, nor even football.

* (5.77) There is a new taboo topic: allergies.
* (5.78)

**Bon ton & Cellular**

At the table, our mobile should be switched off, or at least sent on silent.

Before answering, excuse yourself and discreetly move aside, trying to keep the call as short as possible.

* (5.79) Research has shown that on average each of us looks at their smartphone one hundred and fifty times a day. This dependence is necessary or whether it is in fact, a complete obsession.

**Bon ton at a dinner**

Essentials of good manners at a work dinner:

1. Find out names and surnames of your fellow dinners, their professions or company role, their successes or favourite sport.
2. Arrive early and, wait in the lobby.
* (5.80)
1. Shake their hands extending your arm well, smiling cordially and looking into their eyes.
2. Before sitting down, turn off your mobile and check where to put any bags or small suitcases.
3. Remember to stand behind your chair until everyone is seated.
4. Once you are seated, leave the cutlery and glasses where they are.
5. Check your posture: elbows off the table.
6. Do not order until your guest has ordered.
* (5.81)
1. Do not talk loudly, and do not take charge of the conversation.
2. Never forget for a moment that if people want to know who you are they will observe your manner, your style and your behaviour…
3. Cut smile pieces and eat a small mouthful at a time.
4. When you have finished everything, refold your napkin and place it to the left of your plate.

***And around the world, how do we behave at the table?***

***China***: Where to drop some rice or drops of soy sauce is seen as a sign of appreciation of the meal, it is bad manners for us to play with your chopsticks. It is considered insulting to refuse to try what you are offered, or to eat everything on your plate.

In Chinese culture, it is considered bad manners to point the spout of a teapot at another persona at the table, also it is to sneeze and blow your nose at the table.

* (5.82)

***Japan*:** Show extreme reverence to the dishes you are offered. The Japanese love their food to be admired, for the proportions, the colours and the composition.

* (5.83) Never, never lay the chopsticks on a plate once you have finished eating. There is a chopstick rest by the side of your plate.

Never, never pierce the food: chopsticks carry the food to your mouth; they are not used as if they were a fork.

Never lift the chopsticks above the level of your mouth.

Chopsticks are used with one hand only, never two.

Your don´t “dunk” anything…into any liquid. During meals is the best to avoid money topics.

***United Kingdom:*** You don´t “dunk” anything…into any liquid. This also applies to France, during meals it is best to avoid money topics, and even less to talk about the division of the bill if you are in a restaurant.

***Spain:*** Bad manners, to ask for second of a course,

* (5.84) **Russia**: It is considered quite impolite not to finish your glass in one go, in particular with vodka.

***Los Angeles*,** American breakfast capital. Business meeting held at 7.00 am, have business discussions, fashionable to do business between 7 and 9 in the morning. Americans are crazy about the European good manners.

***Islamic* countries:** Pass dishes to your neighbour always with the right hand, it is the same in India or Indonesia.

* (5.85)

***Muslim countries and Ramadan:*** During Ramadan, practicing Muslims do not eat, drink, smoke, or have sexual relations with their wives or husbands from dawn to sunset. Spend more time with the family.

Non – Muslims are forbidden from drinking, eating or smoking in public.

***Dubai:*** 20 – 30% of its recreational capacity during Ramadan.

* (6.89)

**HOW TO BEHAVE WHEN TEAVELLING AND RECOMMENDATIONS FOR PACKING**

*“The world is like a book and those who don´t travel, read only one page” (Sant´Agostino)*

Travelling, very open mind.

When we travel; a transformation, which makes us grow as people, as individuals, and which is linked to a professional growth as well.

The magic is often in the adventure of discovering something unknown: Feeding the spirit of knowledge and curiosity can be a very useful basis for those who travel for business and our personal development.

