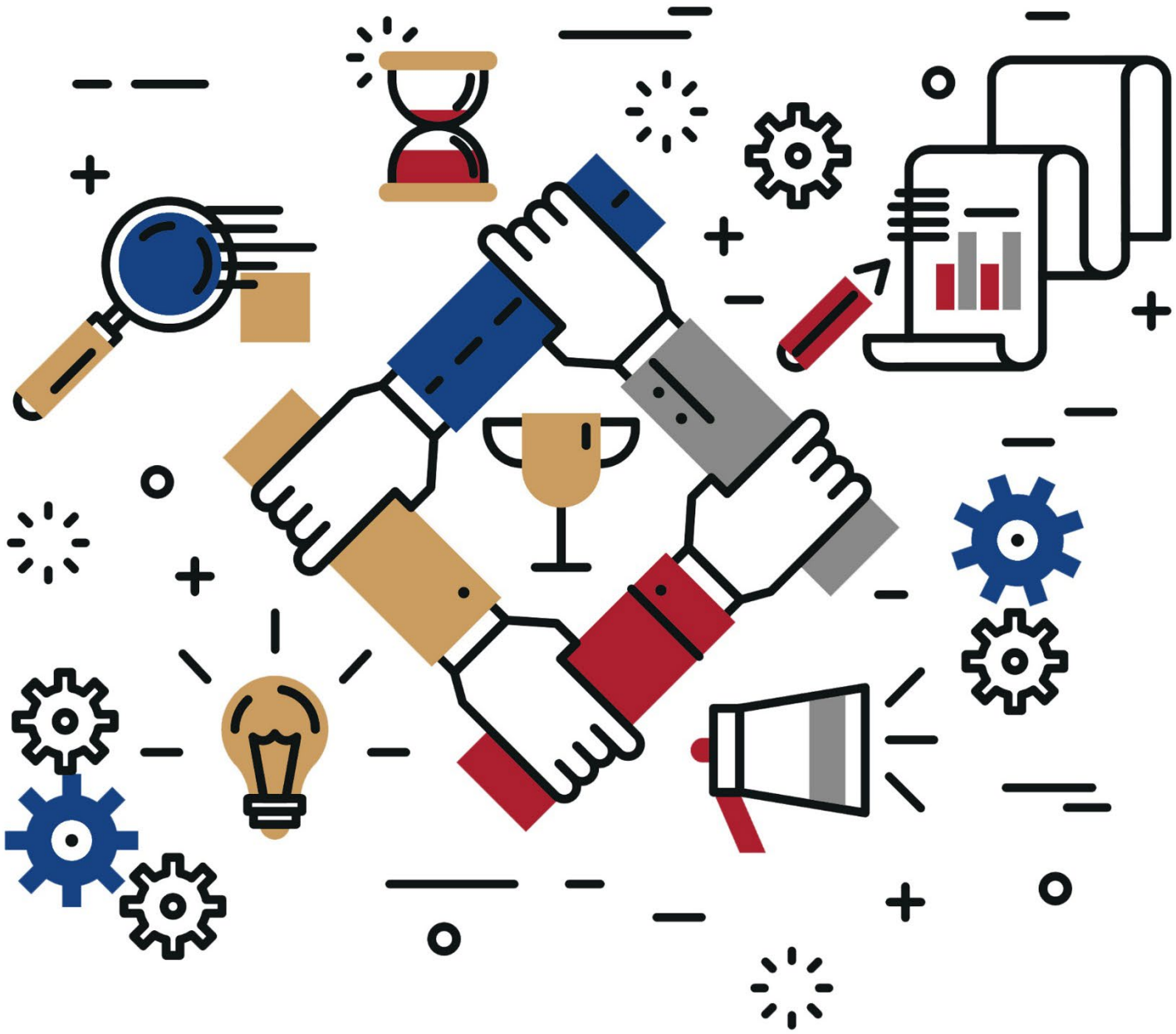
ASPIRE
CONSULTING INTERNATIONAL

Professional Conduct and Etiquette



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Aspire Introduction

HOW IT ALL STARTED

In the mid 90s, four friends each on a completely different career course bonded over two things – their passion for creating positive change in people's lives and their love of sports. Having travelled the world attending leadership schools and sports camps, it quickly became evident that the best way to penetrate minds and impact people was not through conventional means. To their surprise and delight it was actually *fun, discovery and challenge*, all components of competitive games.

