

# Professionalism & Etiquette Communications Unit

**MIDDLE SCHOOL OR HIGH SCHOOL**

**Six (6) Lessons on  
Professionalism and  
Etiquette in  
Communication  
aligned with  
NBEA standards**

**Includes a  
Lesson Library  
to make the activities  
Easy-to-Find**



**NO PREP!**

BUSINESS EDUCATION WITH *Denise Leigh*

# WHY IS THIS COMMUNICATIONS UNIT SO GREAT?

- ✓ Designed by an educator with **30 years** experience.
- ✓ **NO PREP** lessons that are **ENGAGING**.
- ✓ **Aligned** to the National Business Education Association (NBEA) standards.
- ✓ All NBEA standards are **cross-walked** with the appropriate lesson.
- ✓ Great for Middle School, High School & Higher Ed

# Includes a **LESSON LIBRARY** to keep you organized

## Professionalism and Etiquette in Communication



### Professionalism and Etiquette

Professional Communication & Careers →


Student Copy	Teacher's Key/Student Example	Expected Time/Pacing	NBEA Standards National Business Education Standards
<a href="#">Top tips of communication etiquette in the workplace</a>	<a href="#">Top tips of communication etiquette in the workplace</a> Teacher's Key	30 mins	<p><b>II Interpersonal Skills</b>  <b>A Professionalism and Business Etiquette</b>  <b>Level 2 Performance Expectations</b>                      20. Discuss the importance of extending courtesy in the business environment</p> <p><b>Level 3 Performance Expectations</b>                      21. Explain the value and impact of interpersonal relationships in the business environment                      23. Exhibit professional and ethical business behavior in the work environment                      24. Discuss the impact of effective communication on professional image and job retention                      25. Demonstrate and understanding of and respect for the business Customs, etiquette, and communication styles of various cultures                      26. Demonstration and understanding of appropriate teamwork skills                      27. Demonstrate an understanding of conflict resolution/management skills in a team setting                      30. Display a positive attitude in personal and professional settings                      39. Analyze an organization's code of ethics</p> <p><b>B Leadership and Collaborative Communication</b>  <b>Level 3 Performance Expectations</b>                      24. Develop and provide constructive feedback to a team member</p>
<a href="#">Workplace Bias</a>	Teacher's key in the link to the left	25 mins	
<a href="#">Correct Bad Employee Behavior</a>	<a href="#">Correct Bad Employee Behavior</a> Teacher's Key	20 mins	
<a href="#">Code of Conduct Company Analysis</a>	Code of Ethics Student Example	30 mins	
<a href="#">Code of Conduct</a> Teamwork or independent job	There is no student example for this job.	30 mins	
<a href="#">Communication Medium and Career Connection</a>	<a href="#">Communication Medium and career connection</a> Teacher's Key	40 mins	

Google Docs & Google Slides format or **EASILY** convert to Microsoft Word & PowerPoint



# Top Tips of Communication Etiquette in the Workplace

**TOP TIPS OF COMMUNICATION ETIQUETTE IN THE WORKPLACE**



According to the dictionary, etiquette is the customary code of polite behaviour in society among members of a particular profession or group. When learning about business communication, it is important to learn about etiquette. Reference [this link](#) to answer the following questions.

What is communication etiquette and why is it important?

10. List 10 tips for communication etiquette in the workplace. Give a brief explanation of each.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Business Education with Denise Leigh © 2022

**30 Minutes  
Teaching Duration**

# Workplace Bias

**Reducing Bias in the Workplace**

Search 'Bias' on the web. In your own words, write down 10 ways to reduce bias in the workplace.

According to THIS RESOURCE, what are 10 ways to reduce bias in the workplace?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Business Education with Denise Leigh © 2022

**Unconscious**

According to THIS RESOURCE, what are 10 ways to reduce unconscious bias in the workplace?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

**PREVIEW**

What are 10 examples of unconscious bias? Provide a brief explanation of each.

Example	Type of Bias
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

According to this resource, what are 10 factors contributing to unconscious bias?

1	
2	
3	
4	

**25 Minutes  
Teaching Duration**

# Correct Bad Employee Behavior



## Correct Bad Employee Behavior

The human resources department works with management and administration to help manage employees. [THIS LINK](#) gives some action steps that can be taken to help correct bad employee behavior before it gets worse. List them below and elaborate a bit to explain each to a colleague at your work.

PREVIEW

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

**20 Minutes**  
**Teaching Duration**

# Code of Conduct Company Analysis

## Code of Ethics

**What Is a Code of Ethics?**  
A code of ethics is a set of principles intended to guide professionals in conducting business with honesty and integrity. A code of ethics document may outline the organization's mission and values, guide on addressing problems, establish ethical principles based on the organization's core values, and define the standards to which professionals are held.



- Let's analyze an organization's Code of
- 1 "Our Mission"
  - 2 "When you Report a Concern"
  - 3 "Our Promises"
  - 4 "How We Treat One Another"

Standards of Business Conduct

With every cup, with every conversation, with every community – we nurture the endless possibilities of human connection.

**WHEN YOU REPORT A CONCERN**

**CONTACT**

**SUPPORT**

**CONNECT**

**INVESTIGATE**

**Now We Treat One Another**

Now it's your turn to analyze...

