KEYNOTES, WORKSHOPS AND VIRTUAL PROGRAMS

WHAT MANNERS MOST



2023

THE GREAT REIMAGINATION

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INTRODUCTION

If your organization has ever pondered the value of employee learning and development, now is the moment to act.

With the pandemic behind us and the Great Resignation changing the hiring landscape like never before, it's the business professionals and companies that are investing in building new ways of operating that will not just survive these challenges, but come to thrive amidst them.



With a custom-designed program offered by **What Manners Most**, your teams will collaborate and problem-solve, polishing existing skills and acquiring vital new ones for the evolving global reality.



On the following pages, are summaries of the learning and development areas that have proven most popular and effective for our clients during this time. They can be scheduled individually or as a series.

For more information or to arrange a custom program for your team, please call us at 877-332-9262.

THIS TIME, IT'S PERSONAL



SUMMARY

We scan and bag our own groceries and order dinner through apps. We ask questions of AI bots and converse with Alexa and Siri. More and more, we are interacting with devices rather than people. In such a world, how do you ensure your customers and clients still experience a personal connection when doing business with you?

SKILLS ACQUIRED INCLUDE:



• Remembering the small things that make a big difference.

• Establishing a relationship with your customers, ensuring they feel like more than a number.

• Brushing up on conversational skills and knowing how to transition seamlessly from personal catch-ups to business discussion.

• Considering creative methods for client entertaining—particularly when your client is based thousands of miles away.

• Developing a proactive strategy for staying ahead of the competition, embracing both the proven ways of the past and the exciting ways of the future.

AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

HELLO, HYBRID



SUMMARY

With the preponderance of employees at large corporations now splitting their work week between home and office, new challenges have arisen for those seeking to remain visible and engaged in their organizations. In this program, attendees will practice and perfect techniques for keeping productive and relevant in the New Corporate America.



SKILLS ACQUIRED INCLUDE:

• Finding your rhythm when you're at a different desk each day.

• Making connections with co-workers you rarely see in person.

• Establishing an effective routine for checking in, and receiving input from bosses and direct reports.

• Creating a consistent personal brand that effectively transitions between home and office.

• Avoiding Zoom fatigue and determining when video meetings are truly the best communication solution—and when they are not.

.

AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

TOTAL TEAMBUILDING

SUMMARY

Can a team that is working physically apart still find a way to come together? Corporations around the globe are faced with new challenges for uniting colleagues who are not coming to the office on a regular basis —if at all.

Whether for a company retreat, an annual conference or simply to bring the team back together again, kick things up a notch with a team-building workshop that will get their adrenaline going and their creative juices flowing.



SKILLS ACQUIRED INCLUDE:

• Collaborating with colleagues on activities that build trust, understanding and spirit.

• Pulling together, and why it's about more than everyone's combined skillsets.

• Assessing the team's current strengths and weaknesses, along with areas where all would like to improve.

• Practicing ways to manage up, down and sideways for best results all-around.

• Learning the value of listening to and respecting all members of a team.

• Generating a team compact that all will compose, a guiding document for group interactions moving forward.

AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

PROJECT WARDROBE



SUMMARY

As white-collar professionals open their closets and face the fact that they have not gone shopping for work clothing in far too long, many are pondering what to wear now. In this on-trend program, attendees will review and discuss what is appropriate in 2023, along with learning which items they'll need to supplement their day-to-day choices.



SKILLS ACQUIRED INCLUDE:

• Taking inventory of your closet.

• Arranging your options according to your goals.

• Minding the powerful role that accessories play—particularly on days when you're dressed more casually.

• Establishing the look that's best for your brand on days when you're working from home.

• Resisting the lure of going super casual when you're working in a nearly empty office.

• Exploring the trend of "Dopamine Dressing" and what it can mean for you.

AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

EMAIL EXCELLENCE

SUMMARY

We are relying on email more than ever, this session provides a 360-degree look at how a well-written e-mail comprises just enough information to be efficient, and just enough consideration to convey respect. Attendees will learn how, why, when to use email, along with how to use it both wisely and courteously.