They discovered first hand that when people fully engage for even an hour in a game or sport, their true personalities involuntarily emerge. Then stripped from their personas of everyday life, it became easy to address the real issues and cause major change. And because people were experiencing the lessons instead of just hearing about them, they became engraved on a deeper level in their minds.

So, with this knowledge in mind, they went about to create camps for underprivileged children in Egypt. The results were outstanding. While on the surface it all seemed like fun and games, these children emerged with new values and behaviors. Parents, seeing their children become independent, cooperative, and emotionally strong were astounded with the results and decided that they too wanted a part of this phenomenal change.

The rest is history.

Despite its start at a community level, word eventually got out and market need for 'transformational change' grew high in demand amongst corporations. That's when Bassem Emad, Tamer Isaac, Hany Massoud and Maged Fawzy founded Aspire in 2007 with a clear vision that they would champion change through 'experiential training', a method that would revolutionize how people learned in corporations, among youths and within the community.

WHO WE ARE AND WHAT WE DO

With over a decade of experience, Aspire Training Solutions provides training solutions with proven track records of success. Pioneers in our line of work, our distinct methodology heavily relies on simulating real-life settings and applying practical knowledge so that learnt concepts are firmly grasped over a short period of time. Because we use 'experiential' methods we are able to deliver tangible leaps in performance which is hard to achieve using conventional techniques that provide only theoretical teaching. We use creativity and a bold approach to create programs that work for corporates, youths and the communities we live in.

VISION

To empower, enlighten and inspire deep, lasting transformation in the lives of individuals, teams, organizations and communities to live, lead and prosper.

MISSION

To deliver unrivaled integrated experiences in every training solution we implement using a unique methodology combining knowledge, experience & innovation

OUR VALUES

DARING TO BE DIFFERENT
We create an unrivalled experience with innovation

CONSTANT IMPROVEMENT
We learn continuously with intentionality.

SERVICE
We genuinely support our customers.

COLLABORATION
We work in teams with passion.

IMPACT
We add a value with a winning mindset.

ACCOUNTABILITY
To hold people responsible against agreed upon standards.

Training Methodology

Experiential Learning Cycle

The experiential learning cycle is **a four-step learning process that is applied multiple times in every interaction and experience**: Experience – Reflection – Application & Conclusion.

Values

They are things in life that are most meaningful to you. To determine your vision and what goals you want to achieve, you must start by clarifying your own values.

What are the top 5 values you have?

Value	Definition; how do you define this value?

Accountability	Safety	Money	Greatness	Wealth
Empathy	Beauty	Spirituality	Peace	Dignity
Innovation	Excitement	Competence	Mist	Honor
Recognition	Learning	Forgiveness	Courtesy	Power
Achievement	Sanctuary	Nature	Growth	Wellness
Empowerment	Caring	Stability	Perfection	Discipline
Integrity	Expertise	Competition	Truth	Humility
Relationships	Life	Freedom	Creativity	Privacy
Advancement	Security	Nirvana	Happiness	Wholeness
Enlightenment	Challenge	Status	Perseverance	Diversity
Involvement	Fairness	Connectedness	Understanding	Humor
Religion	Love	Friendship	Curiosity	Productivity
Adventure	Self-Esteem	Openness	Harmony	Winning
Entrepreneurship	Change	Stewardship	Personal	Duty
Joy	Faith	Consensus	Uniqueness	Imagination
Respect	Loyalty	Fun	Dedication	Professionalism
Affection	Serenity	Order	Healing	Wisdom
Environment	Collaboration	Strength	Development	Education
Justice	Fame	Conviction	Variety	Independence
Responsibility	Meaning	God	Decisiveness	Prosperity
Authenticity	Service	Partnership	Health	Work
Equality	Compassion	Success	Philanthropy	Effectiveness
Kindness	Family	Cooperation	Vision	Individuality
Responsiveness	Mercy	Goodness	Democracy	Purpose
Autonomy	Sharing	Passion	Home	Efficiency
Ethical	Communication	Teamwork	Pleasure	Influence
Knowledge	Fidelity	Country	Vitality	Quality
Risk-Taking	Merit	Gratitude	Development	
Balance	Simplicity	Patience	Honesty	
Excellence	Community	Tradition	Positive	
Leadership	Flexibility	Courage	Attitude	

Business Ethics

Business ethics is a set of ethical standards that must be adhered to for every trade, profession or job, and any violation of these standards by an individual is considered immoral.

