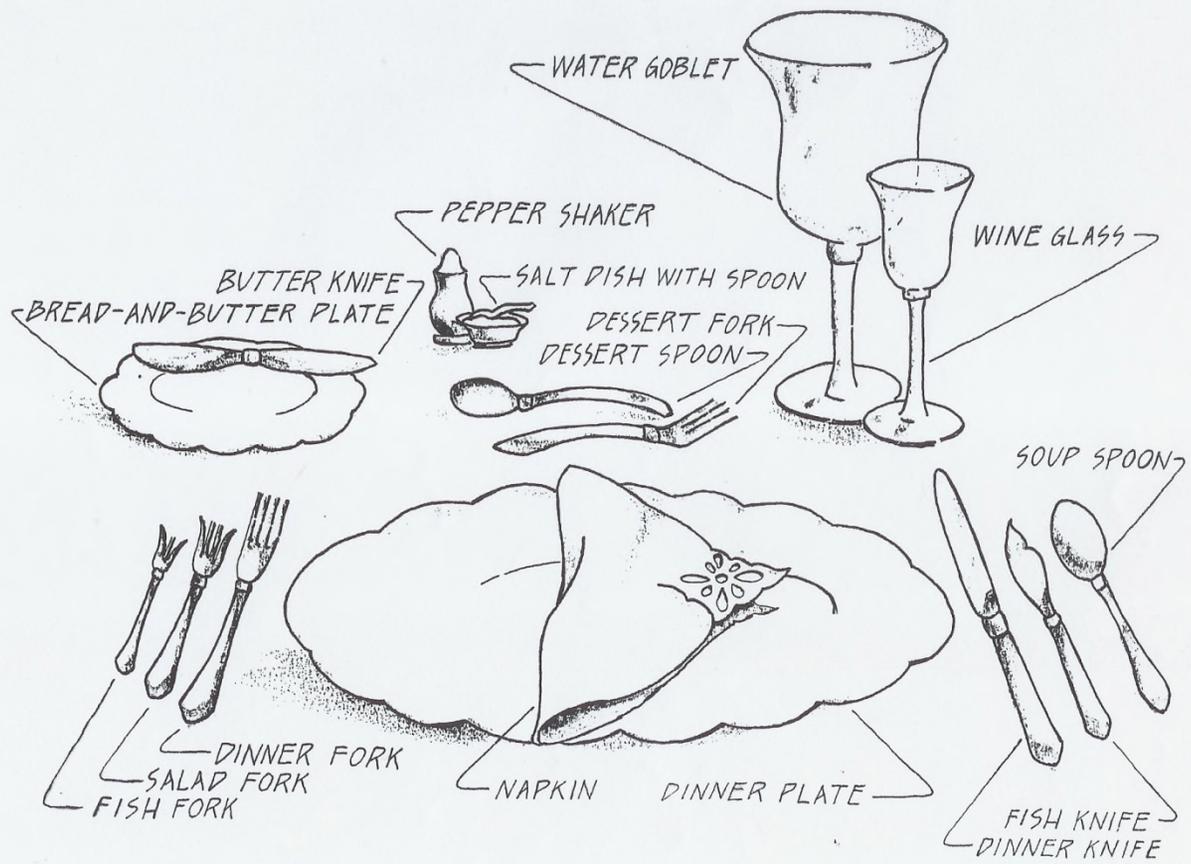


# **The Social Rules of Business**

## **U.S. General Services Administration**

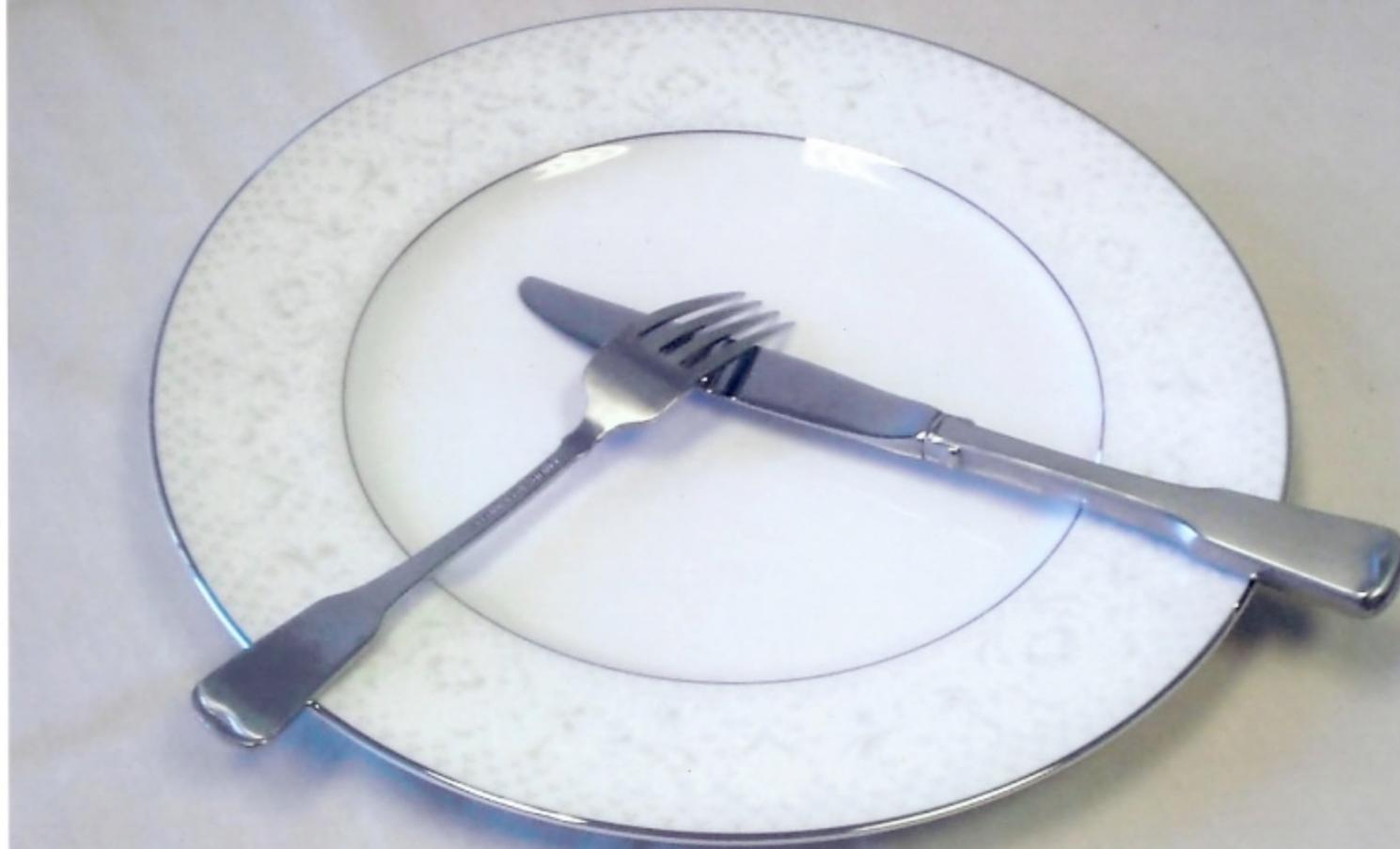
C.K. Reisinger  
Power Strategies



# Eating Soup

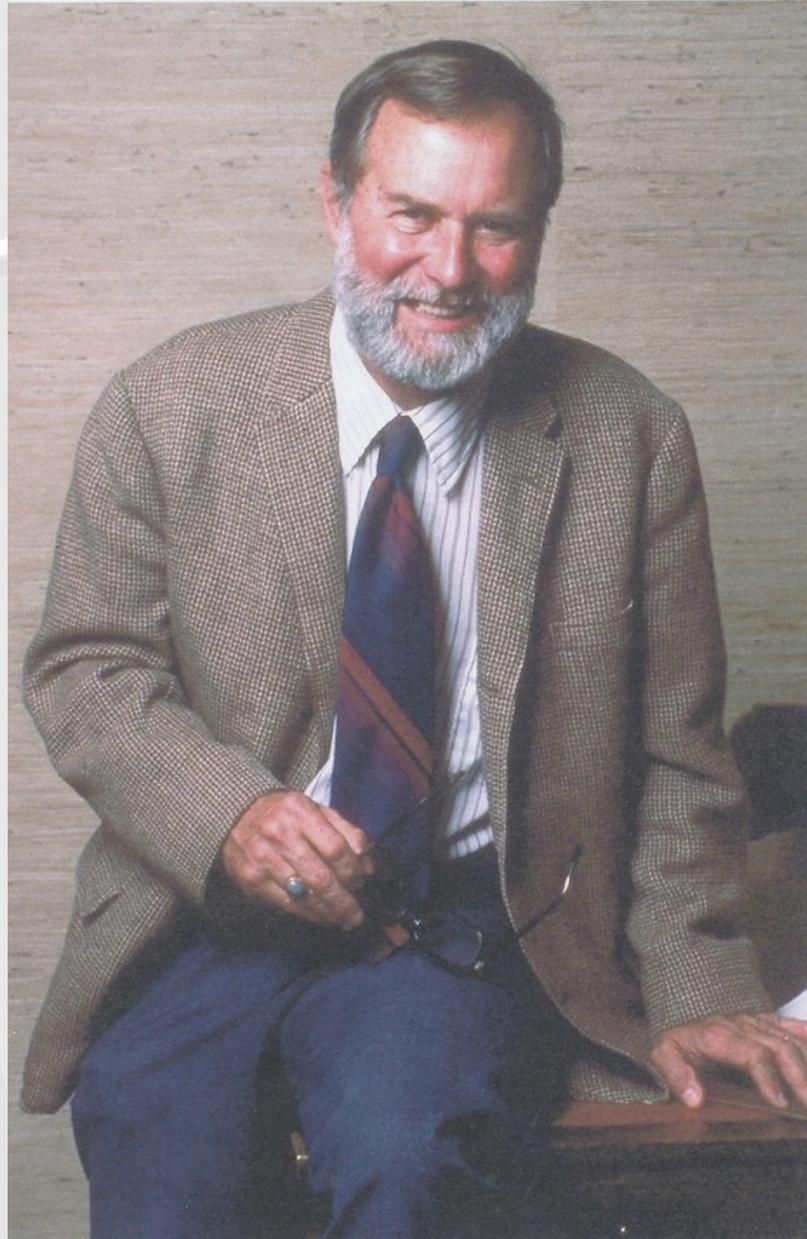


# Resting

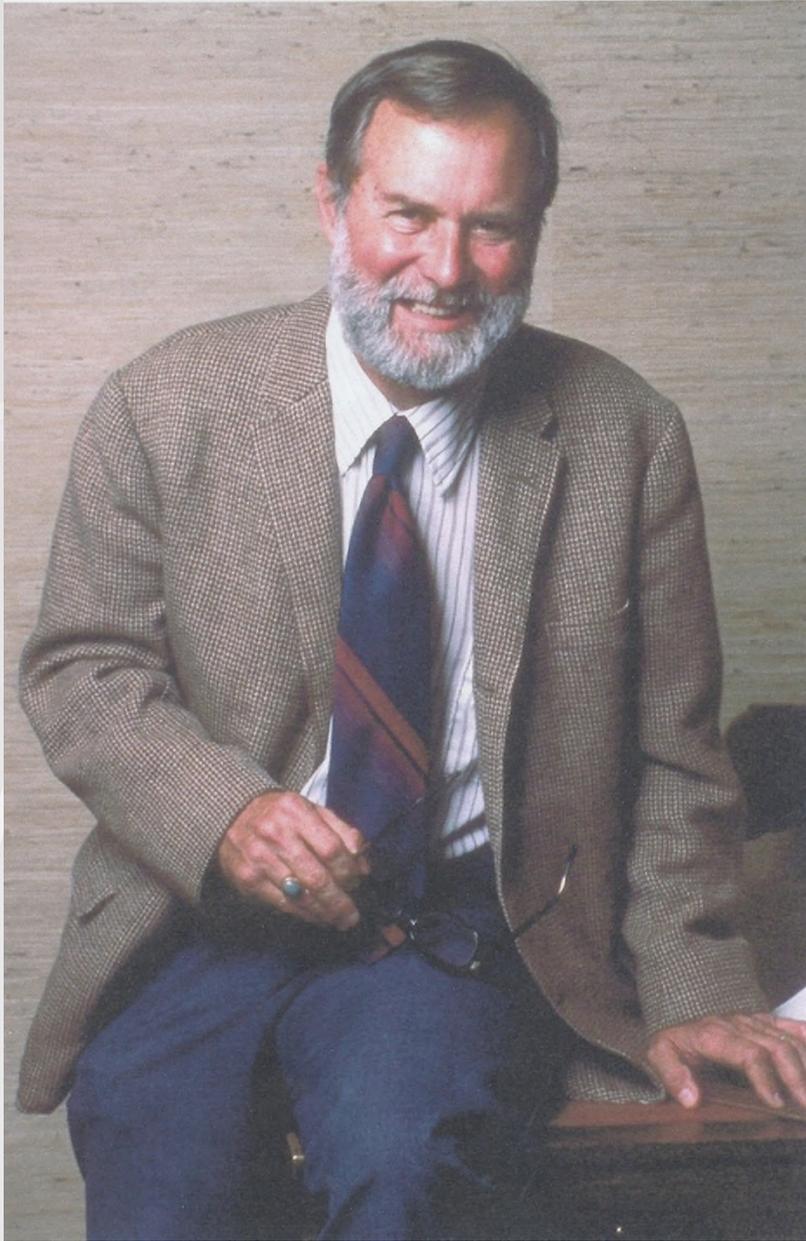


# Finished Position









# **Business Credible**

Visual  
Vocal  
Verbal

# Business Credible

Visual – 55%

Vocal – 38%

Verbal – 7%

# **Nametags**

**On the right shoulder**

# Anatomy of a Great Handshake

- Make eye contact
- Smile
- Always stand or “rise to the occasion”
- Offer hand at a slight angle with thumb up
- Connect web to web with other person’s hand
- Shake from the elbow, not the wrist or shoulder
- One or two smooth pumps









# Introductions

- First rule: Most important person or person of higher status is mentioned first
- Second rule: Use full name, Mr. or Ms.
- Third rule: Make eye contact
- Fourth rule: Provide some information regarding the person
- Fifth rule: Just do it

# Non-Verbal Messages