SKILLS ACQUIRED INCLUDE:

• Ensuring email is the right platform for your message.

• Getting your subject line right and keeping it fresh.

• Writing with the bottom-line upfront.

• Using bullet points to best effect.

• Balancing politeness with efficiency.

• Avoiding the traps of "reply-all," "cc" and "bcc.."

• Proofreading before sending.

AVAILABLE FORMATS

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

GENERATIONAL SUCCCESS STRATEGIES



SUMMARY

Can a Millennial who craves work-life balance to win the respect of a Baby Boomer who thinks forty-hour work weeks are for amateurs? Is it feasible for a member of Gen Z to decode an email from a Generation X-ecutive? With this informative and interactive session, watch as barriers to intergenerational communication fall more quickly than you ever thought possible.

SKILLS ACQUIRED INCLUDE:

- Gauging your knowledge of the four generations in today's workplace.
- Seeking—and providing—mentorship in a hybrid work environment.
- Challenging misperceptions and finding the common ground that unites us—whether we're 25 or 75.
- Learning the words and phrases that resonate with each generation.
- Tapping generational differences to make a team stronger.



AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

VIRTUAL PRESENTING



SUMMARY

In an age when proficiency while presenting virtually is just as important as acing it in-person, professionals need a presence and content that are dynamic, compelling and effective. This program will look at key ingredients to make your virtual presentations shine.



SKILLS ACQUIRED INCLUDE:

• Determining the best way to design content for a remote presentation.

• Creating your "set"; managing your lighting; selecting your wardrobe.

• Projecting a polished version of you on camera.

• Using your voice and hand gestures to underscore your message.

• Integrating props to bring your presentation and stories to life.

• Managing (and minimizing) your use of slides.

AVAILABLE FORMATS

V VIRTUAL WORKSHOP

C COACHING

TWO DIMENSIONS, TWO DIRECTIONS



SUMMARY

With the global workforce connecting more than ever on videoconferencing platforms, the likelihood is great that you and your team members will have occasions when you must captivate two audiences—the one in the room with you and others who are miles away. How do you do justice to those both near and far? It's a balancing act that takes thought, training and pratice.



SKILLS ACQUIRED INCLUDE:

• Coordinating with your A/V team to check on room setup and lighting, positioning of cameras and establishing your safe-walking perimeter.

• Streamlining your deck to keep the focus on big-impact visuals and not on low-impact microtext.

• Looping in the remote participants by ensuring they have all meeting materials and the agenda.

• Making eye contact with each attendee so no one feels left out or disregarded.

• Using creative and relevant pieces of media to bring your message to life across the miles.

.

AVAILABLE FORMATS

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

POWERFUL PRESENTING

SUMMARY

Never sit through a dull team program again. (And never deliver one yourself.) Leave droning and predictable presentations in the rearview mirror and instead, learn how to make your audiences feel energized, entertained and informed as never before.

SKILLS ACQUIRED INCLUDE:

• Understanding the myriad ways you can make an impression when you step to the front of the room.

• Mastering methods for holding audience attention and conveying detailed information with authority and authenticity.

• Practicing a new way to express yourself through slides that put less emphasis on small print and more emphasis on big-picture.

• Adopting best practices for PowerPoint.

• Performing a top-to-bottom review of your existing presentations to make them stronger.

• Staying on top of your game even in the face of unexpected questions or interruptions.



• Testing your newly acquired skills in front of the team.

• Considering specific attire and colors for presentation days.

• Preparing a checklist for your next winning presentation.

AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

C COACHING

MAXIMUM MESSAGING

SUMMARY

With cloud collaboration now the norm for working on documents,, our own poor grammar and usage sits on servers for all others to see. Filled with activities to help non-professional writers organize their thoughts and words more concisely and methodically, this writing workshop has the antidotes for prose that is flat, boring or poorly organized.



SKILLS ACQUIRED INCLUDE:

• Keeping your writing precise and concise.

• Knowing the difference between affect and effect; they're and there; you're and your.

