

The Protocol School of Washington®

EVERYTHING SPEAKS

People Skills to Increase Social Intelligence



The Principles of Professionalism 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: 90-120 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: 90-120 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: 90-120 minutes

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.

- Theladders.com

84%

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

- Kessler International



- 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 Protocol School of Washington exceeded my expectations of what I could learn and the resources that would be available to me after the class. Since that time, I have lost count of the number of times I have used this new knowledge. Bonus: I met amazing people and had fun! I highly recommend PSOW to anyone who wants to up their game.”

- Debbie Marshall, Manager, Federal & International Affairs, Washington, DC, USA

The Executive Management 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: 90-120 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: 90-120 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: 90-120 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.

Please contact us for more information.

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Everything Speaks equips students with practical, immediately applicable skills, including:

Interview Excellence

Confident introductions, professional presence, appropriate dress, effective verbal and non-verbal communication, thoughtful follow-up etiquette, and the foundations of executive presence.

Workplace Readiness

Understanding professional expectations, accountability, respect, communication styles, and workplace culture.

Professional Confidence

Helping students move from “student” to “professional” with clarity, self-assurance, and credibility.

Career Longevity Skills

Relationship-building skills that reduce anxiety when entering real-world environments like understanding proper greetings, how to get into and out of groups when in social situations, and presenting themselves confidently and professionally – Everything Speaks!