

Women's Jewelry Association

The Forum for Professional Women in the Jewelry Industry

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The New "Rules" of Etiquette



Lauren Solomon Explains All

By Julie Livingston

Kiss, bow or shake hands? Do you know the "right" thing to do in every business situation? WJA's bi-annual breakfast, held at the Jacob Javits Center during the JA New York Show on February 6th featured businesswoman Lauren Solomon, president of Strategic Image Consulting. A professional image and etiquette consultant and trainer, Lauren advises professional and private clients in the art of relationship building through social etiquette and verbal and non-verbal communication. Previously, Lauren was Vice President of Professional Image Development at Chase Manhattan Bank. She currently teaches A Brand Called Me at NYU's Stern School of Business, and has made regular appearances on CNN-fn, MSNBC, Lifetime Television and Oxygen Network.

Here are answers to commonly asked etiquette questions and concerns.

WJA Electronic communication has become a way of life for many of us. What's the most professional way to use it?

Solomon Be as discreet as possible.

Your telephone: Answer with a consistent and professional greeting.

Voice mail: Keep your outgoing message clear and brief; return all messages promptly---within 24 hours whenever possible.

Cell phones: Great for convenience, cell phones should be turned off or on vibrate mode during meetings, concerts and religious ceremonies. Also, conducting phone calls in public can guarantee as many eavesdroppers as evil glares.

E-mail: Take care to check grammar and spelling. Avoid using all CAPS -- it communicates as if you are shouting.

Internet: Working 24/7, know that different companies have specific guidelines for use of company equipment both during and after business hours.

WJA Many companies have adopted business casual work attire. What does that mean exactly?

Solomon In business, make every appearance a "personal" appearance. A cultivated image is supported by a casual, yet powerful look. Stick with clothes that are timeless and classic. Colors and styles that flatter can take

you almost anywhere and still create a business-appropriate message that sends clear signals about your abilities as a professional. If you've started eyeing your "super comfy" weekend wear, think again!

Lauren Solomon is president of Strategic i Image Consulting and MetroManners. A noted image and etiquette consultant, she was vice president of professional image development at Chase Manhattan Bank, and has made recent appearances on such shows as Good Day New York, Lifetime TV, MSNBC and CNN. She is on the board of directors of the Association of Image Consultants International and holds an MBA in business administration from New York University.

For a complimentary copy of Lauren's handout, *The New Etiquette: How To Make Or Break The Rules*, (while supplies last) email your request to: Julie@luxurymarketinggroup.com.