

CHILDREN'S ETIQUETTE CERTIFIED COACH PROGRAMME

Kidiquette™

Ambassador Prospectus

Confidence, communication and modern manners
for children aged 3–12, with age-specific teaching
and resources.

LIVE ONLINE

16–18 March 2027

EACH DAY

09:00–16:00 UK time

Children's Etiquette Certified Coach Programme and the separate licensed
Ambassador pathway.



01 · WELCOME

Learn the content. Practise the delivery. Choose your pathway.

Prepare to teach children the everyday skills that help them greet others, communicate respectfully, build friendships and feel comfortable at the table.

Across three live online days you study the content and practise how to teach it.

Certification supports your own coaching offer.
Becoming a Kidiquette™ Ambassador requires a separate application, approval and annual licence.

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02 • WHO IT IS FOR

For professionals who work with children

Teachers, educators, trainers, coaches, mentors, etiquette consultants and professionals working with children and families.

You should be willing to practise your delivery, adapt activities to your learners and meet the professional requirements for working with children in your location.

TEACHERS

EDUCATORS

COACHES

ETIQUETTE CONSULTANTS

AT A GLANCE

● Three live online days

16–18 March 2027, 09:00–16:00 UK time each day, with discussion, demonstrations, practice and scheduled breaks.

● Learner age groups

Ages 3–6, 6–9 and 10–12. The revised live agenda focuses on ages 6–12, with early-years adaptations in the coach resources.

● Practical assessment

Plan a 45–60 minute session and prepare a focused 10-minute teaching segment, followed by the professional assignment.

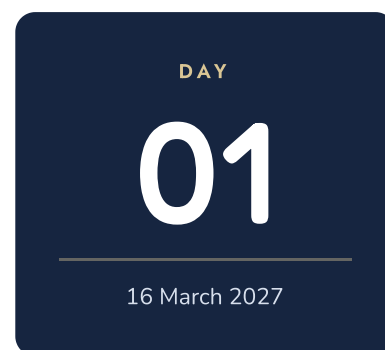
● Certification and licence

Coach certification and Kidiquette™ Ambassador status are separate. A certificate does not grant branded programme rights.

03 · DAY ONE

Foundations of children's etiquette coaching

Build a practical foundation for teaching children safely and inclusively, with clear explanations and repeated opportunities to practise.



01 **Etiquette and everyday behaviour**
Explain kindness, consideration and social awareness through situations children recognise at home and school.

02 **Greetings and first impressions**
Model introductions, voice, posture and making an entrance. Practise culturally appropriate greetings with choices around touch and eye contact.

03 **Professional boundaries**
Explore safe communication, consent, parent expectations, confidentiality limits and appropriate responses to concerns.

04 **Child development and inclusion**
Adapt instructions, pace and participation for different ages, language needs, sensory preferences and social comfort.

05 **Communication preferences**
Use the DISC Birds resources to practise flexible coaching. Observe behaviour without assigning children fixed personality labels.

06 **Reflection and preparation**
Connect the day's learning to communication and dining. Identify one activity you can adapt for your intended age group.

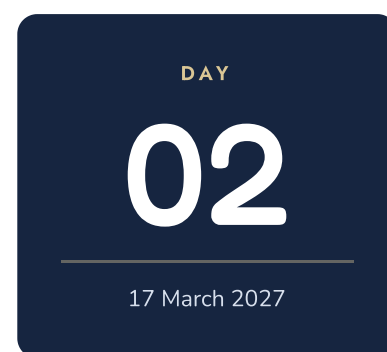
09:00–16:00 UK TIME

FOUNDATIONS AND SAFE COACHING

04 · DAY TWO

Communication, friendship and the coached meal

Move from personal presence to how children connect with others, then apply the learning through realistic table practice.



01 Communication and listening

Teach tone, expression, turn-taking and respectful replies through listening activities and the Tone Thermometer.

02 Friendship and inclusion

Practise joining a group, including someone, declining kindly and responding to exclusion or peer pressure.

03 Feelings and self-regulation

Use feelings vocabulary and pause-breathe-think scenarios to help children choose considerate responses.

04 Dining foundations

Demonstrate place settings, napkin use, cutlery, posture, passing and polite requests, with appropriate cultural context.

05 The coached meal

Rotate coach, learner and observer roles. Guide table conversation, host and guest behaviour and recovery from small mistakes.

06 Building a child-friendly lesson

Turn one communication or dining topic into an objective, demonstration, activity and review, with practical feedback.



Online dining practice uses your own prepared table setting and meal. Preparation details are provided before the programme.

05 · DAY THREE

Modern manners, assessment and your coaching offer

Bring the content together through real-life situations, safe practice and a clear plan for your first children's programme.



