



THE SCHOOL
OF ETIQUETTE

COMPANY PROFILE

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INTRODUCTION

The secret to business success comes down to one very simple aspect - **your people skills.**

According to a study conducted by Harvard, the Stanford Research Institute and The Carnegie Foundation,

"85% of your financial success in life is dependent on how you get along with people, and only 15% is attributed to your technical skills."

There's one clear lesson to take from that - if people like you, they want to do business with you.

Furthermore, studies done by Google have also shown that:

"People are more likely to work with someone they like, who is incompetent, rather than someone who is competent, that they don't like."

This begs the question as to why more business courses don't focus specifically on the importance of developing interpersonal skills?

Not only that but further studies found that:

"75% of a buying experience is based on how you made your client feel during the interaction where as only 25% is due to the quality of the product/service offered."

Etiquette today has evolved to fill the critical social skills gap, equipping people with the tools to build relationships and project power, presence and deliberate action.

The School of Etiquette helps you develop your organisation's people skills and presence to confidently interact with others. We focus strategically on three aspects -

- Behaviour
- Communication
- Image

Improving these three critical areas improve teamwork, client service, productivity and ultimately **profits.**

With the help of highly experienced facilitators in their fields, your people will be given the tools to hone in on their weak areas and reprogram new, effective patterns that lead to better relationships, larger contracts, and a life by design.

International Business Etiquette attendee:

"You can be the most technically proficient person but without these etiquette tools, all that skill amounts to nothing if you do not know how to carry yourself and interact professionally." - B. Marambire
Head Internal control, Ecobank



CASE STUDIES

sappi

Sappi - Graduate/Leadership Development

Relationship commencement date: 2016

The School of etiquette annually trains Sappi's young leadership as part of Sappi's LeadEx programme.

The mandate: Build their competency faster. Up skill these future leaders so that they are judged on their competency levels instead of their inability to behave correctly in different environments. Help them understand the impact that their behaviour has on their environment, level of success and the people around them.

The School of Etiquette created an Advanced Business Etiquette programme with:

- International Business Etiquette & Presence
- Conversational Intelligence

This course received an overall rating of 95%.



Ecobank - Leadership Grooming

Relationship commencement date: 2015

The School of Etiquette travelled to Togo to train 17 Managing Directors from across the African continent.

The mandate: Ecobank wants their managing directors' behaviour & conduct to inspire confidence, credibility and leadership within Africa. The School of Etiquette went on to train corporate and private banking heads in Cote D'Ivoire and Zimbabwe. They were trained in the following topics:

- International Business Etiquette & Presence
- Business Entertaining & Dining
- Professional Attire

This course received an overall rating of 90%.



CASE STUDIES



Client Facing & Relationship Building Etiquette

Relationship commencement date: 2016

The School of Etiquette trained the corporate banking department nationwide, this amounted to approximately 350 people.

The mandate: A professional standard of behaviour across the entire department. To give Old Mutual's consultants the X-factor so that they stood apart from other similar financial institutions. Every client-consultant touch point needed to be seamlessly professional, engaging and polished. Clients needed to 'know' that they were talking to an Old Mutual consultant.

The School of Etiquette tailored it's courses but created a programme that included the following courses:

Business Etiquette - professional interaction skills when in person, at events, in the boardroom, over the phone & email.

- Virtual Meeting Etiquette - virtual professionalism, hosting effective meetings, virtual relationship management
- Professional image & attire - Professional wear
- Conversational Intelligence

This programme received an overall rating of 95%.

GROWTHPOINT
PROPERTIES



Difficult conversations and improved communication

Relationship commencement date: 2016

The School of Etiquette trained all of middle management within Growthpoint nationwide.

The Mandate: Improve communication between managers and teams. Improve manner in which KPI's are delivered, create more open and honest communication channels, convert difficult conversations into constructive conversations.

