

16 Business Etiquette & Protocols

Although business etiquette has changed significantly since Emily Post wrote these words, it is so powerful that it is still relevant today. Unfortunately, business etiquette has in many organizations become a lost leadership skill. However, those organizations and leaders that know and follow proper business etiquette and protocols differentiate themselves and their organization from the competition.

“Etiquette would not seem to play an important part in business, and yet no man can ever tell when its knowledge may be of advantage, or its lack may turn the scale against him.”

Emily Post, 1922

Anyone who wants to succeed in the business world needs a set of ground rules for behavior. Good manners are back. As the world becomes increasingly competitive, it is no real news that customers and suppliers respond more favorably to mannerly treatment as do colleagues, employees, and upper management.

Many a business deal or potential relationship is torpedoed by a businessperson’s lack of civility and awareness in the business arena. The difference between the rising star and the person who can’t quite seem to make the grade may well be the mastery of the nuances of business etiquette. The gold often goes to the individuals and the teams that have an extra bit of polish. Unfortunately, these guidelines can be difficult to navigate. Depending upon the company, the local culture, and the requirements of the situation, they change. Possible faux pas are limitless.



For organizations and employees alike, recognizing the critical link between business protocol and profit is key to success. The most successful people and companies are those who behave ethically. Since career success depends on