

**NDCC SMALL
BUSINESS
TOOLBOX
SERIES**

Valerie Freeman
&
Tina Young



VALERIE FREEMAN

Valerie Freeman is the Founder and CEO of a group of specialized companies whose services include staffing, search, outsourcing, project management and consulting. The companies operate under the brand names Imprimis Group, BravoTech, Freeman+Leonard and ANSERteam and operate all over the U.S. Over the years, the companies have been named to the Inc.500/5000, Dallas 100, WPO Fast 50, and Cougar 100 (Univ. of Houston). Recently Valerie was named to D CEO's Dallas 500 Business Leaders, Power 50 women in Dallas by the Texas Diversity Council and in past years has also received the Tech Titans Community Hero Award, Women of Distinction Award from the Girl Scouts, Maura Award from the Dallas Women's Foundation, Athena Award from the Dallas Regional Chamber, and WBE of the Year Award from the Women's Business Council of the Southwest. She received the Lifetime Achievement Award from the Alliance of Technology and Women and was inducted into the Women's Business Enterprise Hall of Fame. She is also a founder and serves on the Investment Committee of Texas Women Ventures and is the Vice Chair of the Board of Director of Prime Women Media.

Valerie currently serves on the Board of the North Dallas Chamber of Commerce.



TINA YOUNG

- Entrepreneur & integrated marketing expert
- Started Marketwave in 1998
- Has produced numerous award-winning marketing campaigns for Texas-based brands such as Baylor Scott & White Health, Oncor and ORIX Corp. USA
- Immediate Past Chair of the Dallas Chapter of Conscious Capitalism
- Served on Board of Directors of the North Dallas Chamber of Commerce for more than 10 years
- Distinguished Alum and Board Member of the University of North Texas Mayborn School of Journalism

ETIQUETTE

The customary code of polite behavior in society or among members of a particular profession or group.

WHY ETIQUETTE MATTERS

Proper Etiquette implies:

- Respect for others
- High standard of behavior
- Credibility in professional relationships
- Knowledge of politeness and good manners

MEETING DO'S

- Be early
- Have a written agenda
- Introductions
- Explain purpose of meeting & desired outcomes
- Actively listen/lean in
- Speak up with confidence
- Learn to interject diplomatically
- Ask questions

MEETING DON'T

- Be distracted by your phone
- Forget visuals
- Dominate the meeting with too many questions
- Be timid
- Bring up controversial topics (politics/religion)
- Let a meeting wander (parking lot tip/offline)
- Have side conversations
- Bring your stress (it's contagious)

ONLINE MEETING DO'S

- Send official invite
- Confirm before meeting
- Sent out agenda
- Make sure technology & conference line work
- Confirm time zones

ONLINE MEETING DON'T

- Don't invite unannounced guests
- Don't be late to meeting
- Don't have background noise

ONLINE ETIQUETTE DO'S

LinkedIn, Facebook,
Twitter, Instagram and
Email

- Do be professional and use proper language

ONLINE ETIQUETTE DON'T

LinkedIn, Facebook,
Twitter, Instagram and
Email

- Don't rant and rave
- Don't publicly badmouth people
- Don't badmouth employees or company
- Don't complain about work

PROFESSIONAL ATTIRE DO

- Look the part
- Up your game for presentations
- Match your customer (not literally; but biz casual if they are, etc.)
- Be polished (head to toe); look pulled together
- Plan ahead
- Remember you're communicating your personal brand

PROFESSIONAL ATTIRE DON'T

- Be underdressed
- Be sloppy (no frayed collar or wrinkled clothing)
- Have ill-fitting clothes
- Be too casual
- Where too much perfume or cologne
- Wear too many bracelets (loud, distracting)

TECHNOLOGY/ NETIQUETTE DO'S

- Put smartphones on vibrate or airplane mode during meetings
- Put phones face down to avoid text distractions or alerts
- Make email subject lines descriptive
- Change subject lines when topic changes
- Know that tone/intent can be lost in email or text (ditto for humor)
- Mute your phone on conference calls

TECHNOLOGY/ NETIQUETTE DON'T

- REPLY ALL when it's not necessary
- Put something in email you wouldn't want forwarded to your boss
- Send emails with typos (perception: sloppy)
- Think your personal social media is personal
- Send an email when a conversation is needed
- Maintain group texts if all parties won't benefit

Emilypost.com [has business
etiquette section with
downloads]

**The Essentials of Business
Etiquette**

By: Barbara Pachter

Etiquettehell.com

Stories of offensive behavior

**Modern Manners: Tools to
Take You to the Top**

By: Dorothea Johnson and
Liv Tyler

Kiss, Bow or Shake Hands

(for international business
etiquette)

By: Terri Morrison and Wayne
Conaway

RESOURCES ON BUSINESS ETIQUETTE