- Conversational Intelligence Masterclass

This course received an overall 90% overall rating.



WRITTEN TESTIMONIALS

International Diplomacy & Protocol

"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*

Executive's Finishing School

"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 Captivating Speaker

"Hands down the best investment I've made in a course 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

Conversational Intelligence

"There is no greater skill in a professional arsenal than this course. I have no doubt that with these tools my success in business is guaranteed!" - B. Snyman, CEO

Adult Finishing School

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

International Diplomacy & Protocol

"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

Executive's Finishing School

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

International Business Etiquette

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



INTERNATIONAL BUSINESS ETIQUETTE

Your business success in life is inextricably linked to your soft skills.

Without these necessary skills, your potential for greater success is lost on your inability to interact in the correct and professional manner.

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

This course improves your team's **professional behaviour** by teaching them how to confidently interact and sell themselves in every professional environment.

Improve your team's:

- Professional interactions
- Sales figures
- Social skills
- Meeting formats
- Negotiation skills
- Boardroom etiquette
- Networking skills

The Benefit to Your Organisation:

- New client attraction
- Improved relationships between your clients & employees
- Improved service delivery
- More sales
- More contracts & higher profits
- Socially confident & adept employees
- Unified professional standard of behaviour
- Confidence that your employees are representing your brand correctly
- Employees that behave appropriately

Content:

The Qualities of personal appeal
Professionalism in the workplace
Preparing for meetings
Boardroom behaviours
Office etiquette
Self-esteem
Strategic body language
Intelligent Small talk
Building rapport (connection)
Making an entrance & first impressions
Mingling & networking at events
Choosing & joining Groups
Elevator pitches
Cultural etiquette
Telephone & email communication

Duration: 1-1.5 days



EXECUTIVE'S FINISHING SCHOOL

Many people feel ill at ease when moving into senior positions where they are expected to make public appearances, interact with new people, meet other high profile individuals and attend networking events all whilst leaving a memorable impression.

In all situations, leaders need to be at their most confident personal best in order to harness the constant opportunities.

In this 3 day course, they will learn how to capitalise on all of these opportunities in a strategic manner using a collection of knowledge from etiquette, emotional intelligence and Neuro-linguistics Programming.

By the end of the course they will have the ability to evaluate nuanced social and professional interactions and harness that knowledge to meet better outcomes.

The Executive Finishing School prepares your leaders to carry themselves with confidence, authority and charisma in every situation.

The Benefit to Your Organisation:

Leaders that:

- Inspire belief in the organisation
- Handle situations strategically and diplomatically
- Strengthen relationships between your clients
- Attract more contracts
- Become role models to the rest of the organisation
- Behave confidently and appropriately in diverse environments
- Bolster the image of your organisation

A TASTE OF WHAT'S INSIDE

Day 1:

Building Personal Appeal & Charisma
Making an Entrance & first impressions
Mingling & Networking at events
Conversations & Socialising
Building Rapport (connection)
Preparing for high level meetings
Handling a Boardroom meeting with confidence & authority

Day 2:

Strategic Body Language & Deportment
Image & Grooming
Professional Clothing & Appearance
Dress Codes

Day 3:

Business Entertaining
Fine Dining & Asian Dining
Hosting Dining Events in your Home
Duration: 3 Days



CONVERSATIONAL INTELLIGENCE MASTERCLASS

This cutting edge neuroscience course imparts knowledge on how to move people from a position of distrust to trust. This gives them an indispensable edge in sales, performance feedback and daily communication with clients, colleagues and peers.

This specialised 2 day Conversational Intelligence course focuses on 4 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.
- Understand how to use CIQ as a tool to elevate the culture of an organisation to the next level of greatness.

