



THE SCHOOL
OF ETIQUETTE

SOCIAL PROFILE

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INTRODUCTION

Confidence and social intelligence lead to stronger relationships, popularity and more friends.

Simply put, people want to be around people they like.

Our focus is to make you a more confident individual who is likeable, charming and well presented.

What if you could talk to anyone, anytime, anywhere and never worry about awkward silences or saying and doing the wrong thing?

What if you could walk into a room and lighten it with your presence as though someone has turned a light on above your head?

The good news is that all of these qualities are available to you through beautifully orchestrated workshops that offer a comfortable and invaluable learning environment.

At the School of Etiquette, you will learn the social skills and etiquette that separate the leaders from the left-behinds.

Did you know that 'etiquette' is defined as 'the fine art of getting along with people'?

The beauty of learning the skills offered by The School of Etiquette is that you will learn how to hone the very skills that bring you closer to financial freedom and everyday fulfilment since our greatest success stems from our relationships.

Charm and social skills are not something you're born with, they are things that have to be learnt and finely tuned. Many people believe that one is born with presence and charm. However, in most cases, these individuals have been trained by a professional or have keenly developed these qualities.

With The School of Etiquette, you will learn the subtle nuances and behaviours that create the most powerful lasting impressions.

Etiquette is no longer the frills of social intercourse but rather a masterful tool to improve your social standing and success in life.

The School of Etiquette's courses will prepare you for every social situation allowing you to confidently shine and socialise at even the most intimidating events.



WRITTEN TESTIMONIALS

"Where has The School of Etiquette been? This is the best training I have attended in the last 40 years. This is the training I have been dreaming about. My life is renewed, my perspectives emboldened. My dream is clearer. The strategies learnt in this course will definitely take me there."

- D. Oliech Olang- Ethics & Anti-Corruption unit Kenya

"Hands down the best investment I've made in a course (The Captivating Speaker) in years. It felt like we were being uniquely crafted, you weren't just churning out another course. There is something fundamentally different about this course, I've been to quite a few speaking courses that speak about speaking but you don't actually speak. BUT here you speak. Undisputedly the best investment!"

-A. Weihe- Entrepreneur, Inspirational

Speaker/Writer/Leadership Coach/Visual Storyteller

10/10 I am a new person, lovable and capable. It is a must-attend for everyone as it will equip you in all aspects of life. This course will boost your self-esteem! You can face the world and achieve more after such a course.

"10/10 I loved every part of the training (Entertaining & Dining), it was vibrant and entertaining."

-M. Bezuidenhout

No words can really describe what I thought about this course. It was truly mind-blowing and by far the best course I have ever attended. Money well spent!

-E. Govender

10/10 Because my life will never be the same! I loved everything! The confidence and the passion of the presenters, how non-judgemental they were. Every person alive should undergo something like this at least once and the earlier the better. - Dr N. Ngcobo

"The level of content and delivery not just meets international standards but exceeds it. I want more. I am still talking about how amazing my training experience with the School of Etiquette was. I enjoyed everything, from the exquisite meals, the venue, the training material, the warm hospitality and everything in between!" - A Singh

11/10 This is the most powerful course I have ever been on and I strongly believe that it changed my life. No amount of words can explain how thankful I am to The School of Etiquette for bringing a positive change in my life through this course. - T. Peta

Totally worth every penny and more! This course is relevant to every business person at any level. It is well structured and informative. If you would like to elevate yourself to an international level in the business world this is a must do course for you. It opens up your perspective, defuncts myths, and demystifies the business world and the complexity of its navigation for any individual. - R. Mwaratu

"Had I known this information when I was 19, I would have retired a billionaire at 30." (Wishes to remain anonymous) - Leading SA Economist



THE ADULT FINISHING SCHOOL

Have you ever met someone who can navigate a room full of people with effortless ease while making every individual feel they are special? They seem to have a certain magnetism that attracts people toward them.

Have you ever decided that you like someone before officially meeting them, without knowing why?

Everyone possesses this potential within themselves, and this course provides you with the keys to unlock this unique skill.

The Adult Finishing School is designed for people wanting to:

- Present a more magnetic personal brand
- Captivate an audience with charm and charisma;
- Conduct themselves with confidence and ease in different situations;
- Leave others with a lasting impression.

