

## Business Etiquette: 5 Rules That Matter Now

By Eliza Browning

The word may sound stodgy. But courtesy and manners are still essential – particularly in business.

The ‘elevator rule’: Don’t discuss the meeting till you’re out of the elevator ... and the building.

The word “etiquette” gets a bad rap. For one thing, it sounds stodgy and pretentious. And rules that are socially or morally prescribed seem intrusive to our sense of individuality and freedom.

But the concept of etiquette is still essential, especially now—and particularly in business. New communication platforms, like Facebook and Linked In, have blurred the lines of appropriateness and we’re all left wondering how to navigate uncharted social territory.

At Crane & Co., we have been advising people on etiquette for two centuries. We have even published books on the subject—covering social occasions, wedding etiquette and more.

Boil it down and etiquette is really all about making people feel good. It’s not about rules or telling people what to do, or not to do, it’s about ensuring some basic social comforts.

So here are a few business etiquette rules that matter now – whatever you want to call them.

**Send a Thank-You Note** (Send a thank-you note to your grandmother) through the plant; she recalled that he knew everyone – his deputy, his workers, and the man who took out the trash.

**We spend too much of our time these days looking up – impressing senior management. But it’s worth stepping back and acknowledging and getting to know all of the integral people who work hard to make your business run.**

**Observe the ‘Elevator Rule’**

When meeting with clients or potential business partners off-site, don’t discuss your impressions of the meeting wi