'To get to the next level of greatness depends on the quality of the culture, which depends on the quality of the relationships, which depends on the quality of your conversations. Everything happens through conversation.' Judith Glazer

The Benefit to Your Organisation:

Improved:

- Relationships between leaders, managers and teams
- Relationships amongst clients and employees
- Delivery and acceptance of feedback
- KPI structure and delivery
- Communication between people in organisation
- Team and organisational culture
- Sense of psychological safety in the workplace
- Transformational Sales Conversations

A TASTE OF WHATS INSIDE:

Neurochemistry of Conversations

Neuroscience behind Influence & Trust

How and why conversations miss the mark leading to conflict and mistrust

Measuring the impact of different conversations on the brains of others

Identifying personal conversational style

Moving from Fear & Distrust to Trust

The brain's subconscious response to threat

Understanding 'Good' & 'Bad' Conversation

Techniques for building TRUST with clients & colleagues

Framework for shaping organisational culture

Praise and Giving Intelligent Feedback

Disarming Techniques

Priming and Preparing for a Difficult Conversation

Duration: 2 days



THE CAPTIVATING SPEAKER

This is the most practical public speaking course offered in Africa.

Public speaking is one of the most fundamental people skills attributed to an individual's success in life. Unfortunately few people ever *fully* develop this unique skill, and 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.

This course eases you into speaking beginning with easy ice breakers, and over the two day period, each new speaking exercise builds upon the previous, adding new skills and techniques to improve your speech structure and delivery.

You will have 8 speaking opportunities with every speech recorded and reviewed during the session. You will also receive all of your recorded speeches.

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

Benefit to your Organisation

- Improved pitches, keynotes & speeches
- More convincing sales teams
- Increased sales
- Peace of mind that your employees are enhancing your company brand
- Staff that express their thoughts in a convincing manner
- Charismatic leaders

A TASTE OF WHAT'S INSIDE:

Programming your mindset for confident speaking

Powerful entrances

The Power of the opening

How to become a master storyteller

Mastering your delivery

4 Ways to re-engage your audience

Vocal inflexion 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'

Powerful Close-offs

Duration: 2 Days



INTERNATIONAL DIPLOMACY & PROTOCOL

Learn from Africa's top Diplomacy and Protocol training institution.

Business interactions between countries and/or companies are an extremely sensitive affair, the stakes are high and margins for errors are catastrophic if not handled correctly.

In the 4 day International Diplomacy & Protocol Masterclass you will learn the A-Z of etiquette and Protocol-

- Professional Etiquette & Behaviour
- Image, Grooming & Dress Codes
- Business Entertaining & Dining
- How to manage, host and attend high level events, ceremonial functions and conduct yourself with the greatest respect whilst representing your country.

This course will give you advanced skill and knowledge to conduct yourself professionally, ensure your image is appropriate and seamlessly host high level events and people with exceptional professionalism. Every aspect necessary for your success is explored extensively in this course.

A TASTE OF WHAT'S INSIDE:

Day 1

- Building your professional & political presence
- Strategic Body Language
- Building Connection
- Preparing for Events and Meetings
- Formal Introductions and Elevator Pitches
- Small Talk at high level events
- Art of Networking and Owning the Room
- Email and Telephone Etiquette

Day 2

- Deportment
- Professional Appeal and Make-Up Course (F)
- Grooming (Male)
- High Tea

Day 3

- Professional image
- Understanding formal dress codes
- Dressing for your body and style
- Business entertaining
- Formal dining and wining etiquette

Day 4

- Introduction to protocol and diplomacy
- Protocol officer responsibilities
- Hosting international visits
- Precedence and seating protocol
- Flag protocol
- Hanging of official photographs
- Styles and titles of address
- Invitations and reminders
- Conference planning

Duration: 4 Day



BUSINESS 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 by the fact that business needs to be conducted in a comfortable and seamless way.

In this 4 hour segment, you will learn all the social nuances and dining rules to handle yourself confidently at the table whilst still being able to successfully handle yourself correctly and manage business interactions.

