



**Imagine...**being your own boss; training, traveling, learning, speaking, and helping others increase their confidence, productivity, Social IQ, and personal power.

**Imagine...**building a business based on your personal values of integrity, character, and civility.

**Everything you imagine can become a reality.** Join nationally recognized etiquette experts from The Civility Group Inc. and Train to be an Etiquette Consultant specializing in *Courtesy for Children, Youth, Teens, Dining and Social Etiquette.*

With a resurgence of interest in traditional values, more and more educators, parents, communities, and businesses recognize that civility is invaluable. There is a high demand for professional etiquette consultants with credible training and experience.

#### **Why is etiquette and civility training important?**

- Social IQ- that is, having an understanding of what behaviour is expected and respected in any situation can increase confidence (for children as well as adults) significantly.
- Studies suggest that professional success is directly related to a person's Social Quotient- a combination of social skills, people skills and ability to get along with others.
- In a world where things change constantly; demographics, technology, career profiles, socially and culturally, core values- integrity, courtesy, sincerity, kindness, are still essential to building long-term personal and professional relationships.

**Children's Etiquette Trainer package includes the following:**

**COST: \$1800.00US (5 payment plan is available)**

- a) Domain name, logo, and 3 page website developed and customized for your company (we build it as per feedback from you).
- b) A Start Your Own Etiquette Business handbook and ongoing optional coaching

through 6 self-study and/or online Trainer modules over 6 months.

c) Automatic enrollment into the International Civility Trainer's Consortium which puts you in touch with etiquette trainers all over the world, and ongoing resources and new materials.

d) Opportunity to take an exam towards achieving status as a ICTC Certified Civility Trainer

e) 5 curriculum kits for kids:

- MannersMatterUSA (3 piece curriculum pack) - Macaroni and Please (ages 4-7), Confidence is Cool (ages 5-8), and Proud to be Polite (ages 6-9). (Hard copies will be mailed to you)
- The Complete Guide to Courtesy Camp (ages 5-8) and Etiquette 101 (for teens ages 14-18)

f) Social Etiquette Training Kit- What's Your Social IQ

g) Tea Etiquette Training Kit

h) Dining for all Ages Kit compete with power point and Trainer's notes.

i) The Kindergarten Kickoff Kit

j) The Manners Minutes: Manners at School program- go to [www.mannersatschool.com](http://www.mannersatschool.com) to see details.

k) The HomeSchool Manners kit - go to [www.homemademanners.com](http://www.homemademanners.com) to see details.

l) A PDF file for e-book Beware the Tablemonsters that you can use for promotional purposes or as training tool.

m) Everything you need to start making money teaching civility within 8 weeks of receiving the materials including press releases, registration forms, templates, etc.

n) You would also have affiliate status with our company; this automatically builds your credibility and enables to present your company as an international organization

o) You would have the benefit of access to all the experts at our sister company, the Center for Organizational Cultural Competence; see [www.culturalcompetence.ca](http://www.culturalcompetence.ca).

p) You would have opportunity to post your products and services through out international shopping cart and generate revenue through referral sales.

q) When the opportunity arises, we would sub-contract you for (or in some cases forward you) opportunities to train/teach our clients in your area.

**BONUS: For anyone who buys the Distance Program Trainer prior to September 1, 2009, we will include:**

- Charming Chatterbox lesson (Ideal for little girls tea parties and other special events)
- Bee Polite (Themed manners lesson for young children ages 3-5)

r) **SPECIAL CONSIDERATION:** If you prefer a face-to-face training program- and/or you are planning to open your business in the next few months, we can come to your city and spend 3 full days training you face-to-face and also help you plan and co-present at a launch session, e.g., a courtesy camp or dining or social etiquette event that you can invite guests to and/or sell tickets to, to get you started generating revenue. The cost for this is \$5850.00US which includes all of a-q as well as option r).

