

## QUICKTAKES

### THE JOB MAESTRO



Do you think you're ready for your next job interview, professional meeting or promotion? Professional slip-ups are enough to make you frustrated—and unemployed. In a new vocational advancement column, *Washington Square* will ask career development experts for their best advice to help you avoid career disasters and get ahead. This issue the Job Maestro turns to etiquette trainer Syndi Seid, who offers tips to help you ace any professional encounter.

**A lump has set up camp in your throat. You're fighting back sweaty palms. Heart palpitations. Self-doubt. You can't remember your name. You walk in to meet Mr. Potential Employer, who has met with 20 other applicants today. All you can muster is: "I'm Sammy."**

Seid says: That should be "Sammy Spartan." No matter how nervous you are, always introduce yourself with both your first and last name, never just your first.

**Your would-be boss is totally buttoned-up and boring, and you can't imagine working for someone so uptight. While she's not so interesting, you can't take your eyes off the amazing view of the San José skyline from her office window.**

Seid says: In conversation, always look the other person in the eye (even if you're struggling not to yawn). When you're no longer interested, excuse yourself before your gaze wanders.

**You just missed your train. Again. And you're going to be late for the daily staff meeting for the tenth time this month.**

Seid says: When it comes to professional meetings, you should do whatever it takes to always be on time. It shows that you care about your appointment—and about people.

**Your coworker just emailed a hilarious joke to you and 100 other people. Before you can wipe away the laugh-induced tears, you forward the email, and all those email addresses, to everyone in your family, including crazy cousin Kooky.**

Seid says: Never broadcast private email addresses when messaging multiple people who don't already know each other. Your contacts' addresses are not yours to make public. Use the "bcc" field instead of "to."

**You promised your new boss that you'd finish a report, but your best friend just won two tickets to see The Black Eyed Peas. You listen to five voicemails from three days ago from your panicked, type-A boss before blowing off his requests and sneaking down the back stairwell to go to the concert.**

Seid says: You should remember to return phone calls and emails within 24 to 48 hours. Say when you will follow up, and follow through on that promise. And if you can't get a project done by the promised time, alert whoever needs to know about the delay before it's overdue.

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Etiquette trainer Syndi Seid is a leading authority on business protocol and one of the SJSU Alumni Association's career development experts. Learn about workshops, networking events and career services for SJSU alumni at [www.sjsualumni.com](http://www.sjsualumni.com).