

THIS DAY

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FEMALE CORNER

'Etiquette Business is a Gold Mine'

Founder, JSK Etiquette Consortium, Mrs. Janet Adetu, recently spoke to **Maduabuchi Ubani** on her new business in Nigeria and her goals of improving professional image and international protocol

How did the idea of Etiquette consultancy come about?

I had been told many times that I conveyed certain styles and graces while entertaining guests in my carriage, dress sense and general attitude to life. Subconsciously, I found myself teaching others my ways of doing things. My upbringing I believe, has also played a huge role. Growing up in England meant I had adhered to certain traits that stood out from the rest. Additionally, together with my husband, we have traversed the length and breadth of Africa moving from one country to another by the exposure and experience that I might otherwise not have had. I decided to further develop what for me was more or less a hobby and way of life and turned it into a profession. Our originating head office is in Nairobi, Kenya and the three years of our existence has been sheer bliss.

Are there specific circles of people that you are concentrated on?

Firstly, Etiquette and protocol is having the know how to behave in a wide variety of professional and social settings, that will enable you build strong, productive and meaningful relationships. Etiquette is indeed for everyone and anyone who cares to operate at their personal and professional best. For me that is optimising the panache advantage. Starting from corporate organisations aspiring to create and promote loyalty and down to senior management and frontline personnel wishing to improve soft skills to excel in the business arena. We have the duty of also properly handling diplomats, persons in different professions and entrepreneurs seeking to maximise their brand and up their game.

What can you say about today's way of life and attitude?

As we all know, the world is changing and most of the things that were held in high esteem has been relegated to the background. It goes down to the fact that the inflow of high technological advancement seems to blow away and the multi-diversity in culture the transformed state of politeness and manners and etiquette in the society. Even in the midst of healthy competition and economic hardship, there is a corporate cry out for improved productivity, greater achievement and success. Bringing all this in place, it boils down to the fact that etiquette, protocol and mannerism are fast making it back to limelight. To me, image is everything and the effect is brings when properly handled cannot be over emphasised.

How distinct is your organisation in bringing the benefits of etiquette to customers?

For the savvy professional having Manners, Poise, Image, Style and Leadership is significant. It speaks of elegance, grace and executive presence. Being able to identify your own brand and discover your unique identity makes you stand out conspicuously from the rest and place you in the higher ranking for achievement. Without manners as we see today everywhere will become so unruly, stressful and chaotic. In a business setting, the lack of manners known as Incivility costs millions in lost contracts, client retention issues and relationship building. Our distinction is clearly set building team spirit and respect for others as a valid life for everyone. To me, I see it as a selling point and a trail blazing move. With a crystal sense of humour and openness to absorb



Adetu

but will also make them better equipped and even wiser.

In your recent move to Nigeria, are there challenges with clients?

I would not say that I specifically have challenges with clients except the fact that many still need to be sensitised about the importance of inculcating protocol, etiquette, image and manners as a crucial tool for success both in business and social spheres of life. There is a school of thought that continuously expresses the need for us to emphasize our services and how its impact would do great things to our nation. The other school of thought believes it is not for them but the rich and famous or stuffed up. They are constantly on the fast lane and still cannot see where they are missing

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the boat.

Are there present or upcoming events that have been put in place to educate and properly enlighten?

We are currently running Graduate Leadership and Life Skills Boot Camp. Our leadership programme will provide all the important business etiquettes and social protocol skills that will help your individuals boost their confidence, enhance their personal and professional image development and ultimately present the necessary executive presence needed to project their organisation well. Among other areas, we are also targeting the youths seeking to excel and advance successfully in life, universities and colleges seeking to arm their students with the necessary life skills for a successful entry into the job market, youth-based organisations and schools seeking to give the youths and children a head-start towards successful social skill and Radio alongside TV stations that are reaching out to captive audiences who have keen interests in developing their professional and social savvy skills.

What are your plans in helping to build and grow etiquette business in Nigeria?

The future is indeed very bright. By the special grace of God our vision is to be the number 1 partner to most blue chip organisations in transforming their talents to have that extra panache that enables them to deliver extraordinary performances that will outclass their competitors. We aspire to become admired as



Praise Fowowe 08037269483

LOVE BIRDS

Singles, Married & Sexuality

Blind, Deaf & Dumb ... effective communication in marriage-7

Dear Praise,
Thanks so much for your wonderful piece which I never miss every Friday. I have been having this nagging issue with my wife all these years and seem not to be able to take it anymore. She wants to control me at all times and I am not finding that funny. I don't understand how she expects me to be running errands for her at my level and sometimes she wants us to go to the market together which I don't enjoy. I have tried telling her that I am not her kid brother and she shouldn't order me around the way she used to treat her siblings being their first born. Anytime I say that everything breaks down and she refuses to talk to me sometimes for days and would not respond to anything. Please what is your advice because you said a relationship breakdown is imminent the moment communication break down and I don't want to lose my marriage really.

Paul Olatunji - Warri

We started looking at why couples find it hard to communicate effectively and last week we started looking at another vital reason for breakdown in communication. I defined your spouses love language as the language of love that your spouse speaks or the way he/she has learnt to receive 'I love you' and we examined the first love language that people speak which Garry chapman calls words of affirmation.

The case above opens up 2 basic problems and one of the problems will lead us to the next love language couples speak. The woman above is a first born so I suspect a lot of pressure was placed on her while growing up by her parents which has turned her into a control freak. It is typical for parents to expect a first child to take the lead in everything and that weight of expectation often weigh the child down and suppress his/her originality such that he/she begins to feel the need to get everyone to do things right.

Often times the deformation affects their communication such that they become commanding in their communication and what they say and do often times sounds like control. So they act like the husband in a relationship.

The second problem raised here is a love language problem and that takes me to the second language couples speak which is

a Acts of service - This is one of the toughest love language to accept by men because it makes them feel enslaved to their woman. Have you ever had to relate with a wife who wants you to run errands or a man who expects you to do things for him including ironing his clothes? Have you ever had to relate with a lady who is most excited when you fix meals or go shopping for the family or a man who is overly excited when you research his favorite team and give him latest gist about the team?

The good news is that you are dealing with a spouse whose love language is act of service but the sad news is that the people around you may misinterpret that signal.

Service is the way your spouse here has learnt to receive 'I love you' so what she hears when you run errands or wash her undies is 'I love you'!

I remember clearly when I first got married and my wife would call me for us to go to the market together - which I never really liked but I noticed she also wanted us to do the cooking together and that used to get me really paranoid until I learnt that it was her way of receiving love.

How would your friends feel if they visit your home and they meet you fixing a meal while your wife is seeing her favorite TV show? I am sure you will not survive what they may put you through but I often tell men/women never to compare their spouse to someone else because no two marriages are the same. You can't afford what others are not doing in their home to crash your marriage because your spouse is different from theirs.

So what does your spouse complain about? Does she ask you to help with her undies please go ahead wash it because that is the key to filling her emotional bank account and that is the key to getting the best out of your spouse because the way we are loved can affect our entire outlook and that includes our appearance, emotional stability and even esteem.