• Observing the ideal length for a sentence and the maximum height for a paragraph.

• Using the active voice.

• Avoiding acronyms and trite business-speak.

• Discovering how tools built into Microsoft Office can make you a better writer.

• Perfecting punctuation—from commas to semicolons.

AVAILABLE FORMATS

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

BACK TO THE TABLE



SUMMARY

After a long stretch away from corporate entertaining, it is no wonder many of us are feeling a bit rusty with our table-etiquette. As we ease back into the realm of being indoors at restaurants and meeting for business meals. it's clearly time for a brush-up.



SKILLS ACQUIRED INCLUDE:

• Selecting the right establishment for your client's palate..

• Ordering wine without fear of the sommelier.

• Avoiding troublesome cuisine and knowing when to put down the fork..

• Breaking bread: pulling vs. knawing.

• Waiting for the rest of the table before starting.

• Tilting your soup bowl ... why it's perfectly okay.

• Determining the best time to talk shop.

• Handling the bill without awkwardness.

AVAILABLE FORMATS

L LIVE, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

CONFLICT DE-ESCALATION

SUMMARY

Whether arguing with a vendor who's being unresponsive or a colleague who is having a bad day, there are times at work when patience is in short supply. With a refresher on how to handle problem scenarios before they escalate—and how to react if they do—session attendees will be better equipped to keep their cool when tempers threaten to rise.



SKILLS ACQUIRED INCLUDE:

- Understanding what upsets others and discourages them from interacting with us in a positive manner.
- Building rapport from the get-go.
- Choosing thoughtful phrasing to reduce aggravation.
- Identifying and rephrasing blunt wording for more professional interactions.
- Listening to what's on a customer's mind, and seeing beyond the obvious.
- Resetting a discussion after an interaction has gone sour.
- Knowing when to escalate a conversation to the next level.

AVAILABLE FORMATS

K KEYNOTE

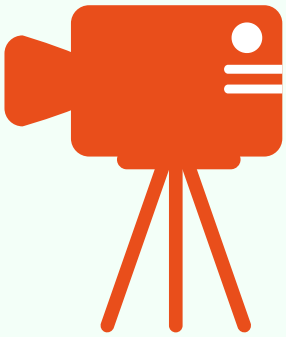
L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

LIGHTS, CAMERA, ACTION!



SUMMARY

You may never have envisioned yourself as a broadcast personality, but thanks to the pandemic, you have made more on-camera appearances than you ever imagined possible Whether your platform of choice is Zoom, Teams, Meet or Webex, attending to the details of how and where you appear is key to demonstrating your power as a pulled-together professional.

SKILLS ACQUIRED INCLUDE:

• Creating your camera-ready workspace.

• Curating your set pieces.

• Mastering lighting and why it matters.

• Grasping the power of props and how they help break down the fourth wall.

• Exploring wardrobe dos and don'ts; solids versus patterns; which colors work and which ones to avoid.



• Preventing the number-one issue with all video calls.

• Reviewing the latest tech solutions to keep you on top of your game.

AVAILABLE FORMATS

V VIRTUAL WORKSHOP

C COACHING

THE COMMUNICATION JUNGLE

SUMMARY

Whether they are connecting in-person or virtually, if your teams don't speak all four languages in "The Communication Jungle," their words may fall on deaf ears.

This hugely popular session will enhance your team's effectiveness when communicating; help all staff discover new ways to avoid misunderstandings with bosses, colleagues and vendors; and bolster overall team camaraderie.

SKILLS ACQUIRED INCLUDE:

• Identifying and understanding one's own unique communication style.

• Exploring the strengths, patterns and interpersonal challenges of each of the four main communication styles (lion, peacock, turtle, dove).

• Developing strategies for making conversational breakthroughs with those where past interactions have not been successful.

• Collaborating with colleagues on activities that build trust, understanding and team spirit.



AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

SALES SUCCESS IN THE NEW NORMAL



SUMMARY

Many major companies remain in hybrid modes; and some have gone permanently remote. Still others are carefully adjusting budgets as the economic outlook remains uncertain.

