

INDIANAPOLIS, IN, April 16, 2014 **/24-7PressRelease/** -- Corporate Image Strategist Starla West, Founder and President of Starla West International, was recently featured in an Indianapolis Star article, focusing on one of the biggest challenges facing business professionals today--dining etiquette.

The article focuses on a three-hour session entitled, "Dining Etiquette for Today's Business Professionals" conducted by West for a business in the Indianapolis area. The presentation addresses the essentials of knowing how the rules for dining etiquette can give a business professional the advantage--whether it's meeting with a supervisor, keeping a customer loyal or making a new business contact.

The reporter notes that West definitely pushes participants beyond the "average don't-talk-with-your-mouthful-advice."

"Etiquette is not about being right or perfect," said West. "Your perfect behavior will likely go unnoticed; it's the regular behavior that stands out."

What is regular behavior? Those things that have become commonplace today in restaurants, such as "using one's fingers to scoop food onto a fork to arguing over the check--one of the most awkward offenses of all, according to West."

"It doesn't come down to wealth; it comes down to knowledge," said West. "There are people in every economic class that know how to handle themselves, and there are people in every economic class that don't."

Although the article only scratches the surface of the three-hour presentation, the reporter does offer five takeaway points she learned in the class.

1. "Never hang your purse or coat on the back of your chair."
2. "Breakfast is the most ideal meal for a business meeting."
3. "The host should always take the 'Power Perch.'"
4. "An unwanted item in your mouth should exit the same way it went in."
5. "Resist the temptation to ask your tablemate about his or her dietary restrictions."

To view the entire article, click on <http://www.indystar.com/story/entertainment/2014/03/08/dont-talk-with ... 23650509=1>

Starla West International is a professional image management organization, located in Indianapolis, IN, dedicated to helping individuals and entire businesses create and cultivate a stronger, more effective image. They assist business professionals with proper management of their appearance, behavior and communication skills so that they confidently navigate the business world with ease.

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