**Suitcase**

* (6.90)An integral part of the journey.
* (6.91)

**Perfect Packing**

Rules for perfect packing:

1. Lists are the first secret to having everything organised and under control.
2. Before starting to pack, put everything on the bed and check with list in hand, that everything is there.
3. Whatever type of suitcase, shoes should be put first.
4. If the suitcase has a mesh pocket, use it for cleansing products.
5. Trousers and jeans for free time should be packed first.
* (6.92)
1. After the first layer of clothes, there will still be little gaps, insert underclothes here.
2. Pack rolled up t-shirts and sweaters for coolers evenings.
3. Scarves, blouses and light clothes need to be in the place of honour, placed on the top of all the other clothes.
4. Avoid using one large container for all bath and beauty items.
* (6.93)
1. All-purpose bag to contain our dirty clothes.
2. Books and magazines should be places in the external pockets of the case.

**Work Trip**

As a woman, take four outfits: for travelling, for business meeting and for cocktails party/evening events.

**4 outfit**

Travel: choose comfortable clothes and shoes.

Outfits: skirts, trousers, a dress or suit, jacket with suitable shoes for the working day.

* (6.94) Gala dinner: Evening gown, cocktail wear, add a clutch bag or evening earrings.

*So come on, a big smile and let´s go!*

* (6.95)

**Train:** Say hello to our neighbours without introducing ourselves.

**Airplane:** Choose clothing that is both comfortable and attractive.

* (6.96)

**Hotel**

Smile. Keep the television volume low.

Baseline of international good manners that concerns respect for people and places.

***Russia:*** Normal for men to kiss each other on the lips in public.

***Japan:*** forbidden even between husband and wife. Sneezing and blowing your nose in public, but getting drunk after work is acceptable.

**Africa:** any effusive behaviour is scandalous, and holding hand is reprehensible.

* (6.97) Courteous gestures: Helping a woman cross the road by taking her arm will have significant adverse consequences on her reputation.

***South East Asia***: “It is advisable to respect other people´s personal space and always wait for the local person to make the first move”

Elegance requires that women are not seen.

***China***: to wear single-coloured item of clothing.

Military-style shirts and trousers: Zimbabwe, Zambia and Botswana (Africa).

Tie: Reminder of the cross, an unacceptable Cristian symbol.

***Saudi Arabia:*** people are searched and any cross-found will be seized.

***Japan:*** Do not exchange kisses on the cheeks.

* (6.98) In a lift, it is a mistake to let them go first (a courtesy reserved solely for older men)

Never look into the other speaker´s aye, as this is seen as challenging behaviour.

Gazing directly at women is not only impolite, but it also implies a sexual proposal.

**International conversation**

Politics, religion, human rights.

Japan: Avoid personal topics.

Germany: “Are you married?”, improper.

A good way to start a conversation is to praise the place where we find ourselves, and the local food.

* (6.99) *Ignorance, as intense as lack of knowledge, the evil of our century, causes us to be attracted to those typical clichés of closed and undeveloped minds, which provoke irreparable damage not only from a personal perspective but even more so in business and the working activities of each of us.*
* (7.103)

**PERSONAL BRANDING**

*“Personal Branding is what people say about you when you leave the room” (Jeff Bezos, fondatore Amazon.com)*

*Personal branding is the process for identifying, growing and communicating in the most effective way the reason why a customer, an employer or a partner will choose you instead of another person.*

* (7.104) *the greatest enemy of personal branding, which is self-promotion. Working on a personal branding means creating a strategy for identifying or defining your strengths, what makes you unique and different compared to your competitors, and communicating effectively about what you are able to do, how you do it and what advantages you bring and why others should choose you.*
* (7.106) *You have to reach it through respect, discretion, elegance, humour, balance, self – humour…in a word…through STYLE!*
* (1.108)

**CONCLUSION**

*“The pathway to success is not a motorway.*

*It is a mountain path discovered only by dreamers and run only by the bravest and the most tenacious”*

*Personal success that is concrete, build on self-esteem, balance, elegance and good manners in a society that lives more and more carelessly. I want to set aside carelessness and inconsistency in order to do business with style, good taste and good dose of class.*

*Good luck!*