

INTRODUCTION

Congratulations! You have opened an incredible resource, packed with great ideas that will enhance your career in ways you cannot yet imagine. You are about to discover the exquisite magic of *Executive Etiquette Power*.

Your executive or professional success comes as the result of more than talent, commitment and hard work. Your career success will also be determined by how you greet a client, conduct a meeting, deliver a presentation or entertain your new business contacts. In fact, your success is determined by the way you present yourself in all that you say and do! We know you want to be the absolute best you can be.

With this book, you can quickly learn how leaders in your field conduct themselves to get the very best results. As top experts in each of our respective specialties, we've joined together to give you the most powerful executive etiquette information and strategies available.

Each of us has seen how even small changes in behavior and professional demeanor can transform and uplift your career.

- Knowing how to graciously conduct a meeting boosts your self assurance like nothing else.
- Learning a few networking tips and knowing how to navigate a corporate cocktail party will ensure success the next time you attend a social business function.

- Knowing how to use your silverware correctly, and mastering other dining etiquette details will present you with poise and finesse and give your clients confidence.
- Being the only one at your firm knowledgeable about the etiquette practices of welcoming and conducting business with international clients will give you the advantage you need to stand out when it counts.

All the etiquette professionals you will meet in this book want you to present yourself in the best possible way. We have outlined for you our top tips and included the most expert advice we have to advance your career.

To get the most out of *Executive Etiquette Power*, we recommend that you read through it once, cover to cover. Then go back and follow the advice that applies to you, in the chapters most relevant to your current situation. Every executive etiquette improvement you make will make a difference in your confidence and effectiveness and will impact how others respond to you in your daily professional life.

Know that just learning what to do will not transform your career. You must take action and apply the strategies, tips and tactics we share in these pages. Apply the many skills in this book and you will reap many rewards. With our knowledge and your action, we are confident that, like our thousands of satisfied clients, you too will master the magic of *Executive Etiquette Power*.

To your unlimited success!

The Co-authors of Executive Etiquette Power