This is the complete course in dining, from selecting restaurants, entertaining clients, understanding the cutlery in front of you, handling guests needs, Asian dining, wine tastings and how to handle business whilst ensuring an enjoyable dining event.

This training includes a 5 course meal, the common question 'which fork for which meal?' and all the seemingly small dining do's and don'ts that get you through the event with grace and nonchalance.

Benefit to Your Organisation

- Staff that know how to entertain clients with ease and confidence
- Stronger client relationships
- New opportunities for entertaining clients
- Staff that reflect professionalism of brand

A TASTE OF WHAT'S INSIDE:

- Business Entertaining
- Invitations
- Receiving Lines
- Host and Guest Duties
- Selecting the Right Restaurant
- Protocol for Ordering, Seating and Paying
- Toasting
- Host and Guest of Honor Duties
- Wining Etiquette
- How to Set the Table
- Dining Manners
- Fine Dining
- Handling glassware
- Dining Do's and Don'ts
- Asian Dining
- As well as many more

Duration: 3/4 Day



VIRTUAL MEETING ETIQUETTE

This is not the standard virtual meeting training - it is the *exceptional* Virtual Meeting training.

In previous times, the calibre of your organisation was judged on many things, one being the professional impression of your offices. Now the calibre of your organisation's professionalism rests heavily on your staff's ability to handle and present themselves appropriately over virtual platforms. The need for virtual professionalism has never been more necessary than it is right now.

Every participant is made to actively participate in this 3 hour practical workshop. Many people believe that by simply learning what went wrong, it automatically teaches them what to do right but this is not always the case.

This workshop gives participants advanced training to ensure that they know how to:-

- Prepare appropriately for the meeting
- Research clients to ensure relationships are built and strengthened
- Open the meeting correctly with clear directives
- Host the meeting without disrupting the flow
- Interpret the subtle body language & facial expression

