



EVROPSKÁ UNIE  
Evropské strukturální a investiční fondy  
Operační program Výzkum, vývoj a vzdělávání



MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY

# BUSINESS ETIQUETTE

3PO633

- Is it important? Is it useful? Why?

# WHY -

- First impression
- Feel self-confidently
- Bigger probability of success
- People like to be around me
- Better atmosphere in society

- Did you study anything about the Czech culture or etiquette before coming?
- Is there anything what surprised you?

# ETIQUETTE IN THE INTERNATIONAL CONTEXT

GREETING how and where

CULTURE AND RELIGION (holidays, meal))

VERBAL AND NONVERBAL COMMUNICATION

TIME

SOCIAL STATUS OF WOMAN AND MAN

MEAL AND DINING

DRESS CODES

SPECIFICS OF BUSINESS MEETING

WHAT IS TABOO (RELIGION, POLITICS, royal family)

CHEWING GUM, kissing, feeding pigeons, alcohol, smoking

# ETIQUETTE IN CZECH REPUBLIC

- Language – specific in grammar: Using of polite form of address or be on first-name terms, (Second person and second person plural)
- Meaning of the language
- Personal space, time
- Who has the priority? Gender, age, hierarchy
- Old tradition, but still working – using master degree/title - how to address person with title
- When Miss become to be a Mrs.
- Give a hand/shake hands
- Entrance to the building, using elevator
- Proper using of cutlery (fork, knife and spoon)
- How to hold a glass
- How to drink a coffee

# BUSINESS MEETING

- Business card
- Time, nonverbal communication
- Haggling about the price
- Keeping deadlines
- Small talk in the beginning
- Small gift to a business partner – what? Bribe or gift?
- Dress code for business meeting
- Where to put a handbag
- How use a mobil phone?
- Social diner – business only between meals

# EMAILS

Always with the name of the person if possible

Thank and excuse only once

Subject of email matters

Be aware about REPLY



- Special phrase in the Czech language which may sound strangely in English „FAKT JO“?

- Prepare small introduction about etiquette and culture from your country