With all this in mind, "Sales Success: Leveraging 7 Specific Strategies for the New Normal" is an interactive session that will help bring fresh ideas to the fore.

SKILLS ACQUIRED INCLUDE:

• Determining the best way to reengage with clients.

• Using phrases that show genuine interest rather than opportunism.



• Creating content that connects you with existing and prospective customers.

• Making LinkedIn a cornerstone of your connection planning.

• Finding novel ways to deliver client entertainment from a distance.

AVAILABLE FORMATS

K KEYNOTE

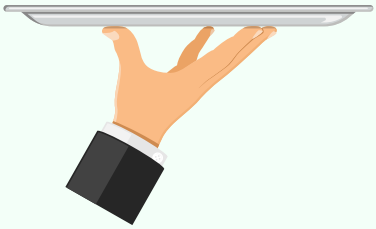
L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

PLATINUM-LEVEL CUSTOMER SERVICE



SUMMARY

Empower your team to hone and perfect practices that will ensure they are on-point and on-top. From finessing phone scripts to anticipating client needs before they are spoken, dealing with challenging scenarios to delivering delight and surprise, attendees will learn how to make a habit of customer-service results that ensure return requests.



SKILLS ACQUIRED INCLUDE:

• Learning from the pros: what do Apple and the Ritz-Carlton do to win lifetime loyalty?

• Watching for the pitfalls of the USPS, the DMV and the airlines.

• Avoiding the dreaded “words of resistance.”

• Turning problem situations into opportunities.

• Mastering the little touches that customers will long remember.

• Thinking pie in the sky: what if time and money were no object?

AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

ONCE UPON A TIME

SUMMARY

Great business leaders understand that to connect with their cohorts, they need to master the power of sharing relevant and compelling anecdotes. In this workshop, attendees will learn how to convey lessons gleaned from their own experiences to lead and inspire others.

SKILLS ACQUIRED INCLUDE:

- Discussing what makes a story great.
- Breaking down a story to its essential components.
- Understanding the value of stories for business.
- Exploring the inner workings of stories.
- Practicing telling stories for business.
- Developing excellent story-creation and storytelling skills.
- Applying the SUCCESS model for telling tales that stick.



AVAILABLE FORMATS

K KEYNOTE

L LIVE, IN-PERSON

H HYBRID, IN-PERSON

C COACHING

GETTING ALONG AND GETTING AHEAD



SUMMARY

This session is especially designed to empower young and mid-career professionals to make a positive first impression on others within the first seven seconds of a meeting.

SKILLS ACQUIRED INCLUDE:



- Considering and exploring the power of a first impression and how to make sure that impression is a strong one.

- Making wardrobe choices that set you apart as a professional who attends to details.

- Establishing a new and more engaging self-introduction.

- Determining how best to follow-up with new contacts and how to maintain and nurture professional relationships.

- Ensuring your brand is on-point for your role, your company and your industry.