A Healthy Workplace

Just as living in a society requires us to follow a set of conventions (unwritten but well understood expectations) and rules, observing appropriate social behavior within the work context ensures congeniality, team respect and an enjoyable day-to-day working experience.

What are the most embarrassing, annoying or stressful situations you encounter in the workplace?

_____

_____

_____

_____

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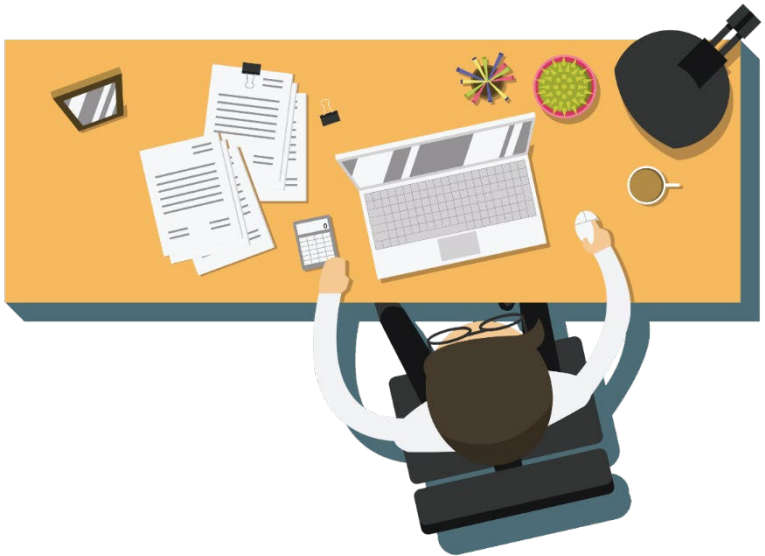


What is the Ethical Trap?

Case 1: Sara is an administrative assistant in the Human Resources Department. Her good friend Mohamed is applying for a job with the company and Sara has agreed to be a reference for him. Mohamed asks for advice on preparing for the interview. Sara has the actual interview questions asked of all applicants and considers making him a copy of the list so he can prepare.

Case 2: Nancy works in the Quality Control Department. Once a year, her supervisor gives away the company's used computers to the local school. The company does not keep records of these computer donations. Nancy really needs a computer. Her supervisor asks her to deliver 12 computers to the school.

Case 3: Ahmed is an assistant in the Building Services Department. He has just received a new work computer and is excited to try it out. His supervisor has a strict policy about computer usage (for business purposes only), but Ahmed wants to download movies since there is good internet at work. He has finished all of his work for the day and has 30 minutes left until his shift is over. His supervisor left early.

Case 4: Rabab was recently hired to work as a receptionist for the front lobby. As receptionist, she is responsible for making copies for the people in her office. Her son, Samer, comes in and needs some copies for a school project. He brought his own paper and needs 300 copies for his class. If he doesn't bring the copies with him, he will fail the project. The company copier does not require a security key, nor do they keep track of copies made by departments.

For each case do the following:

1. Identify the problem or ethical trap
2. What could go wrong if the bad decision was made?
3. What similar real situations do you go through at work?
4. What would you do if you are in any of these characters' positions?

Office Ethics Violations

- **Time theft**

Because employees tend to spend so much of their weekday hours on the job, they often are tempted to conduct personal business on company time. According to the International Foundation for Protection Officers, common forms of time theft involve:

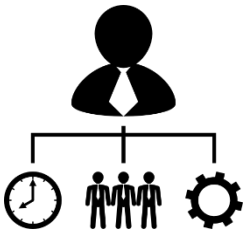
- Altering time cards or time sheets to cover up late arrivals or early departures,
- Standing around the water cooler instead of working.
- Taking long breaks
- Viewing non-work-related websites, or spending time sending emails to friends.

