

# Introduction

Although nursing education has been focused on leadership, management, and professional issues, etiquette has been the missing link for success in the workplace.

This book describes how to get a job, keep a job, and move ahead in a job. It will prepare you to handle awkward and challenging situations that could diminish your confidence, tarnish your reputation, and derail your career aspirations. After reading this fun and enjoyable book, you will be able to interact more effectively in clinical, business, and social settings. You will be amazed at how often you will think, “I didn’t know how much I needed to know.”

The premise of this book is that everyone can become an expert in etiquette. Further, the better you become at it, the more you will be sought after for opportunities and positions. In these pages, you will find a reality check for those playing (or about to play) the toughest sport of all—survival in a business world that is often unforgiving and highly critical.

Why is etiquette important for nurses? Etiquette is about relationships. Nursing is a career characterized by professional relationships with all kinds of people in all kinds of settings. As more and more healthcare professionals move into top leadership positions, you can be certain that etiquette skills are part of their power base.

By using the guiding principles of kindness, consideration, and common sense, professional etiquette can help you initiate new relationships and enhance established relationships. It can guide you in unfamiliar situations and help you know what to expect from others. For example, this book can help you in the following situations:

- Interviewing successfully for a new job or position
- Introducing yourself and others with confidence
- Demonstrating proper handshake and business card etiquette
- Networking effectively on the job and at conferences
- Knowing how to run a productive meeting
- Learning how to create an online persona
- Dressing to mirror your professional image and responsibilities
- Sending a positive impression with thank-you notes and letters

- Using email, phones, and faxes in a courteous and professional manner
- Using social media to further your career
- Demonstrating leadership skills and advancing your career when giving presentations
- Standing out from the crowd by writing an article
- Dining with confidence in any business or social setting
- Increasing your comfort and self-confidence during business travel
- Appreciating and respecting cultural differences in global interactions

There are no other etiquette books targeted at and customized for nurses. This book contains key business etiquette content with an application to professional nursing. It will help you level the playing field in your interactions with others.

## Key Features

Each chapter challenges the reader with a series of DO YOU: questions.

### DO YOU:

- Know what to do when you meet a colleague whose name you have forgotten?
- Know how to introduce your spouse to your boss?
- Have trouble remembering names?
- Have a prepared and practiced elevator pitch?
- Know what to do if a client ignores your attempt to shake hands?
- Wonder when it is appropriate to give out your business card?

A unique feature of this book is its organization in a question-and-answer format. This allows you to target what you need or want to learn or review.

Is there anything that can be done about sweaty hands?

Yes. Spray them with an antiperspirant once a day. This usually takes about 24 hours to become effective. If that does not work, see your physician.

What is a two-handed handshake?

In this situation, one person's right hand shakes the other person's right hand, and the left hand is placed on the other person's body. The most common left-handed positions are on the wrist, forearm, bicep, shoulder, or neck. The higher the left hand moves up the body, the greater the possibility for manipulation and control. For example, a left hand clasped around the neck may imply intimacy or ownership (Brown & Johnson, 2004).

Tips point out important points for you to remember.

**TIP**

The business card is often described as the handshake you leave behind. Make sure you leave a good impression.

Faux Pas and Good Idea! boxes provide stories about embarrassing and positive actions, respectively.

**Good Idea!**

**Faux Pas**

The globe icon denotes material that explains how etiquette may differ in other cultures.



Tables help itemize and illustrate concrete information.

## 1.1 Pecking Order for Introductions

### *Higher Ranking*

VP of nursing  
10-year employee  
Father  
Your boss  
Peer in another office  
Client

### *Lower Ranking*

New nurse  
Two-year employee  
Daughter's boyfriend  
Your spouse  
Peer in your office  
Colleague

Helpful frequently asked questions (FAQs) are included in each chapter.



What do I do if I am being introduced to someone and that person sneezes into his right hand and then extends that hand for a hand-shake?

You can shake the person's hand and then go to the restroom and wash your hands. Or, you can say you are getting over a cold and would prefer not to shake hands.

Each chapter ends with "Take-Away Tips."

### TAKE-AWAY TIPS

- Make an effort to remember names when meeting people.
- The most important thing to remember about introductions is to make them.

## Finally . . .

“I never knew etiquette could be so much fun” is the most common response of people attending my professional etiquette presentations. The goal of this book is for you to learn (or recall) some career-enhancing material and to have fun at the same time.

You have nothing to lose and everything to gain by reading this book. As an example, Tom Corley (2016) did research on 177 average people who became self-made millionaires. Five key strategies that helped people get ahead are part of this book. The skills you learn can be put into practice immediately for career advancement and lifelong value.

Professional etiquette is not optional for personal or professional success. It is an essential part of your power base. You can benefit every day in clinical, business, and social settings by using *Etiquette & Communication Strategies for Nurses* to come across as polished, confident, and professional.