AVAILABLE FORMATS

K KEYNOTE

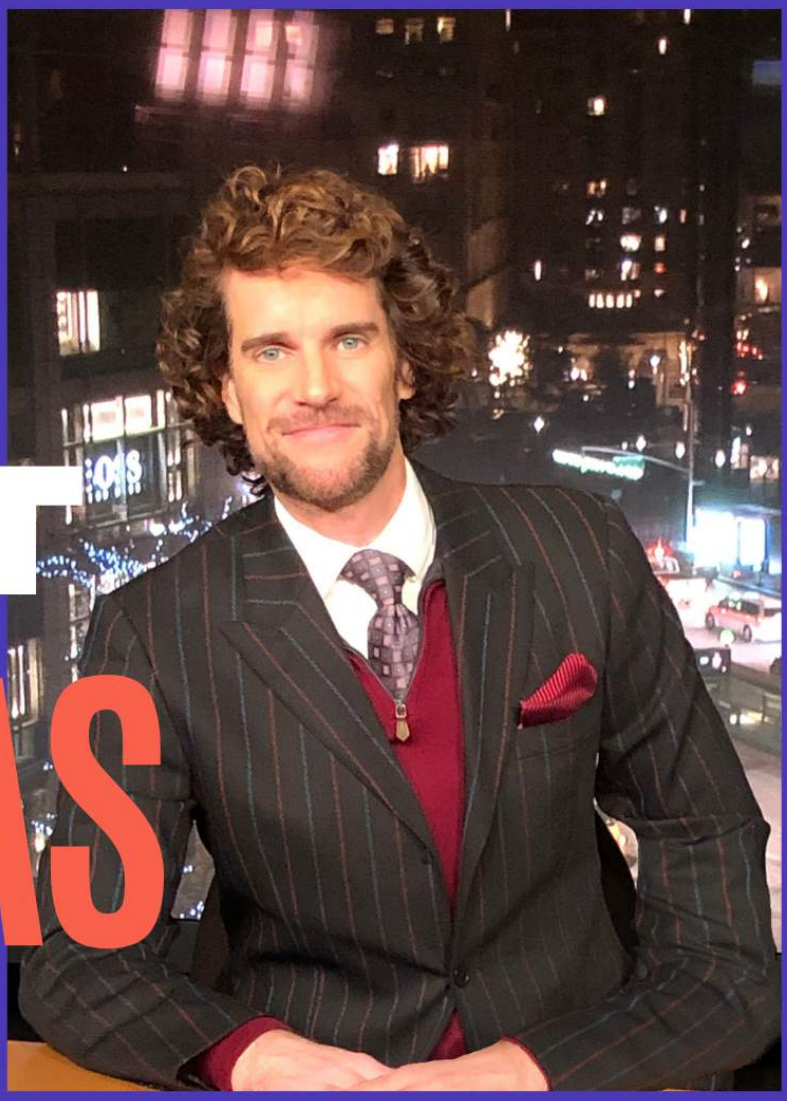
L LIVE, IN-PERSON

H HYBRID, IN-PERSON

V VIRTUAL WORKSHOP

C COACHING

ABOUT YOUR PRESENTER



MEET THOMAS

Mister Manners, **Thomas P. Farley**, is America's trusted etiquette expert.

A keynote speaker, workshop leader, syndicated columnist and TV commentator, he inspires audiences of all types to master essential communication strategies for success in the workplace—and in life. His business-etiquette, customer-service and communication programs—both in-person and virtual—are engaging and memorable, offering strategies for getting along and getting ahead in the modern era.

Among his clients have included the **United States Department of Commerce**, the **Estée Lauder Companies**, **JPMorgan Chase**, the **Walt Disney Corporation**, **Bank of America**, the **American Automobile Association** (AAA), the **U.S. Army**, **Viacom**, **Toyota** and **UPS**.

Thomas is a regular and popular guest on the NBC *Today* show, where he fields questions on modern-day manners issues—subjects from "etiquette for virtual weddings" to "what not to wear at a company beach outing."

His syndicated weekly column, "Ask Mister Manners," appears in Tribune publications throughout the United States, including the *Chicago Tribune*, the *Baltimore Sun*, the *New York Daily News* and beyond. His insights appear regularly in other media as well, including the *Rachael Ray* show, *Inside Edition*, *Dr. Oz*, the *New York Times*, the *Los Angeles Times*, *Wired* and *Money* magazines, *USA Today*, CNN, VH1, ABC and on radio stations across the country.

Throughout 2011, he served as an ongoing host for the daily call-in program *Living Today*, on the Martha Stewart Living Radio network. He has been a guest lecturer at New York University's School of Continuing and Professional Studies, and edited the anthology "Modern Manners: The Thinking Person's Guide to Social Graces."

A graduate of New York's Fordham University, Mr. Farley says these are challenging times for good etiquette: "**As the United States emerges from this long and difficult pandemic, we are all navigating new realities**. For anyone striving to re-build connections while also establishing meaningful new ones, it is vital that they consider the ways they can uplift every interaction through graciousness and consideration."