In this course, you will learn to:

- Create a presence that attracts people to you
- Learn how to build and maintain a connection with new people
- Create strong first impressions that dictate the future success of your professional and social interactions
- Have complete control over people's perceptions of you and how you behave in high-pressure situations.
- Initiate and maintain conversations with strangers
- Widen the gap between you and your competitors by looking and feeling more confident in business and social situations
- Make a memorable entrance into a room
- Navigate a room full of people with ease and confidence
- Become more likeable
- Attract more business and increase sales

A TASTE OF WHAT'S INSIDE

Day 1:

Building Personal Appeal & Charisma

Making an Entrance & first impressions

Confident Mingling & Networking at events

Conversations & Socialising

Building Rapport with new people

Preparing for high-level meetings & handling a boardroom with confidence & authority

Day 2:

Strategic Body Language & Deportment

Professional Make-up & Grooming (Women)

Image & Grooming (men)

Professional Clothing & Appearance

Dress Codes

Day 3:

Business Entertaining

Fine Dining & Asian Dining

Hosting Dining Events in your Home

Price: R15 950-00 Ex Vat



THE TEEN SUCCESS FORMULA

Do you want your child to:

- Be confident and secure about who they are?
- Have a growth mindset which means they can motivate themselves to take on new challenges and cope with and learn from their mistakes?
- Grow up with resilience and grit?
- Have the courage to make good decisions, even in the face of peer pressure?
- Have a sense of control over activities and events in their life?

Many parents are becoming increasingly concerned with their children's personal and social development in the face of social media... And so they should.

Our children face a rapidly changing world that can be overwhelming and anxiety-ridden.

If our children are not given the necessary life skills to understand and develop themselves in this new world, they may :

- Be more likely to be teased or bullied
- Become withdrawn or give in to peer pressure
- Develop self-defeating ways to deal with challenges, like quitting, avoidance, silliness, and denial

The School of Etiquette together with The Winning Formula have come together to create a powerful programme that focuses on developing your children's:

- Self-esteem
- Confidence
- Capability
- Grit
- Social mastery
- Personal Image
- Etiquette



THE TEEN SUCCESS FORMULA (CONTINUED)

The Teen Success Formula includes the following topics:

Intrinsic Development

- Self-esteem & Personal Mastery
- How to Set Goals & The Power of Goal Setting
- Creating a Circle of Excellence - A mental safety net for your children to establish and use in challenging moments
- The Power of Visualisation & Affirmations

Social Mastery

- Deportment - how to walk, sit and stand
- Clothing & Personal Presentation
- Culture: Learning about different South African cultures and respect
- How to Make Friends and Build Connection
- How to Make an Entrance
- How to Socialise and Mingle
- Choosing & Joining a group
- How to Dine Correctly: Formal, African, Asian (An in-depth training in Dining Etiquette)

Communication

- Start a Conversation and Finish it Politely
- Dealing with Bullying
- Greeting People, Eye Contact & Handshakes
- Body Language - Communicating correctly through the body
- Social Media Etiquette
- Cell Phone Etiquette

Many of us, as adults, often think, 'I wish I had access to this type of training when I was my child's age.'

Well, now you can give your children the greatest gifts at this important juncture in their lives; the gift of self-esteem, capability, motivation, resilience, and good decision-making abilities.

Our final question to you:

'Can you afford not to give your children these gifts?'

Duration: 2 days

Price: R7950-00 Ex Vat



THE CAPTIVATING SPEAKER

Is there a skill more captivating than that of a great orator?

Public speaking is one of the most fundamental people skills attributed to an individual's success. Unfortunately, few people understand this and never fully develop this unique skill.

Without it, people find it easier to overlook you, ignore your ideas and forget who you are. Without this skill, you exclude yourself from a lifetime of potential opportunities, social sway and influence.

This course follows a fast-paced learning trajectory. After two days, you will have spoken approximately eight times, with your speeches recorded and reviewed after each speaking exercise.

The beauty of this training is that it eases you into speaking, beginning with easy ice breakers in an open and caring environment. Over the two days, each new speaking exercise builds upon the previous, adding new skills and techniques to improve your speech structure and delivery.

You will receive:

- All of your recorded speeches
- A speech structure recipe guide
- A list of engaging openings and closings
- Speaker's checklist

By the end of the training, you will feel confident to deliver a memorable and captivating pitch, speech, or presentation.

A TASTE OF WHAT'S INSIDE:

- Programming your mindset for confident speaking
- Powerful entrances
- The power of your opening statement
- How to become a master storyteller
- Mastering your delivery
- 4 Ways to re-engage your audience
- Vocal inflection to maintain attention and emphasise importance
- The power of the pause
- The fail-proof speaking structure for pitches, keynotes, speeches & reports
- Body language storytelling
- Presentation design - 'Death by Powerpoint
- Close your speeches with the 'wow' factor

Duration: 2 days

Price: R10 500-00 Ex Vat



CONVERSATIONAL INTELLIGENCE MASTERCLASS

Are you in a place of distrust, scepticism and resistance with a family member, colleague or employee?

Do you want to learn how to restore that trust leading to a happier, healthier working and living dynamic?