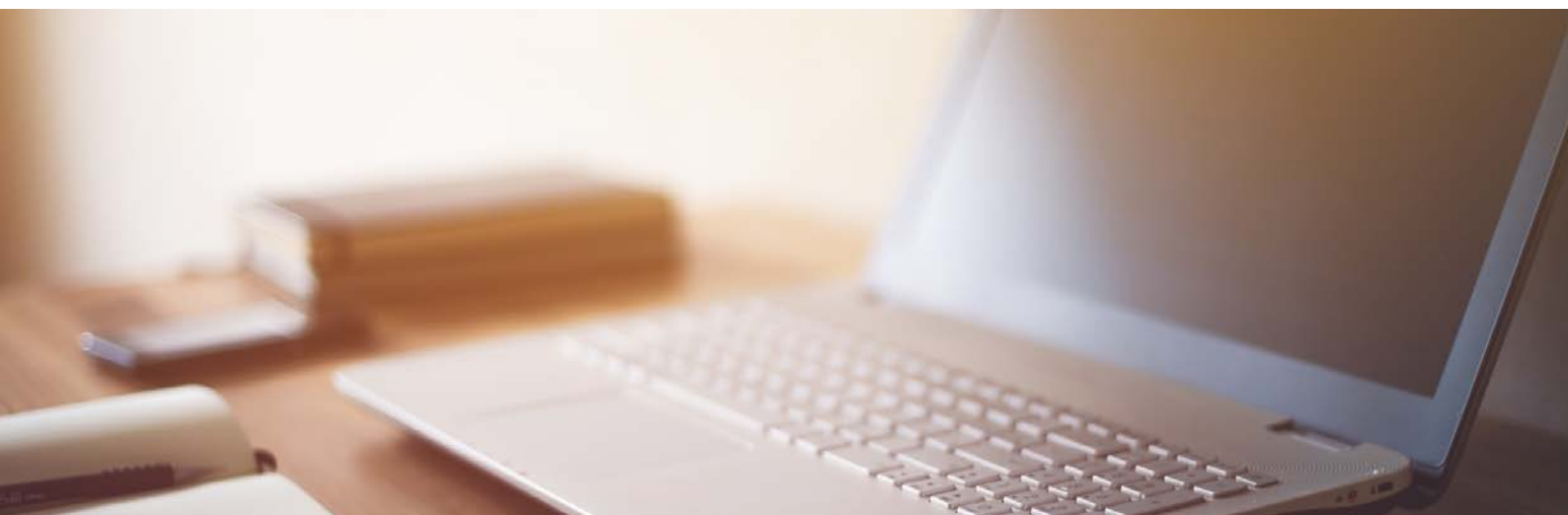
Benefit to Your Organisation

- A professional experience during virtual and physical interactions
- Less time wasted in meetings
- Greater productivity during meetings
- Meetings that achieve desired outcomes in less time
- Reassurance that your staff are maintaining and enhancing your company image.
- Host and handle a seamless meeting with minimal interruptions and maximum participation
- Present a professional impression on screen
- Decode facial expressions and body language

A TASTE OF WHAT'S INSIDE:

- Preparing for a Virtual Meeting
- Preparing the Room/Environment
- Establishing Rules of Engagement for Virtual Meetings
- Reasserting rules of engagement in a diplomatic manner
- Decoding facial expressions & body language
- Virtual Meeting Do's and Don't
- Virtual Chairman Appointment and Duties
- Virtual hosting & Emcee duties
- Virtual Host/Guest Duties
- 'Meeting and Boardroom' behaviours
- 'Room Warming' Conversations
- Video and Teleconferencing Etiquette
- Relationship Building over Digital Platforms

Duration: 3 Hours



CUSTOMISED PROGRAMMES

Research has shown that a company's culture – its personality, it's DNA - is the greatest predictor of long-term sustainability.

Its culture derives from the leadership in particular, and the employees of the organization. Just as an individual may be lacking in certain character and personality traits or soft skills which may be improved with the correct knowledge and training - so can an organisation's.

Customised training enables companies to choose from a wide range of workshop themes, propose innovative combinations of themes or request the design and organisation of a course or workshop that is not listed.

This will enhance your brand and improve your relationships with team members, clients, suppliers, shareholders, the community and investors.

In short it will give you the edge ensuring higher turnover and better profits.

The School of Etiquette, Africa's leading etiquette school, will conduct a free assessment to discover where your organization can improve its soft skills.

OUR 10% MORE

Micro-Learning/Drip Feed Content

The School of Etiquette provides 5-10 minute customised or pre-recorded micro learning videos to help ensure deeper knowledge and skill entrenchment post interventions on all courses delivered by The School of Etiquette team. These can be distributed through your organisation's intranet and mailing system or distributed by The School of Etiquette on behalf of your company.

Online Courses

The School of Etiquette has taken training into a more convenient future.

With unrealistic time demands on professionals, often it can be challenging to take time out of one's schedule to attend trainings. This is why we have created HURU LEARN, our online training portal offering all of our courses in an online version designed for the individual and corporate. We have created several online trainings and can also create custom made trainings for organisations according to their needs.





THE SCHOOL OF ETIQUETTE'S

SPECIALISED PROGRAMMES



LEADERSHIP
DEVELOPMENT
PROGRAMME



THE OVERVIEW

AFRICA'S PREMIER LEADERSHIP GROOMING INSTITUTE

The School of Etiquette's **Leadership Development Programme** is designed to enable your leaders to understand and shape the impact that their behaviour has on their environment and the people around them. Ideal for your current and future leaders and managers, this programme focuses on the vital soft skills and social skills that ensure credibility, trust and following. It develops techniques that allow attendees to speak, look and act in a way that instills trust in them, belief in the company brand and leads to greater organisational effectiveness.

The result?

- Their competence is built faster
- Every new leader becomes a steward for delivering better results through others.
- Established brand ambassadors that reflect the calibre of your organisation.
- Role models and mentors for the rest of the organisation.