You can learn more about our organization by visiting some of our sites:

[www.civilityexperts.com](http://www.civilityexperts.com)

[www.culturalcompetence.ca](http://www.culturalcompetence.ca)

[www.culturetraining.ca](http://www.culturetraining.ca)

[www.keynotepresenters.com](http://www.keynotepresenters.com)

[www.mannersmatterCanada.com](http://www.mannersmatterCanada.com)

[www.bewarethetablemonsters.com](http://www.bewarethetablemonsters.com)

[www.schoolofservice.com](http://www.schoolofservice.com)

[www.internationalcivilitytrainer.com](http://www.internationalcivilitytrainer.com)

[www.lewbayer.com](http://www.lewbayer.com)

[www.mannersgames.com](http://www.mannersgames.com)

[www.diversitytrainingtoolkits.com](http://www.diversitytrainingtoolkits.com)

[www.etiquetteladiesUSA.com](http://www.etiquetteladiesUSA.com)

[www.homemademanners.com](http://www.homemademanners.com)

[www.freemannerslesson.com](http://www.freemannerslesson.com)

[www.diversitytrainingtoolkits.com](http://www.diversitytrainingtoolkits.com)

**NOTE: if you are interested in Train-the-Trainer but you do not want to invest in a complete package, you can visit our shopping cart at [www.culturalcompetence.ca](http://www.culturalcompetence.ca) to buy any of our lessons, toolkits, or trainer guides a la carte.**

### **BENEFITS of the Children's Etiquette Trainer's Certificate Program**

As you complete this comprehensive Train the Trainer program, you will:

- Interact with leading etiquette experts and other etiquette business owners
- Initiate a business plan to start or grow your own etiquette business
- Understand your entrepreneurial strengths and weaknesses
- Learn how to prioritize tasks and manage your business
- Practice your presentation skills and learn techniques for presenting yourself with poise, credibility, and confidence (video-taped session)
- Assess your professional presence and see where you can better utilize your personal attributes
- Learn marketing tips and strategies for growing your business
- Hear strategies for managing the media and maximizing publicity opportunities
- Learn techniques for high impact business writing; winning proposals, press releases, emails that sell
- Receive practical take-home materials that you can use daily in your business
- Participate in hands-on review of curriculum/courses

For a limited time, you can add 27 comprehensive Civility at Work/Business Etiquette lessons to your trainer package.

**Save \$1000 TODAY....regular price for business lessons \$1800.00 sale price \$800.00US when included with a Children's Etiquette Trainer package.**

Contact [lew@civilityexperts.com](mailto:lew@civilityexperts.com) for registration information and details.

**Overview of optional add-on business etiquette lessons:**

**1. Communicating Respect and Leadership (5 detailed lessons)**

Everything you need to know to help individuals and groups in business settings communicate with confidence and courtesy. Topics include pinpointing communication problems and overcoming communication catastrophes, listening skills, communication habits that increase teamwork and productivity, understanding communication types, nonverbal communication; first impressions, handshakes, and use of business cards, verbal communication skills; voice, word choice, using technology politely, and more.

**2. Corporate Courtesies: Setting the Standard (5 detailed lessons)**

This content covers essential business entertaining and corporate courtesy. Topics include everything from formal business dining, to networking and reception etiquette, corporate gift giving, proper use of thank you cards and business correspondence, corporate event planning, meeting and presentation protocol, business travel etiquette and mixing business and pleasure guidelines.

**3. Leveraging Social IQ- Achieving Maximum Potential (5 detailed lessons)**

Among other things, success in modern business is typically achieved through a combination of technical skills, timing, character, attitude, and Social IQ. Increasingly, Social IQ is one quality which when leveraged can boost success. This content covers the basics of Social IQ including theories and why it is important. In addition to the basics of Social IQ- as related to business environments, materials include: key facets of productivity, ten steps to gaining confidence and how to eliminate self-defeating behaviours, decision-making skills, negotiating, time and priorities management strategies and more.

**4. The Power of Professional Presence (5 detailed lessons)**

Knowledge about how to present yourself professionally gives a powerful edge over the competition. First impressions do matter and there's a lot more to professionalism than an expensive suit. Success in modern business is determined by a combination of confidence, competence, attitude, demeanor, and communication. These are enhanced by a polished executive image. This content includes tips on how to leave a positive lasting impression, discusses what "professionalism" means in relation to appearance and attitude, details about what "performance" attire is, recognizing behaviours that undermine your credibility, nonverbal communication and utilizing posture and stance to communicate more effectively.

**5. Civility World-wide (7 detailed lessons)**

Increasingly success in business requires an understanding of world-wide business; specifics of how professionals around the globe handle business. This interesting and

informative material looks at how different cultures handle some of the basics of business etiquette including:

- greetings and introductions
- corporate gift-giving
- business dining
- meetings and negotiations
- business interaction and communication
- professional attire
- gender and other sensitive issues