



THE BRITISH SCHOOL OF EXCELLENCE

LICENSED PARTNER EDITION



THE BRITISH SCHOOL OF EXCELLENCE

Polished & Powerful

SOCIAL ETIQUETTE FOR THE MODERN GENTLEMAN

Licensed Partner *Prospectus*

BUILDING CONFIDENCE · CHANGING LIVES



CONTENTS

prospectus

<i>i</i>	The Opportunity	03
<i>ii</i>	The Programme	04
<i>iii</i>	Movement One PERSONAL PRESENCE & STYLE	05
<i>iv</i>	Movement Two SOCIAL CONFIDENCE & FINE DINING	08
<i>v</i>	What Partners Receive	11
<i>vi</i>	How Licensing Works	12
<i>vii</i>	Next Steps	13

*Polished & Powerful is a programme of The British School
of Excellence.*

i THE OPPORTUNITY

A proven programme for men, *delivered under your name in your area*

Polished & Powerful is The British School of Excellence's social etiquette programme for the modern gentleman. It is practical and current — not about rigid rules, but about understanding what is appropriate and making considered choices, socially and professionally.

Men increasingly look for guidance on presence, dress, conversation, networking, modern dating and dining — yet very few

programmes are written specifically for them. As a Licensed Partner, you gain exclusive rights to deliver both Movements in your area, with the full curriculum, materials, brand and support of The British School of Excellence behind you.

You bring the relationships and the local knowledge. We provide the programme, train you to deliver it, and stay alongside you as you grow.

*An established curriculum,
a recognised name and **an**
area that is yours alone.*

WHO IT SUITS

1 Etiquette and protocol consultants

2 Image, style and personal branding consultants

3 Executive and leadership coaches

4 Men's grooming, tailoring and lifestyle businesses

5 Finishing schools and training academies

6 Corporate learning and development providers





ii THE PROGRAMME

Two Movements. *One complete standard.*

Each Movement runs for 90 minutes and can be sold on its own — though most participants take both.

I

MOVEMENT ONE

Personal Presence, Style & The Modern Gentleman

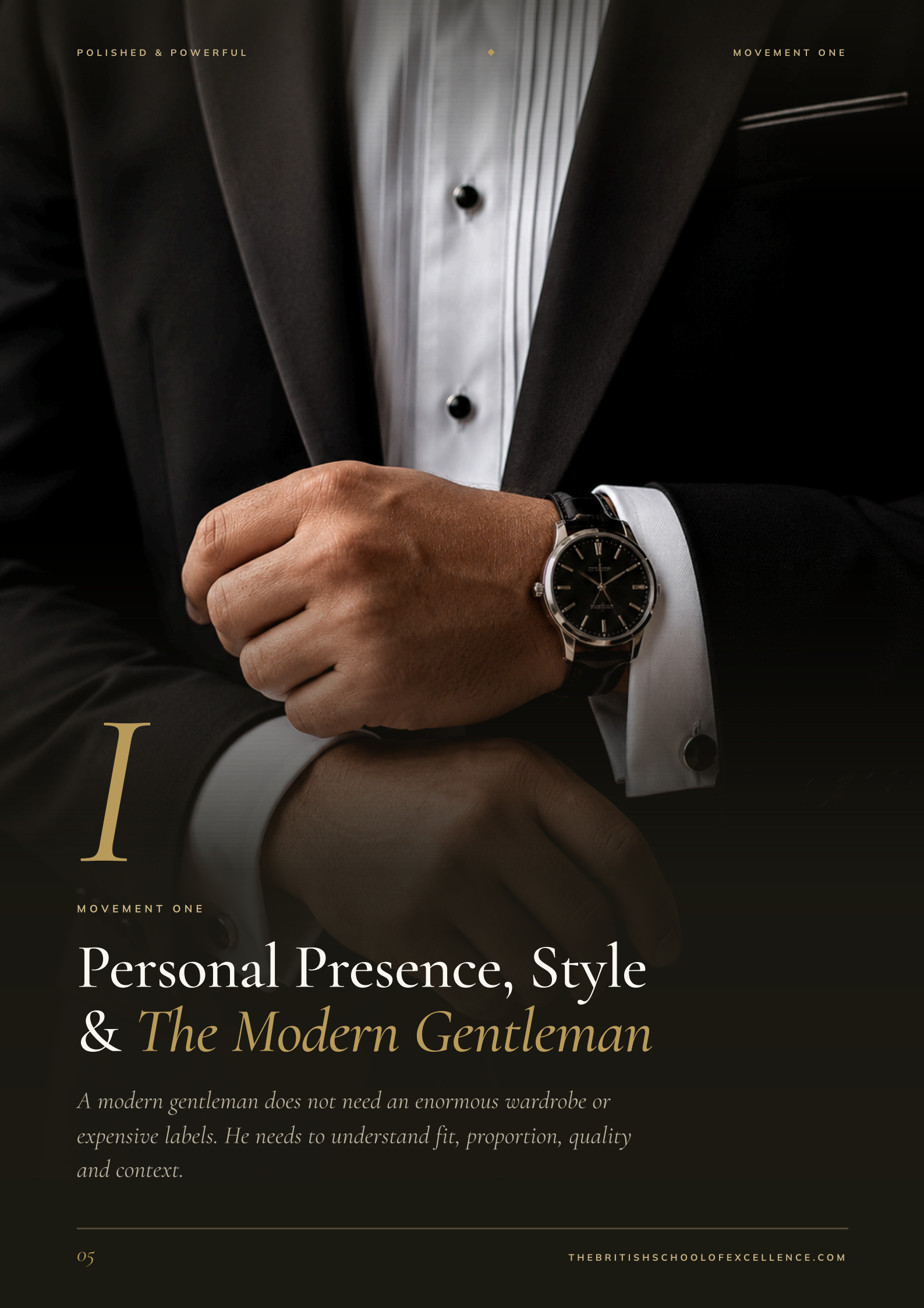
How grooming, clothing, posture and attention to detail work together — presence, dress codes, tailoring, shoes and accessories.