Studies show that '58 percent of managers said they didn't receive any management training. Most managers in the workforce were promoted because they were good at what they did, and not necessarily good at making the people around them better.' - A recent study by [CareerBuilder.com](https://www.careerbuilder.com)

Phase 1: Executive Presence

The qualities of personal appeal

Self-esteem

Strategic body language

Small talk

Building rapport (Connection)

Making an entrance

Mingling & networking at events

Choosing & joining groups

Elevator pitches

Preparing for meetings

Boardroom behaviours

Cultural Etiquette

Telephone & Email communication

Virtual Meetings - hosting & attending

Remote relationship management

Dress code Understanding

Clothing selection for impression, event and body shape

Power Dressing

Phase 2: Conversational Intelligence

Neuroscience behind good leadership

Measure the impact of different conversations on the brains of others

Reach desired outcomes through high quality conversations

Discovery questions

Listening to connect

Transformational KPI's

Manager/employee relationship restoration and building

Phase 2: Conversational Intelligence Cntd.

Understanding a good & bad conversation and what leads to them

CIQ Techniques for building TRUST with clients, colleagues and subordinates

CIQ Techniques for building a culture of mutual respect, understanding and transparency

Phase 3: Public Speaking

Confident speakers mindset

Compelling openings and close-offs

Storytelling to influence and persuade

Keynote address structure

Pitching structure

Virtual presentation techniques

Powerpoint philosophy

Phase 4: Business Entertainment & Dining

Restaurant selection

Table placement

Seating placement

Ordering

Handling the cheque

Business talk at the dining table

Dining Manners

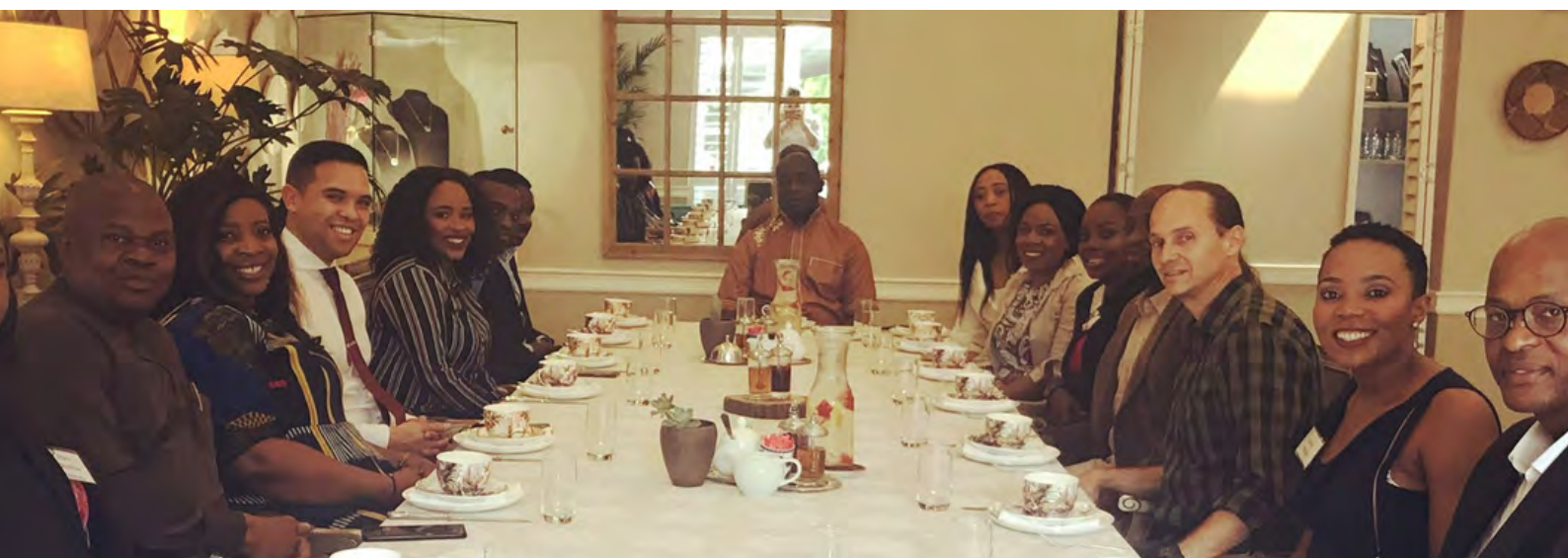
Cutlery Navigation

Glass Understanding

Wine Etiquette & Tasting

Asian Dining

Chopstick use





GRADUATE DEVELOPMENT PROGRAMME



FASTRACK YOUR GRADUATES

Designed to build the competency levels of your graduates much faster by enhancing their behaviour, communication and image to align with the company identity and brand. This programme ensures the successful transition from university to the corporate world giving your graduates the confidence to interact with people and focus on the job at hand instead of second guessing their behaviour.

The **graduate development programme** acclimates your graduates to your professional culture - a way of doing things that separates you from other similar providers.

This gives you the peace of mind that your graduates know how to behave and are well prepared for employment and the expectations of the professional world.

The Challenge

Each graduate comes from a diverse background with a different culture and different way of doing things.