## It's your turn to analyze an organization's Code of Ethics...

With a simple internet search, search a **Chick Fil A's** Code of Ethics. List 4 things highlighted in the information given...

- 1
- 2
- 3
- 4



Does their code of ethics offer a lot of information or are they vague? Explain...

## It's your turn to analyze an organization's Code of Ethics...

With a simple internet search, search a **Starbucks** Code of Ethics. List 4 things highlighted in the information given...

- 1
- 2
- 3
- 4



Does their code of ethics offer a lot of information or are they vague? Explain...

## It's your turn to analyze an organization's Code of Ethics...

With a simple internet search, search a **McDonald's** Code of Ethics. List 4 things highlighted in the information given...

- 1
- 2
- 3
- 4



Does their code of ethics offer a lot of information or are they vague? Explain...

## FREE CHOICE: It's your turn to analyze an organization's Code of Ethics...

With a simple internet search, search a **company of your choice** for the Code of Ethics. List 4 things highlighted in the information given...

- 1
- 2
- 3
- 4

Drop the logo for the company here...

Does their code of ethics offer a lot of information or are they vague? Explain...

**30 Minutes**  
**Teaching Duration**



# Code of Conduct (Teamwork or Independent Job)

## CREATE A CODE OF CONDUCT FOR YOUR CLASSROOM

Business Education with Denise Leigh © 2025

### Create a Code of Ethics for your Classroom

Team-up with a partner or two and write a Code of Conduct for your classroom. Include the following sections. This is a formal document and should be written in a professional manner.

Mission Statement	How We Treat One Another	Workplace Environment
<p>If you were to write a mission statement for your class, what might it be? Examples of mission statements are on the next page.</p> <p>2-3 sentences in length</p>	<p>How should the classmates:</p> <ul style="list-style-type: none"> <li>Talk to one another?</li> <li>Treat others property?</li> <li>Act while in another person's space?</li> </ul> <p>3-5 sentences in length</p>	<p>How should the classmates:</p> <ul style="list-style-type: none"> <li>Treat the workspace?</li> <li>Handle a mess that was made?</li> <li>Treat supplies and equipment?</li> </ul> <p>3-5 sentences in length</p>

Draft your Classroom Code of Ethics using **Microsoft Word** OR **Google Docs**. Use a professional font in size 12. Double space your document and use 1" margins. Use the "Headings" format for your document when typing in headings.

Business Education with Denise Leigh © 2025

### Examples of Mission and Vision Statements

**MISSION STATEMENT OF JUNKIN' DONUTS**

To be the world's leading baked goods and coffee chain, serving delicious, high-quality products that bring joy and fuel our customers' day.

**MISSION AND VISION STATEMENT OF NIKE**

**Mission Statement**  
To bring inspiration and innovation to every athlete in the world.

**Vision Statement**  
To do everything possible to expand human potential.

**MISSION AND VISION STATEMENT OF TARGET**

**Mission Statement**  
To help all families discover the joy of everyday life.

**Vision Statement**  
Guided commitments to great value, the community, diversity, and the environment.

Business Education with Denise Leigh © 2025

**40 Minutes Teaching Duration**

# Communication Mediums and Career Connection

## COMMUNICATION MEDIUMS + CAREER CONNECTION

There are several ways to communicate in the workplace. It's important to learn which communication medium is the best for various situations. Some communication tools and methods are more personal than others. Some are more formal than others. Use your critical thinking skills to explore the best ways to communicate in the workplace in the scenarios on the following pages. \*Use page 2 of this file as a resource to help you answer the scenarios.

**REFERENCE PAGE**—Use this information as a reference to answer the prompt.

**Four Types of Communication Mediums**

- Email** - Formal communication method that is best to deliver messages, attachments, and links.
- Telephone Calls** - Immediate communication method when information communicated in a personal, professional, and fast fashion.
- Instant Messaging** - This is an informal communication that is not very formal. It is used to reach out to individuals who you have not met in person.
- Text Messaging** - Very personal type of communication. It is best used for individuals you have done business with before. Best used to convey a message immediately and you want immediate feedback.

**Dr. Ricci is a professor at the university.**  
He mentors and teaches university students and is on the board of career placement where he helps guide students in the right direction to meet their career goals.

**Kariann has her own hair salon.**  
She has a wide range of clients.

**Patrick is a waiter at a burger restaurant.**

**Dr. Amara Biko is a veterinarian.**  
She owns and operates a small-town animal hospital. She helps pet-owners with the health and care of their pets. She cares for injured animals and performs surgery on small animals in her clinic.

**Jared is a physical therapist.**  
He helps his patients recover from fractures and injuries.

**Rick is a successful plumber and business owner.**

**Reflection on Communication Mediums in the Workplace...**  
After completing this file, reflect on your responses by answering the questions below...

Business Education with Denise Leigh © 2025

**40 Minutes Teaching Duration**



# Business Communications Semester Course Bundle

**MIDDLE SCHOOL OR HIGH SCHOOL**

A FULL Semester  
Bundle aligned with  
the National Business  
Education  
Association's (NBEA)  
Standards

Includes a  
Lesson Library  
to make the activities  
Easy-to-Find



**NO PREP!**

BUSINESS EDUCATION WITH *Denise Leigh*

**This UNIT is  
included in my  
Business  
Communications  
Semester Course  
Bundle**



**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