01 Sportsmanship and resilience

Teach fairness, teamwork and considerate winning and losing through games and the Prepare-Engage-Reflect cycle.

02 Digital etiquette

Explore device use, privacy, permission and digital footprints through age-appropriate situations and discussion.

03 Invitations and gratitude

Practise invitations, replies and thank-you notes that describe the kindness received and why it mattered.

04 Safeguarding in practice

Work through disclosure responses, confidentiality limits, record keeping and reporting routes, building on Day One.

05 Business development

Define an audience, outline a children's etiquette offer, plan parent communication and prepare a 30-day action plan.

06 Assessment and next steps

Review the lesson-plan assignment and 10-minute teaching segment. Refine your objective and confirm submission expectations.

06 · THE TEACHING APPROACH

A closer look at the lesson plans

Each lesson connects an outcome with teaching points, an activity, reflection and a practical application. Your role is to model considerate behaviour and make practice safe and enjoyable.

● Explain and demonstrate

Introduce one clear idea in language children understand, then show the behaviour before asking them to try it.

● Practise and reflect

Use short activities and specific feedback. Invite another attempt and discuss how the skill can help outside the session.

THREE AGE PATHWAYS

Kidiquette™ Little Etiquette Stars

AGES 3–6

Stories, imitation, movement and repetition develop greetings, turn-taking, courtesy and simple dining habits.

Kidiquette™ Champions

AGES 6–9

Games, scenarios and guided practice build communication, friendship, table manners and responsibility.

Kidiquette™ Young Leaders

AGES 10–12

Discussion, role play and reflection develop social confidence, independence, emotional awareness and leadership.

Inclusive participation

Offer alternatives to public speaking, touch and eye contact. Adapt sensory demands, instructions and transitions.

07 · YOUR RESOURCE COLLECTION

Materials that support planning and delivery

The coach collection brings together programme content, practical activities and tools for working with children and parents.

MATERIAL	HOW IT SUPPORTS YOUR TEACHING
Trainer and Coach Guide	Curriculum, age pathways, inclusion, safeguarding, delivery, assessment and business planning.
Three-day agendas and lesson plans	Learning outcomes, teaching sequence, activities, timings and preparation.
Activities by age	Adapted greetings, listening, friendship, dining, sportsmanship, feelings and gratitude exercises.
DISC Birds presentation and activities	Trainer practice in observation, communication preferences and flexible responses.
My Kidiquette™ Journey ages 10–12	Goals, confidence, communication, leadership, dining, digital behaviour and reflection.
Parent companion guidance	Shared language, home practice and support for the child's progress.
Planning and assessment tools	Lesson-plan structure, observation forms, teaching criteria and assignment guidance.

Resource permissions. Certification resources support your professional learning. Reproducing, adapting, translating or distributing The British School of Excellence materials requires the relevant written permission. Ambassador resources sit within the separate licence.

08 • BEFORE YOU ENROL

Certificates, assessment and enrolment

CERTIFICATE OR RECOGNITION	POSITION
Children's Etiquette Certified Coach	Issued by The British School of Excellence after successful completion and approval of the assessment.
CPD Standards Office	Continuing professional development accreditation. Certificate arrangements are confirmed in your enrolment information.
ILM, part of City & Guilds	Programme recognition is referenced in the coach guide. Any separate certificate and additional fee must be confirmed before booking.

● Assessment

A lesson plan, activities, toolkit, biography, up to 12 slides, marketing plan and feedback questionnaire, plus teaching evidence, reflection and a safeguarding scenario.

● Submission

Submit within 30 days of completing the course. Your assessment brief confirms the teaching evidence required, review process and any resubmission arrangements.

PROGRAMME INVESTMENT

£2,495

Excluding VAT where applicable. Materials, resources and assessment are included. Request confirmation of certificate inclusions and payment options.

● Attendance and booking

Plan to attend all three live days. Enrolment documents confirm payment, attendance, cancellation, transfer and postponement terms before you commit.

09 · AFTER CERTIFICATION

Two separate pathways for your teaching plans

Both routes begin with the Children's Etiquette Certified Coach Programme. The £2,495 programme fee covers certification, while the Ambassador opportunity has a separate application and licence.

PATHWAY 1

Certified Coach

Complete the certification and assessment, then develop your own original children's etiquette offer under your own name and business.

Included in certification

Professional training, assessment and the coach learning resources, subject to their stated permissions.

Your own market identity

Describe your training and qualification accurately. Certification alone does not confer Kidiquette™ marks or Ambassador status.

PATHWAY 2

Kidiquette™ Ambassador

Apply separately to deliver the named Kidiquette™ programme using approved resources and identity under an annual licence.