Many young graduates have not even been exposed to a professional environment and the unspoken rules that govern boardrooms and business interactions.

This leads graduates to:

- Unknowingly make mistakes
- Lose focus on the job at hand
- Feel inadequate
- Perform poorly
- Lose motivation
- Reduces employment success

A Solution

The graduate programme provides your employees with:

- The soft skills to handle themselves with confidence and capability in all professional environments
- Strengthen relationships through the improved quality of their communication style
- And present a credible image where clients feel secure in their choice of provider.

"You may be the most technically proficient person in the world but if you do not know how to conduct yourself appropriately all that can amount to nothing."

A Phased Approach:

The **Graduate Development Programme** runs in four phases. They can be re-ordered, adjusted and customised according to your training outcomes.

The sessions are run in virtual and/or face-to-face sessions according to your requirements.

Phase 1: Executive Presence and Image

Phase 2: Conversational Intelligence

Phase 3: Public Speaking

Phase 4: Business Entertainment and Dining



Phase 1: Executive Presence

The Qualities of Personal Appeal
Self-esteem
Strategic Body Language
Small Talk
Building Rapport (connection)
Making an Entrance
Mingling & Networking at events
Choosing & Joining Groups
Elevator Pitches
Preparing for meetings
Boardroom behaviours
Cultural Etiquette
Telephone & Email Communication
Virtual Meetings - Hosting & Attending
Remote Relationship management
Dress Code Understanding
Clothing selection for impression, event and body shape
Power Dressing

Phase 2: Virtual Conduct

Meeting Preparation
Remote Relationship Management
Advanced Host Duties
Guest Duties
Meeting Etiquette Do's and Don'ts
Impression Management & Body Language

Phase 3: Conversational Intelligence

Neuroscience behind good leadership
Measure the impact of different conversations on the brains of others
Reach desired outcomes through high quality conversations
Discovery Questions
Listening to Connect
Transformational KPI's
Manager/employee relationship restoration and building
Understanding a Good & Bad Conversation and what leads to them
CIQ Techniques for building TRUST with clients, colleagues and subordinates
CIQ Techniques for building a culture of mutual respect, understanding and transparency

Phase 4: Public Speaking

Confident Speakers Mindset
Compelling openings and close-offs
Storytelling
Keynote Address structure
Pitching Structure
Workshop Facilitation & Speech structure
Virtual Presentation Techniques
Powerpoint Philosophy





THE SCHOOL OF ETIQUETTE

KNOW MORE • DO MORE • BE MORE

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