Do you wish you could recreate an open, caring environment where you feel happy again?

Do you find it difficult to express your wants, ideas and feelings directly and honestly without suppressing your feelings or putting others down?

Do you end up in a shouting match and regret it afterwards?

Often, when starting a conversation with your partner, children, boss or colleagues, things don't go as planned; in the blink of an eye, you are 'triggered', causing you to go into 'protect' mode.

For most of us, the result is that you stop listening to each other, you become entrenched in your thinking, and can't see the other's point of view. The reason for this is due to the chemistry in the brain where stress hormones flood your brain,

creating fear and distrust, shutting down the part of the brain used for building trust and feeling empathy.

So what started as a simple conversation ends with people withdrawing or arguing over a situation with raised voices and people talking past each other and not *with* each other. Consequently, nothing is achieved except for hurt and anger.

When this happens in personal relationships, it results in: tears, fear, frustration, resentment, and anger.

Conversational Intelligence will teach you those conversational skills that will result in better relationships, greater communication and improved trust. After all, better relationships depend on better conversations. It all starts with your Conversations.

This specialised 2-day Conversational Intelligence course focuses on 3 areas:

- Allows you to measure the impact that your words have on the brains of other people.
- Structure your conversations to reach better outcomes
- Move people from a place of distrust and skepticism to a place of trust.

Duration: 2 days

Price: R11 500-00 Ex Vat



ENTERTAINING & DINING

The dining table can be an intimidating and embarrassing place if you aren't aware of what to do and how to manage yourself appropriately.

The potential for mishaps, spilt wine and rogue olives shooting across the table is made even more intimidating because you still need to engage people comfortably and seamlessly.

Learn how to effortlessly and elegantly host a dining occasion whilst you navigate yourself impeccably around a table with ease, remaining engaged and charming.

It is one feat to be socially engaging but a victory to masterfully split attention between food and conversation.

This fine dining tutorial will teach you the art of meal ordering, cutlery placements, wine pairing, hosting dining events in your home and business entertaining in restaurants.

This will ensure you remain comfortable and relaxed with those around you instead of fretting over potential table mishaps.

This training includes a six-course fine dining meal with wine pairing.

You will leave the course knowing how to ensure that a good time is had by all, leaving a song of praise in the minds of your guests for weeks to come.

A TASTE OF WHAT'S INSIDE:

- Dining Manners
- Fine Dining
- Handling glassware
- Dining do's and don'ts
- How to set the table
- Host a memorable dining event in your home
- Entertain guests & clients correctly
- Select appropriate restaurants to suit your business needs
- Protocol for Ordering, Seating, and Paying
- Manage yourself confidently at a formal dining event
- Invitations
- Receiving Lines
- Toasting
- Host and Guest of Honour Duties
- Taste wines and pair them with your meal
- Asian Dining

Duration: 1 day

Price: R 5 950-00 Ex Vat



STRATEGIC BODY LANGUAGE & MICRO-EXPRESSIONS

- Are you fascinated by human behaviour and what makes people tick?
- Do you want to know what's 'really' going on in the back of people's minds?
- Would you like to learn how to detect whether people are telling the truth?

The very notion of how we communicate with people is 55% body language, 38% tone, and 7% words. This means that 93% of all communication is unspoken.

Did you know that human beings lie on average 200 times a day? In other words, we are very good at saying what we don't mean however we are less skilled at lying with our bodies. The advantage of this is that once you learn the 'language' of the body, you can understand situations and people more fully.

The Strategic Body language and Micro-expressions training will teach you advanced interpreting skills, giving you the ability to correctly understand the non-verbal cues of others and what they are thinking and feeling. Not only this, but you can control your body language to manage the message you wish to send out to the world.

Not sure what Micro-expressions even are?

"Micro expressions are very brief facial expressions, lasting only a fraction of a second. They occur when a person deliberately or unconsciously conceals a feeling." - Dr Paul Ekman. Body Language, on the other hand, communicates someone's emotions through the changes in their body positions.

In this course, you will understand people's genuine emotions, how to read them and how to strategically use your body language to influence the situation. Many people are unaware that subtle changes in the face and body can reveal important and deeply insightful information.

You will learn how to:

- See what others feel or think without saying a word
- Identify the universal micro-expressions
- Interpret the meaning of different body language positions and what impacts an accurate reading
- Gain a decisive advantage in interactions
- Detect up to 80% of the lies you hear in negotiations
- Improve your relationships & develop your emotional intelligence

Your training will also include online micro-expressions tests, the body language dictionary, lifetime access to The School of Etiquette's Strategic Body Language course and an 80-page extensive workbook.

Duration: 2 days

Price: R11 500-00 Ex Vat



IMAGE WORKSHOPS

Before you are even close enough to greet people, your image and posture alone have already stated what you think and feel about yourself, your personality, station in life, sexual tastes, desires and lifestyle.

