
THE PROTOCOL SCHOOL OF WASHINGTON DELIVERS WORLD-CLASS E-LEARNING TRAINING TO YOUR DEVICE



WE TEACH PEOPLE SKILLS TO INCREASE SOCIAL INTELLIGENCE

84%



*of employers
consider soft
skills to be
among their
most
important
hiring criteria.
- UMASS Study*

82%



of executives report
having to give official
warnings to
employees for
etiquette offenses.
-The Ladders.com

“

84%



of upper and mid-level
management at
professional services firms
believe that their staff is
inconsiderate and rude in
the workplace.

-Kessler International

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THE PRINCIPLES OF PROFESSIONALISM E-LEARNING SERIES

In today's global business environment, protocol and etiquette intelligence will distinguish you from the crowd and give you a competitive edge.

THE POWER OF PROFESSIONAL PRESENCE

Master your personal brand, your appearance, and make a great first impression at work and in various business situations.

Course length: 45 to 60 minutes.

- Make a positive first impression and project a professional image.
- Recognize and apply standard business dress codes.
- Dress appropriately for your work environment.
- Choose appropriate wardrobe colors and accessories.
- Understand the importance of grooming in projecting a successful business image.



OUTCLASS THE COMPETITION - BUSINESS ETIQUETTE

Level up your leadership skills to project confidence and build professional relationships.

Course length: 60 to 90 minutes.

- Learn to properly apply protocol and etiquette intelligence in the business world.
- Make a powerful entrance and interact with confidence.
- Identify and exchange appropriate greetings.
- Make proper introductions.
- Establish relationships using verbal and nonverbal communication.
- Learn to build a respectful environment to increase workplace productivity.



OUTCLASS THE COMPETITION - DINING ETIQUETTE FUNDAMENTALS

Strengthen your dining etiquette to display good business manners at the table and in other business and social situations.

Course length: 60 to 90 minutes.

- Learn dining etiquette fundamentals.
- Describe the roles of the host and guest at a professional luncheon.
- Manage the logistics of organizing a business luncheon.
- Describe best practices of table etiquette.
- Recognize the key aspects of American and European styles of dining.

THE EXECUTIVE MANAGEMENT E-LEARNING SERIES

Lead with confidence with advanced protocol, etiquette, and dining skill mastery.

HOW TO SUCCEED IN THE INTERNATIONAL ARENA

Enhance your intercultural sensitivity to create influential business relationships and opportunities with clients and colleagues.

Course length: 60 to 90 minutes.

- Expand cultural awareness and recognize cultural differences.
- Master gift-giving protocol.
- List and describe strategic dos and don'ts.
- Recognize the benefits of etiquette and protocol intelligence.
- Learn the personal skills for international business meetings.
- Understand the business and social customs to influence global negotiations.



DINE LIKE A DIPLOMAT

Learn formal entertaining skills including intercultural dining protocols, receiving lines, and international toasting to reflect positively on your organization.

Course length: 90 to 120 minutes.

- Learn the roles of the host, guest of honor, and guest at a formal event.
- Reply to and extend invitations for a formal event.
- Understand when receiving lines are practical and how to implement them.
- Describe the protocol of seating and create effective seating arrangements.
- Understand and apply table etiquette at formal dining events.
- Describe the basics of toasting.
- Describe the key aspects of international styles of dining.



BUSINESS PROTOCOL FOR PROFESSIONALS

Successfully represent your organization and project confidence and authority when hosting or attending formal meetings and events.

Course length: 45 to 60 minutes.

- Apply protocol and etiquette in professional settings.
- Recognize how precedence is determined and its impact on business.
- Learn how precedence influences seating.
- Use appropriate titles and forms of address when interacting with VIPs and guests.
- Properly display flags and select official gifts.

BENEFITS OF E-LEARNING

- Interactive content with knowledge checks and downloadable reference material.
- Self-paced access is available 24/7 on most devices.
- Flexible and cost-effective option to complement online and in-person training.
- Ensures consistency in training.
- Trackable student progress and completion rates.
- Access for up to one year on PSOW's Learning Management System (LMS) or hosted on an organization's internal SCORM-compliant LMS.
- Digital certificate of completion.



Please contact us for more information.
Email: U.S.: info@psow.edu. UAE: infomena@psow.edu.
Phone: U.S.: +1.803.407.4177. UAE: +971.4.3757555.