II

MOVEMENT TWO

Social Confidence, Modern Manners & Fine Dining

That presence taken into company — introductions, conversation, networking, modern dating, digital etiquette and the table.



I

MOVEMENT ONE

Personal Presence, Style & *The Modern Gentleman*

A modern gentleman does not need an enormous wardrobe or expensive labels. He needs to understand fit, proportion, quality and context.

From the way he carries himself *to the shoes he chooses*

01 Personal Presence

- ◆ First impressions, posture and carriage — walking, standing and sitting with confidence.
 - ◆ Voice and pace of speech; calm body language and managing nervous habits.
 - ◆ Eye contact, facial expression, handshakes and personal space.
 - ◆ Looking confident without appearing arrogant.
-

02 Grooming & Personal Care

The details people notice, even when they do not realise they are noticing them.

- ◆ Hair and haircuts, shaving, beard and moustache care.
 - ◆ Skin, hands and nails, teeth and breath, personal hygiene.
 - ◆ Fragrance — and the appropriate use of aftershave and cologne.
 - ◆ Maintaining clothing and shoes, and looking polished when travelling.
-

03 Understanding Men's Dress Codes

How to interpret a dress code rather than guess — and what to do when an invitation gives none at all.

- ◆ White tie, morning dress, black tie and black tie optional.
 - ◆ Lounge suit, business formal, business professional and business casual.
 - ◆ Cocktail, smart casual, casual and resort wear.
 - ◆ Weddings, funerals, country and sporting events.
-

Participants leave knowing how to dress appropriately — without feeling overdressed, underdressed or unsure.

Movement One, continued

04

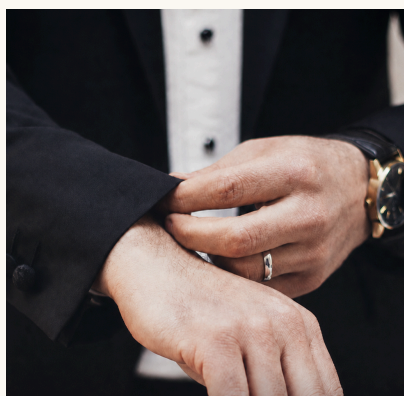
Tailoring, Shirts & Trousers*The foundations of dressing well — suit jacket, blazer, sports jacket and dinner jacket.*

SUITS	Navy, charcoal, grey and black; single- and double-breasted; two- and three-piece.
FIT	Jacket length, shoulder, sleeve, shirt cuff, trouser length and break; when tailoring needs alteration.
SHIRTS	Oxford, poplin, twill and linen; polos and quality T-shirts; collar styles, fit and when to tuck in.
TROUSERS	Tailored trousers, chinos, corduroy and denim; rise, break, pleats and turn-ups.

05

Shoes, Belts, Coats & Accessories*The details that finish an outfit — restraint and quality.*

SHOES	Oxfords, Derbies, monk straps, loafers, Chelsea and chukka boots, evening shoes and minimal trainers; what works with what, and shoe care.
BELTS	When a belt is required and when it is not; coordinating leather; why dinner trousers are not worn with one.
COATS	Wool overcoats, trench, car and pea coats; what may be worn over a suit.
ACCESSORIES	Watches, ties, pocket squares, cufflinks, eyewear, wallets, bags and umbrellas.