A separate licence investment

Application, suitability checks, approval, a signed licence and agreed commercial terms are required.

An approved programme identity

Use the licensed names, assets and materials within your agreed territory, delivery scope and active licence term.

Completing coach certification does not automatically make you a Kidiquette™ Ambassador. The pages that follow explain the permissions and commitments for each route.

10 • PATHWAY 1 | CERTIFIED COACH

Deliver under your own brand

After successful certification, develop children's etiquette sessions under your own name, business and brand, with content suited to your audience.

- **A professional foundation**

Build your offer around the principles, teaching methods and safe practice developed during certification.

- **Your own original programme**

Create your own lesson content, activities and learner materials for schools, clubs or private clients.

- **An accurate qualification**

State that you trained with The British School of Excellence and use your certified coach title appropriately.

- **Clear resource permissions**

Check written permissions before reproducing, adapting or distributing supplied materials, images or testimonials.



Licensing. Kidiquette™, Little Etiquette Stars, Young Leaders and Internetiquette programme names, logos and Ambassador collateral require separate written licensing permission.



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PATHWAY 2 | SEPARATE ANNUAL LICENCE

PATHWAY 2 | AMBASSADOR PROSPECTUS

Kidiquette™

Confidence, communication and
modern manners for children.

Bring a structured, age-appropriate programme to your local market as a Kidiquette™ Ambassador of The British School of Excellence.

A separate opportunity for certified coaches, subject to application, approval and an annual licence. The licence is not included in the certification programme fee.

11 · PATHWAY 2 | KIDIQUETTE™

A children's programme for your local market

Kidiquette™ brings together practical social skills, emotional awareness and modern manners. You remain an independent professional, while The British School of Excellence governs the programme identity and delivery standards.

WHAT CHILDREN PRACTISE

● Confidence and communication

Greetings, introductions, listening and speaking clearly in familiar social situations.

● Dining and social confidence

Using a place setting, joining table conversation and being a considerate host or guest.

● Responsibility and global awareness

Fair play, mindful device use, gratitude and consideration for cultural differences in everyday life.

● Friendship and consideration

Joining in, including others, setting respectful boundaries and making thoughtful choices.

● Emotional awareness

Recognising feelings, recovering from mistakes and responding calmly to disappointment.

● An age-appropriate journey

Little Etiquette Stars, Kidiquette™ Champions and Kidiquette™ Young Leaders, within the age scope agreed in your licence.



12 · WHAT AMBASSADORS RECEIVE

A complete programme and delivery package

Approved Ambassadors receive the teaching and brand resources needed to promote and deliver Kidiquette™ within their licence. The agreed package identifies the age groups and materials covered.

01

Programme resources

Licensed curriculum and leader guidance, lesson plans, learning objectives, teaching notes, activities, role plays and demonstrations.

02

Participant materials

Workbooks, reflection and HomeFUN activities, progress records and parent guidance on communication, dining, friendships, resilience and digital boundaries.

03

Brand identity

Approved Kidiquette™ Ambassador designation, badge, logo assets, marketing wording and email signature, with a website listing.

04

Business and delivery support

Ambassador onboarding, delivery guidance, marketing templates, operational support and programme updates. Quality audits support consistent standards.



Participant certificates are issued by The British School of Excellence at an additional fee per certificate. Printed materials, translations and adaptations follow the permissions in your agreement.

13 · PROGRAMME MODULES

Twelve areas of everyday learning

01 Kindness, respect and consideration

03 Greetings and introductions

05 Conversation, listening and tone

07 Dining etiquette and table manners

09 Emotional awareness and resilience

11 Techiquette and digital responsibility

02 Confidence, posture and first impressions

04 Personal presentation and self-care

06 Friendship, inclusion and boundaries

08 Hosting, guests and social occasions

10 Sportsmanship, teamwork and leadership

12 Invitations, gratitude and thank-you notes

14 · YOUR BUSINESS OPPORTUNITY

Develop an offer for children and families

Work with parents, schools, clubs, family-focused organisations and private clients within your licence. Delivery can include school sessions, small-group workshops, holiday programmes and dining experiences.

PARENTS

SCHOOLS

CLUBS

FAMILY ORGANISATIONS

PRIVATE CLIENTS

School formats

School formats include a four-session enrichment programme, a term-long character curriculum, an intensive etiquette week or a prep-school transition course.

Indicative school pricing: £35–£80 per pupil

Depending on format, with whole-cohort quotations available. This is planning guidance, subject to the agreed offer and licence.

15 · BECOMING AN AMBASSADOR

From application to launch

The Ambassador opportunity operates through a 12-month licence. Continuation depends on renewal and compliance with the agreed standards.