In your 8 hours of work, how much time do you spend on:

Activity	Time spent
Breaks /Lunch Break	
Social gatherings	
Use the social media	
Work	
Personal calls	
Online shopping/Internet Surfing	

- **Misuse of office resources and technology**

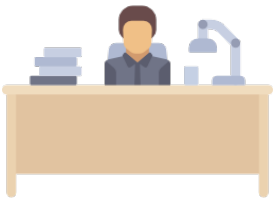
Misuse of office technology, such as a computer used to access email and the Internet, can create risks for your company, according to the book “Business Communication,” by A.C. Krizan and colleagues.



Misuse could include: Setting up doctor's appointments on company phone lines, making vacation reservations using their employer's computers and Internet connections or even making phone calls for a freelance side business while on company time

- **Workplace misconduct**

- It is important to understand and respect the professionalism of the workplace; without discrimination whether by gender, age, race, social status, or any discriminatory factors.
- Harassment: Is not limited to sexual harassment; harassing conduct may include offensive jokes, slurs, name calling, physical assaults or threats, intimidation, ridicule, insults, offensive pictures and more



- **Employer intimidation**

- According to the Canadian Centre for Occupational Health and Safety, intimidation, also known as bullying, typically involves a pattern of verbal abuse directed at any employee by an employer. The employer attempts to assert his/her power by humiliating or abusing the employee.

- **Invasion of privacy**

- Privacy is the word we give to being able to keep certain information to ourselves and to control what happens to our personal information. It also refers to being able to do things without interference by others
- Keeping your private life private can help you present a professional image while still enabling you to develop and maintain good working relationships with your colleagues.

Tips for maintaining privacy at work:

1- Decide what you would like to share about your personal life and what you don't want to share
2- Don't ask others personal questions unless you are invited to
3- Make your personal calls outside of the office
4- Don't use your colleague's device without permission

- **Spreading Rumors in the workplace**

- Workplace rumors represent a destructive force among employees. Whether the rumors are about management, the company itself, the clients or other employees, they can spread quickly.
- Spreading rumors is considered a form of bullying
- Usually rumors are not harmful, they could be rumors about someone's retirement or someone's promotion but they become harmful when they are: disrupting the workplace and the business of work, hurting employees' feelings, damaging interpersonal relationships, or injuring employee motivation and morale.
- When rumors become harmful you should act whether by facing the person who started the rumor or by reporting it.

Office Healthy Behaviors

"It's said that good manners are common sense. In the case of cubicle etiquette, our senses can make or break our work experience" - Forbes

In cubicles particularly, it is best to watch for Sound, Sight and Smell etiquette; below are several examples for different etiquette violations within the three senses.

- **Sound**
  - Loud noise from speakerphones, music, chip munching, etc.
  - Being overly chatty
  - In the same vein as speaking too much, speaking too loudly is equally as rude.
  - Tapping on the desk, fidgeting or getting up and down often can create an annoying distraction to those trying to concentrate

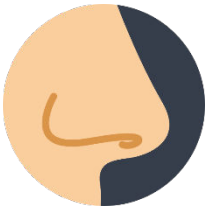
  Keep the ring tone under control. The music can be distracting

- **Sight**
  - Clutters and messy workplace
  - Small pictures, plants and colorful desk accessories are nice and acceptable

  Keep in mind that your workplace represents your professional brand

- **Smell**
  - Within a tight space smells can be magnified
  - From lunchtime leftovers to pre-meeting perfume, smells can be distracting, even dangerous, especially when allergies are involved

  Try to eat meals in the kitchen, break room or outside, rather than at your desk



Office healthy behaviors; TRUE or FALSE

1. If you suspect your voice carries, ask your neighbor if you're speaking too loudly

2. It's okay to listen to music at work as long as you wear earphones and keep the volume low
3. Extending a firm handshake is only necessary when meeting a client or someone more senior than you
4. There is no harm in leaving a little trash on the kitchen counter; that's what the cleaning staff is for
5. Telling jokes at work can be a career-builder, because it shows your colleagues that you've got a great sense of humor

Meeting Etiquette Rules

1. Punctuality
    - For an out-of-the-office meeting, arrive at the meeting location at least ten minutes ahead of the meeting time. For in-house meetings, get there about five minutes ahead
    - When arriving late, quietly take a seat. Express your apology at the next appropriate break.