**TO CLOSE****Dressing for *real life***

A first date, a business meeting, a job interview, a wedding or funeral, a formal dinner, the theatre, a private members' club, an international conference, a country weekend and a long-haul journey.

II

MOVEMENT TWO

Social Confidence, Modern Manners & *Fine Dining*

Knowing what to wear matters. Knowing how to behave once you arrive matters just as much.

From walking in alone *to paying the bill gracefully*

01 Entering a Room & Introductions

- ◆ Entering a room alone, orientating yourself and approaching people naturally.
 - ◆ Introducing yourself, two other people, or a partner — professionally and socially.
 - ◆ Joining a group, moving between conversations and leaving politely.
 - ◆ Titles and seniority, remembering names, and what to do when you forget one.
-

02 The Art of Conversation

Conversation is a skill, not a personality type.

- ◆ Starting a conversation, asking better questions and listening properly.
 - ◆ Managing disagreement, avoiding oversharing and ending gracefully.
 - ◆ Telling a story without dominating, handling silence and including quieter people.
 - ◆ Subjects that require judgement — money, politics, religion and health.
-

03 Networking & Behaviour at Events

Networking should feel like meeting people, not collecting contacts.

- ◆ Approaching strangers, explaining what you do succinctly and following up well.
 - ◆ Difficult moments — rudeness and intrusive questions.
 - ◆ Invitations and RSVPs, arrival times, greeting the host, host gifts, phones and alcohol.
 - ◆ Recovering gracefully from a social mistake.
-

*Not performing charm, but becoming comfortable enough **to pay attention to the people around you.***

Movement Two, continued

04

Modern Dating & Digital Etiquette

Showing interest without becoming overbearing, and respecting another person's boundaries.

BEFORE	Dating apps, opening messages, asking clearly, choosing a venue and punctuality.
DURING	Phones, conversation, compliments, alcohol, reading cues, boundaries and consent.
THE BILL	Courtesies offered naturally; splitting gracefully, generosity without expectation.
AFTERWARDS	Expressing interest clearly, accepting rejection and never ghosting.
DIGITAL	WhatsApp, voice notes, group chats, email, social media — and when simply to telephone.

05

Fine Dining, Hosting & Being a Good Guest

- ◆ Seating, napkin, cutlery, glassware, bread and butter, ordering and wine.
- ◆ Difficult foods, phones at the table, paying and tipping.
- ◆ Speaking to waiting staff and handling mistakes discreetly.
- ◆ Hosting and being a guest — host gifts, knowing when to leave, thank-you messages.

*A gentleman's behaviour towards the people serving him says far more about him than **knowing which fork to use.***



v WHAT PARTNERS RECEIVE

Everything you need *to deliver with confidence*

The complete programme, the training to teach it and the brand to sell it — so you can focus on your clients.

01

Facilitator Training

Training to deliver both Movements, led by The British School of Excellence.

02

Facilitator Guide

Session structure, timings, teaching notes and exercises for every area of learning.

03

Slide Decks

Presentation-ready decks for Movement One and Movement Two.

04

Participant Course Notes

Branded notes for every participant to take away.

05

Certificate Templates

Certificate of Attendance templates for each Movement.

06

Use of the Name

The right to deliver under the Polished & Powerful name within your area.

07

Marketing Assets

Programme overviews, imagery and promotional materials to launch and sell.

08

Ongoing Support Calls

Regular calls with our team as you deliver and grow.

09

BSE Website Listing

Your listing as a Licensed Partner on thebritishschoolofexcellence.com.

You bring the relationships and the local knowledge. We stay alongside you as you grow.

From first conversation to first cohort



Area Exclusive — one Licensed Partner per area.

Delivery Both Movements, in person or live online, to clients within your area.

Certification Participants receive a Certificate of Attendance for each Movement.

Standards Delivered to the Polished & Powerful curriculum and brand guidelines.

Investment Licence terms are shared on your complimentary call.

THE STANDARD PARTNERS CARRY

Every Movement, in every area, is delivered to one standard — practical, current and considered.



vii NEXT STEPS

Present the programme in *your area*

Areas are exclusive and granted one partner at a time. Book a complimentary call to discuss your area, your clients and the terms of your licence.

BOOK A CALL

WEBSITE

thebritishschoolofexcellence.com

EMAIL

hello@thebritishschoolofexcellence.com

TELEPHONE

+44 755 388 5492

BUILDING CONFIDENCE · CHANGING LIVES

PE&P

Polished & Powerful