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| <p>1 Certify
Complete the Children's Etiquette Certified Coach Programme and its assessment.</p> | <p>2 Enquire
Tell us about your background, location, intended age groups and interest in Kidiquette™.</p> |
| <p>3 Discuss suitability
Explore your market, experience, delivery plans and arrangements for working safely with children.</p> | <p>4 Agree the licence
Confirm territory, age scope, programme rights, commercial terms and the annual licence agreement.</p> |
| <p>5 Complete onboarding
Receive the agreed teaching materials, brand assets and guidance for delivery and marketing.</p> | <p>6 Launch
Promote and deliver Kidiquette™ in your agreed market, following the approved standards.</p> |

Before you sign. Fees, renewal conditions, quality audits and permissions are confirmed in writing before you sign. Approval considers educational experience, professional reputation and commitment to programme standards.

A FUTURE FLAGSHIP CONCEPT

The Kidiquette™ London Experience

A proposed five-to-six-day experience for international families, with afternoon tea, cultural outings, public speaking, confidence coaching and a celebration. Indicative pricing is £2,000–£3,500 per child, excluding accommodation. Participation and delivery rights require separate agreement.



16 · HOW THE AMBASSADOR LICENCE WORKS

Partner tiers and licence terms

The proposed model combines an annual licence with a revenue share. These ranges are indicative planning figures, with final fees and the royalty calculation agreed in writing.

Boutique Partner

Individual trainers

ANNUAL LICENCE

£3,500–£5,000

Rights and quality

Curriculum rights, brand use, marketing templates, partner training and directory listing form the proposed package. Mandatory quality audits protect delivery standards.

Territory and online teaching

Exclusivity and delivery scope require written agreement. Teaching online outside the territory needs prior approval. Sublicensing is available only where expressly granted to a Master Licensee.

Clients and certificates

Booking and payment responsibilities are agreed in the licence. The British School of Excellence issues participant certificates at an additional fee per certificate.

Renewal and ending a licence

Rights require an active licence. If it ends, new bookings stop and a written plan covers enrolled learners. Further brand or material use requires authorisation.

Brand standards. Use approved brand assets and wording. No independent Kidiquette™ website or domain, unapproved trainers or altered certificates. Tax treatment, royalty basis, payment dates and renewal terms are confirmed before signing.

17 · RECAP | THE TWO PATHWAYS

Side by side

Choose the route that suits how you want to teach, present your business and use programme materials.

	CERTIFIED COACH	KIDIQUETTE™ AMBASSADOR
Investment	£2,495 certification fee, excluding VAT where applicable	Separate annual licence and royalty agreed before signing
Identity	Your own business and brand	Approved Kidiquette™ identity and Ambassador designation
Teaching base	Your own original offer, drawing on the training principles	Licensed curriculum and agreed Ambassador resources
Entry	Successful training and assessment	Certification, application, suitability checks and approval
Permissions	Qualification and stated coach resource permissions	Programme rights during the active licence term
Branded materials	Separate written permission required	Use within the signed licence and brand standards

A CONSISTENT PROGRAMME IDENTITY



Represent Kidiquette™ clearly in your market

Approved Ambassador wording, badge, logo assets, email signature and website listing identify your relationship with The British School of Excellence. Use them consistently and only while your licence permits.

18 · QUESTIONS COACHES OFTEN ASK

Before you enrol

Can I deliver under my own business name?

Yes, once certified you can develop your own offer under your own brand. Supplied materials remain subject to written resource permissions.

Is the Ambassador licence included in £2,495?

No, Kidiquette™ requires a separate application, approval and licence, with an annual fee and revenue share agreed before signing.

Does the training cover younger children?

The live agenda focuses on ages 6–12. The coach collection includes early-years adaptations. Your Ambassador licence confirms the ages you may deliver to.

Can I use the logo or issue certificates?

Branded identity requires an active licence. Participant certificates are issued by The British School of Excellence under the agreed process.

What should I arrange before teaching?

Check local requirements for safeguarding, professional checks, insurance, consent and data protection. The programme does not replace specialist qualifications.

NEXT LIVE ONLINE COHORT

16–18 March 2027 | £2,495

09:00–16:00 UK time each day. Programme fee excludes VAT where applicable.

The Kidiquette™ Ambassador licence is a separate investment.



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19 · YOUR NEXT STEP

Teach children confidence, communication and consideration

Apply for the Children's Etiquette Certified Coach Programme, or book a conversation to explore a Kidiquette™ Ambassador application and the licence arrangements for your market.

APPLY NOW

BOOK A CONVERSATION

hello@thebritishschoolofexcellence.com

WhatsApp +44 7553 885492

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Ambassador opportunities are subject to application, approval and a signed licence. Enrolment and licence documents govern the final fees, permissions and commercial terms.