2. Be prepared
    - Know why the meeting is necessary, who called it, who else is attending, and be clear about what results or outcomes are expected
    - Review the agenda and figure out what is expected of you and what you should contribute beyond simply attending
    - Check if there are seating arrangements; if it is previously assigned

3. Make an introduction - (if you're new or there's someone new attending)
    - Stand when you're being introduced
    - Use full name; unless unnecessary
      Standing helps establish your presence. It is easy for others to ignore you when you aren't standing
    - It's OK to hold open a door for your guest, but you shouldn't pull someone's chair out for them; in a business setting, you should leave social gender rules behind.

4. Dress appropriately
    - Clothing can enhance a person's professional reputation or detract from his or her credibility. Always find out what the dress code is and make sure your attire falls within the guidelines

- Differentiate between business professional, business ready and business casual

5. Be concise
    - When speaking, do not go on and on. Get to the point and end your comments.
    - Don't repeat yourself, give unnecessary information

6. Speak up and speak early
    - Speak loudly enough so that everyone hears what you have to say.
    - Don't start asking questions and adding stuff that doesn't need to be added when everyone is getting ready to go.

7. Keep an open mind to all ideas and comments shared.
    - Don’t attack a suggestion by saying things such as, “That’s a bad idea” or “That won’t work.”
    - Understand the unwritten speaking rules:
        i. Do not interrupt others.
        ii. It is not polite to interrupt others, but in some meetings, you have to at some point or you won't be heard. Understand the rules so you can have a productive meeting.

8. Avoid distractions
    - Absolutely no electronic devices.
    - It is not appropriate to check email, text, or take cell phone calls during a meeting. Your 100% focus should be on the meeting, not on other activities.

Dress Etiquette

Business Professional

Think like what you would wear for an interview.

- Suits for men and pantsuits or skirted suits for women.
- The fabric is generally wool or a wool blend.
- Colors are black, navy, grey, or brown; dark colors
- Ties are conservative plain or striped in neutral or dark colors.
- Accessories are kept to a minimum

Business Ready

Business ready is defined by being one simple change away from business professional

- By keeping a neutral colored jacket and a pair of polished shoes in your office you can be “Business Professional” in minutes

Business Casual

You don’t want to be too casual, but you also don’t want to be too dressy

- "Keep it neutral, keep it classy, keep it covered"
- Coordinating jacket and pants or skirt is acceptable for both men and women.
- More variety in colors
- No sneakers, No Jeans

Casual Attire

Think of what you would wear to a company picnic or a casual outing

- Denim jeans with a jacket or sweater are acceptable at this level.
- Sneakers, sandals, and work boots are acceptable depending on the industry.
- Casual dress DOES NOT include Short shorts, spaghetti strap tank tops, tube tops or shirts with profanity or graphics

Meeting Etiquette Barriers

- Using offensive/inappropriate words (even with a sense of humor)
- Condescending others' contribution
- Noise: side conversations, tapping foot or fingers, phone rings or buzzes, etc.
- Eating; especially things that make noise or have a strong smell
- Inappropriate non-verbal messages

List your barriers below:

- _____
- _____
- _____
- _____
- _____
- _____

Watch Your Body Language

Hand Shaking

5 factors of a hand shake:

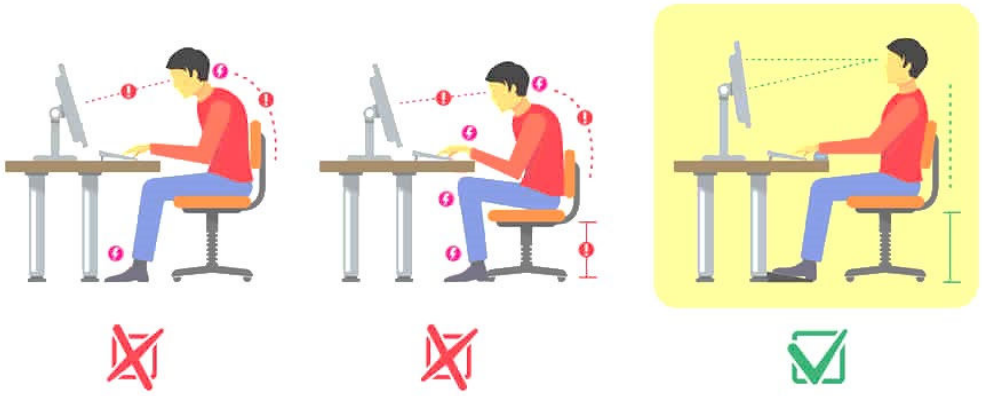
"Studies have shown that the amount of rapport you get from a handshake is equivalent to three hours of face to face time"

1. Degree of firmness
2. Dryness of hand
3. Depth of grip (palm to palm)
4. Duration of grip
5. Eye contact

Zone Distances

1. Intimate zone (between 15 – 45 cm or 6 -18 inches)
2. Personal zone (between 46 cm and 1.22 meters or 18 - 48 inches)
3. Social zone (between 1.22 - 3.6 meters or 4 -12 feet)
4. Public zone (over 3.6 meters or 12 feet)

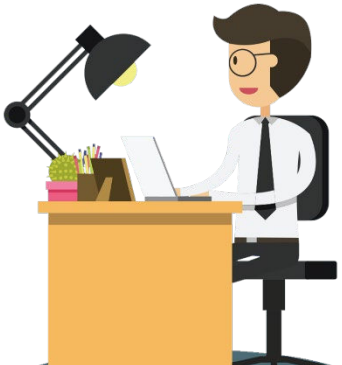
Postures and Seating Positions



- Sit up straight
- Keep your legs in front of you. If you need to cross your legs, do so at the ankles
- Don't cross arms; it gives off defensive signals
- Keep palms open and hands away from your face
- Hands clenching: research by nierenberg and calero on the hands-clenched position brought them to the conclusion that this was a frustration gesture, signaling that the person was holding back a negative attitude
- Pointing: keep your fingers together when you point

Organizations Best Practices

Highly Encouraged	Avoid
Office • Put your mobile on silent • Keep your Desk neat and lightly decorated • Keep your voice low while finishing a quick business call	**Office** • Don't leave your mobile either vibrating or ringing while you are not on your seat. • Avoid eating at your Desk especially if smell is too intruding • Avoid peeking into others' Desks to ensure confidentiality • Don't leave confidential papers unattended while away from your Desk
Dress • Dress up appropriately according to the event/meeting you are attending • Keep nail, hair and teeth well maintained • Wear appropriate jewelry • Wear natural looking makeup • Personal Hygiene	**Dress** • Don't wear overpowering cologne or perfume • Don't try out elaborate hairstyles or beard/ moustaches • Don't wear trendy clothing, keep it classic • Don't have a grooming look
Meeting • Be Prepared • Be Punctual • Make proper introductions • Dress appropriately • Be concise during the meeting • Be open • Speak up and clearly	**Meeting** • Avoid distractions • Avoid inappropriate language • Avoid eating or drinking • Avoid negative non-verbal messages expressed in body language
Emails • Think about the receiver of your email • Be clear about the objective of your email • Organize your thoughts prior to writing your email • Create a draft, checking it against the 5 C's • Revise it for Clarity • Politeness in email (please, thank you)	**Emails** • Avoid CC all and Reply All unless needed for a big crowd • Don't be too brief nor too long to ensure the desired outcome is achieved • Avoid the excessive usage of 'Urgent' and 'Priority Flag' to save your credibility • Do not reply on an old 'Subject line' that is irrelevant to the email content to avoid confusion • Never respond to negative email immediately



Action Plan

Practices we should Stop doing	Practices we should Continue doing	Practices we should Start doing

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