



Benefits of Applying Proper Etiquette and Protocol Intelligence

Working in the United Nations system, etiquette and protocol are important, particularly when dealing with Ambassadors and Permanent Representatives who have been trained in diplomacy. WFP as a United Nations system entity is no different, and sometimes, our logistics and service delivery culture may not always coincide with proper etiquette and protocol. Therefore, below are some useful tips that will help raise awareness of the importance of learning to apply proper etiquette and protocol intelligence in your daily work.

What do we mean by etiquette and protocol intelligence?

Etiquette: The rules and conventions **governing correct or polite behaviour** in society in general, or in a particular social or professional group or situation.

Protocol 1: The etiquette of state occasions encouraging respect and courtesy without bias i.e. making sure that what you do shows respect and honour for another person, no matter his or her origin, beliefs, or home. The rules of conventions or correct behaviour on official or ceremonial occasions. For example, applying ceremonial protocol is key to improving the organization's public image considering its working relationship within a diverse multicultural environment. Some examples include, the correct use of flag etiquette: Understanding appropriate flag displays and determining flag and logo precedence, proper forms of address, proper seating plan when having to organize a high-level dinner or luncheon, observing dietary and cultural restrictions, proper introduction rank: Precedence of an individual is based on position, rank, appointment date, or length of service; failure to recognize the proper rank and precedence of a guest is equivalent to an insult to his or her position and the country he or she represents; preparation of a detailed scenario for high-level visits.

Protocol 2: Code of conduct. The rules of correct or appropriate behaviour for a particular group of people or in a particular situation. *Herewith below are two links for ease of reference: Both the [ICSC Code of Conduct](#) and the [WFP Code of Conduct](#).*

Intelligence: Ability to think and learn. The ability to learn facts and skills and apply them, especially when this ability is highly developed.

Source: The Protocol School of Washington (PSOW).

By adding the word *intelligence* to etiquette and protocol, it is now defined as the ability to learn and apply appropriate behaviour. By applying this knowledge, it could help you sharpen the skills you already possess. It is certainly understood that the training and



expertise you already possess are important, but simultaneously you must be aware that you'll also be judged by how well you handle yourself, get along with people and work in teams. Therefore, the benefits of Etiquette and Protocol Intelligence are impressive and putting them into action will position you to:

Distinguish yourself as a professional.

Etiquette and protocol intelligence positions you to distinguish yourself as a professional. In diplomatic circles, courtesy, image, trust and perceptions of reliability are important. Etiquette and protocol intelligence are tools that give you that edge to cultivate relationships with representatives and partners.

Etiquette and Protocol intelligence will give you the skills to thrive in business situations with a diverse clientele.

Build teamwork

Etiquette and protocol intelligence positions you to build teamwork. It defines appropriate and inappropriate business behaviours between superiors and subordinates, co-workers, professional associates and also friends. This intelligence empowers you to create a productive environment that promotes problem solving and collaboration and that is teamwork.

Tips to support The Principles of Professionalism

- **Your Eye Contact.** Direct eye contact is a vital in the business arena if you are to present yourself with confidence and authority; for example:
 - Your eye contact tells the other person you're listening;
 - Your eye contact actually makes you a better listener;
 - Focuses attention on the individual and makes him or her feel important while you look in control;
- **The entrance you make.** One of the most important features in showing up at any place is the entrance you make. Since everyone watches the entrance to a room, use it to your advantage. Doing your homework before an event will contribute to your success: For example, you should reflect on what is the purpose for attending a business social event; you should have an agenda – at least in mind. You should visualize meeting newly appointed officials, making



introductions and opening conversations. Below are some useful tips in making a strong entrance:

- Remember your posture and how you carry yourself. Good posture instantly creates an impression of confidence and sets the stage for others to accept you positively;
 - Enter the room, move to the right, and pause. This pause gives you the opportunity to spot key persons, and to allow others to see you before you walk into the room.
- **The way you shake hands.** Your handshake reveals a great deal about you: Your personality, feelings, and motivations. Most of all, your handshake conveys your attitude towards others.

The handshake conveys crucial messages about status and power in a form of communication that needs no explanation and one that is never misunderstood. It doesn't matter who offers a hand first.

It is worth noting:

- Customs differ in countries around the world, but it's a given that the European and American handshake, toned down a bit, is accepted worldwide;
 - Western and Eastern Europeans reshake hands when they are apart for short periods of time;
 - Neglecting to shake someone's hand is considered a rude rejection;
 - Remove your gloves before shaking hands, and never shake hands with one hand in your pocket;
 - A woman initiates a handshake with a man in all European countries;
 - Asian countries: In some Asian countries, women usually nod slightly, but do not shake hands with men.
- **Your posture.** Maintain good posture at all times because it instantly creates an impression of confidence.
 - **The way you introduce yourself** is how you make yourself known to others. Each time you introduce yourself, you're sharing who you are, being up front, and taking the initiative.
 - **The way you introduce others.** A confident introduction of others leaves you free to create a favourable impression. For example, **Your Excellency**, is a



courtesy title used when addressing an Ambassador or a Minister from a Foreign Country: *For example: Your Excellency, may I present Mr. David Beasley, Executive Director of WFP.*

- **Return telephone calls.** Failure to return a call implies that you don't care. Set aside a specific time to return every call the same day it came in, or the next day at the latest. This also implies to e-mail or letters if they require a response.
- **Dress for the occasion.** Always dress appropriately for the client, the place and the business you are promoting or conducting.
- **Do listen and think before you speak.** Pauses and silences show that you are a thoughtful person. Listen carefully to what others are saying. Don't finish a person's sentence. You may be trying to be helpful, but come across as impatient instead.
- **Remember names.** Slow down, listen carefully, and pay attention when you meet a person. Deliberately take the time for more than an exchange of names. Use the person's name in conversation. Repetition builds memory.
- **Polish your host intelligence.** When you extend an invitation, be precise about the time, place and purpose of the meeting. Since each person has his or her own agenda, the guest will want to come prepared. It's totally frustrating when you don't know what's going on.
- **Be a savvy guest when accepting an invitation.** When you accept an invitation, it's your duty to follow through. If unforeseen circumstances cause you to cancel, do it personally and as soon as possible. Make every effort to arrange another meeting.
- **Work on your table manners.**
- **Say "thank you" and "please" every chance you get.** These words show respect for yourself and others.