Without realising it, your appearance gives essential information or misinformation about the type of person you are and unknowingly affects how people treat you.

Ever heard of the saying, 'Dress for the position you want, not the position you're in'? The School of Etiquette's mantra is 'Dress the way you want people to treat you.'

A first impression is made within 5 seconds of seeing someone and 93% of that impression is non-verbal. In just 5 seconds, someone looks at you and judges you according to your clothing, body language and facial expressions. Learning how to dress can enhance that first impression and entice people to want to engage with you further, finding you more attractive, enchanting, important or down to earth. Once you know the styling rules, you have the power to decide how people perceive you.

The School of Etiquette's Image workshop teaches you the power of clothing, how to create illusions with your clothing choices, and how to dress according to your body shape, skin tone and dress code.

The Image workshop will help you choose the correct clothing items, buy less and look better.

You will learn:

- Dress codes and what they mean
- How to select clothing according to your body type and skin tone
- Correct shoe choices that match your outfits
- Styling tips
- Every woman should know the fundamental foundations of grooming- the correct posture to exude poise, power and elegance; how to apply make-up to enhance your natural features and how to dress appropriately for their body and the occasion.
- And every man should know the foundations of correct clothing, suit fits, masculine grooming and posture to exude authority and professionalism.

Courses on Offer for the Woman

Department - How to walk, sit and stand correctly
 Make-Up and Grooming for Women - A professional hair and make-up course
 Image - workshop on correct dress codes, styles for your body type and the correct lengths and proportions

Courses on Offer for the Man

Department and Image - Workshop on how to walk, sit and stand like a man. This workshop includes the meaning of dress codes, the meaning of colour in clothing, styles and suit fits for your body.
 Grooming: Education on facials, manicures, pedicures and beard maintenance
 Courses are between 1 hour and a full day.

Price: POA



BUSINESS ETIQUETTE & SOCIAL INTELLIGENCE

In today's world, many people possess the intelligence and technical ability for a position but lack the social intelligence to highlight it.

If you do not have the necessary people skills and confidence, your intelligence can amount to nothing since you will forever be overlooked.

Your success in life is inextricably linked to your soft skills. Without these necessary skills, your potential for greatness is lost on your inability to interact in the correct, appealing or professional manner.

In a study done by Harvard University, The Carnegie Foundation and the Stanford Research Institute, all three found that:

- 85% of job success relating to getting, keeping and advancing in a job is connected to your people skills
- 15% is attributed to your technical knowledge and skill.

In the International Business Etiquette and Social Intelligence course, you will learn the subtle nuances that make all the difference when handling yourself in professional and social environments.

You will learn how to:

- Make others feel comfortable in your presence
- Behave appropriately and confidently in meetings, at events, over the telephone and email
- Focus on the job at hand instead of second-guessing yourself
- Win people over before you even have to pitch them
- Build time strengthening relationships and making sales instead of trying to prove yourself constantly
- Leave a room having enhanced the mood and people's judgements of you
- Showcase your true self and intellect by feeling that you are in control and doing the right thing

Competitors may have the same technical knowledge, but you can have that additional 'X' factor to win the business.

In every interaction, you sell yourself before you sell your company and your product. This course gives you the time and experience to learn to do just that.

Duration: 1 Day

Price: R 5950-00 Ex Vat



CUSTOMISED PROGRAMMES

The School of Etiquette offers customised programmes that address your specific needs.

Customised training enables you to choose from a wide range of workshop themes and propose innovative combinations. Alternatively, you can specify your desired outcomes and The School of Etiquette team will design and deliver a course suited to you.

These can be delivered to individuals and groups.

ONLINE COURSES

- The Social Brand of You
- The Professional Brand of You
- Conversational Intelligence
- Entertaining & Dining
- Strategic Body Language
- Virtual Meeting Etiquette
- The Interview Ace
- Your Bold Purpose

ADDITIONAL SERVICES

- Train the Trainer Programme
- Franchise Option
- Keynote addresses
- Women's Events
- Men's Events
- High Tea Parties
- Dining Events
- High-level events planning
- Diplomatic event planning
- Seating Plan for formal and diplomatic events
- Diplomacy & Protocol Training

All courses can be offered virtually, online or face-to-face.

All Online courses include:

- Between 2-5 hours of video content,
- Chapter quizzes
- Downloadable scripts (if you prefer reading)
- Helpful worksheets and cheat sheets
- Downloadable certificates.





THE SCHOOL OF ETIQUETTE

KNOW MORE • DO MORE • BE MORE

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BEE LEVEL 4

SETA ACCREDITED (PLEASE ENQUIRE)

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