

THE BRITISH SCHOOL OF EXCELLENCE

Polished *& Powerful*

The Young Gentleman's Edition

CONFIDENCE · PRESENCE · MODERN MANNERS · AGES 13 AND UPWARDS

Licensed Partner *Prospectus*

BUILDING CONFIDENCE · CHANGING LIVES

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Polished & Powerful: The Young Gentleman's Edition is a programme of The British School of Excellence.



i THE OPPORTUNITY

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

Polished & Powerful: The Young Gentleman's Edition is The British School of Excellence's programme in confidence, personal presence, modern manners and social ease for young men aged 13 and upwards. It is practical and current. It is not about becoming overly formal, but about understanding how he presents himself and how his behaviour affects other people.

Parents increasingly look for guidance for their sons on presence, dress, conversation, digital manners and dining, yet very few programmes are written specifically for young men. 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. Youth coaches and mentors
4. Schools, colleges and tutoring providers
5. Finishing schools and training academies
6. Enrichment and extracurricular 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. Both are designed for young gentlemen aged 13 and upwards.





I

MOVEMENT ONE

Personal Presence & The Young Gentleman

Confidence, grooming, style and the way he carries himself: posture, movement, entering a room, first impressions, personal care and dressing for the occasion.

II

MOVEMENT TWO

Social Confidence, Modern Manners & Fine Dining

That confidence taken into company: introductions, his voice, conversation, cultural awareness, digital manners, the table and staying calm under pressure.



I

MOVEMENT ONE

Personal Presence *& The Young Gentleman*

Good presence is not about demanding attention. It is about being sufficiently comfortable in yourself to give your attention to other people.

iii MOVEMENT ONE · THE CURRICULUM

From the way he carries himself *to the way he dresses*

01 Personal Presence and Posture

Calm, open presence rather than exaggerated confidence.

- Standing naturally without becoming stiff or self-conscious
- How small physical habits affect how others experience him
- Posture, balance and carriage

02 Moving with Confidence

Walking into different environments naturally and with purpose.

- Pace, posture and eye direction
- Without rushing, looking at the floor or retreating into his phone
- Turning, stopping and moving through a room

03 Sitting, Standing and Everyday Courtesy

Small behaviours that shape how considerate and self-assured he appears.

- Sitting and rising comfortably
- Doors, chairs, lifts, staircases and shared spaces
- Good posture while speaking with others

04 Entering a Room with Confidence

When he knows everybody, and when he knows nobody.

- Entering calmly and looking up
- Moving towards conversation rather than waiting at the edge
- Observing the room and acknowledging people

The emphasis throughout is confidence without arrogance, and polish without losing individuality.

Movement One, continued

05 First Impressions and Body Language

What people notice before a conversation has properly begun.

- Posture, expression, eye contact and voice
- Recognising nervous habits: looking down, folded arms, fidgeting
- A positive, age-appropriate first impression

06 Grooming and Personal Care

Good personal care, rather than appearance for appearance's sake.

- Hair, skin, hands and nails
- Shaving and facial hair where relevant
- Teeth, breath and personal hygiene
- Fragrance, and why less is usually more

07 Dressing for the Occasion

Reading the situation rather than following a rigid list.

- Interviews, celebrations and family occasions
- Restaurants, theatre and sporting events
- Weddings, funerals and formal dinners
- Travel, parties, smart casual and casual

08 The Foundations of a Young Gentleman's Wardrobe

Understanding clothes rather than simply buying them.

- Shirts, trousers, jackets, blazers and suits
- Matching formality, colour and proportion
- Shoes, trainers, belts, coats and ties
- Basic clothing care



PRACTICAL EXPERIENCE

Practised, *not just explained*

Participants practise the skills themselves: entering a room, walking and turning, sitting and rising, meeting somebody for the first time and choosing clothing for different occasions.



II

MOVEMENT TWO

Social Confidence, Modern Manners *& Fine Dining*

Knowing what to wear and how to enter a room confidently is valuable. Knowing what to do once you are there matters just as much.

iv MOVEMENT TWO · THE CURRICULUM

From his first introduction *to the confident table*

01 Modern Manners and Social Awareness

Courtesy he understands rather than rules he memorises.

- Noticing what is happening around him
- When to speak, listen, help or give space

02 His Voice

Heard and understood without sounding unnaturally formal.

- Pitch, pace, power, pause and projection
- Reducing filler words and becoming comfortable with short silences

03 Introducing Himself

A simple, comfortable introduction for every setting.

- Saying his name clearly with natural eye contact
- School events, interviews and meeting adults

04 Greetings and Introductions

Introducing two people without confusion or awkwardness.

- Names, titles and handshakes
- Standing when greeting somebody
- Eye contact and personal space
- Remembering and using names

05 Cultural Awareness

Observe, remain respectful and take guidance from the other person.

- Greetings, touch, titles and forms of address
- What to do when he does not know the local custom

Movement Two, continued

06 The Art of Conversation

Beginning a conversation without sounding rehearsed.

- Thoughtful questions and common ground
- Joining an existing conversation
- Listening properly
- Including others and leaving appropriately

07 Small Talk and Social Judgement

Curiosity rather than interrogation.

- Interests, travel, sport, food and hobbies
- Avoiding gossip, intrusive questions and inappropriate jokes

08 Digital Manners

The same consideration online as face to face.

- Messaging, group chats, tone and voice notes
- Responding rather than reacting
- Sharing images, screenshots and privacy
- The permanence of what is posted

09 The Confident Table

Comfortable rather than intimidated when dining away from home.

- Place settings, napkin and cutlery
- Respect for restaurant staff
- Ordering politely and table conversation
- Unfamiliar food and small mistakes

10 Confidence Under Pressure

A small mistake does not need to become a large one.

- Forgetting a name or saying the wrong thing
- Awkward questions, criticism and disagreement



PARTICIPATION AND PRACTICE

Movement Two is highly interactive: introducing himself and others, joining and leaving conversations, handling an awkward silence, practising polite disagreement, dining scenarios and digital etiquette discussions.

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 young gentleman 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, parent-facing materials and imagery 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.

vi HOW LICENSING WORKS

From first conversation *to first cohort*

1 **Complimentary Call**
Your background, your clients and the area you would like to hold.

2 **Area Agreement**
We confirm your exclusive area and the terms of your licence.

3 **Facilitator Training**
You are trained to deliver both Movements to our standard.

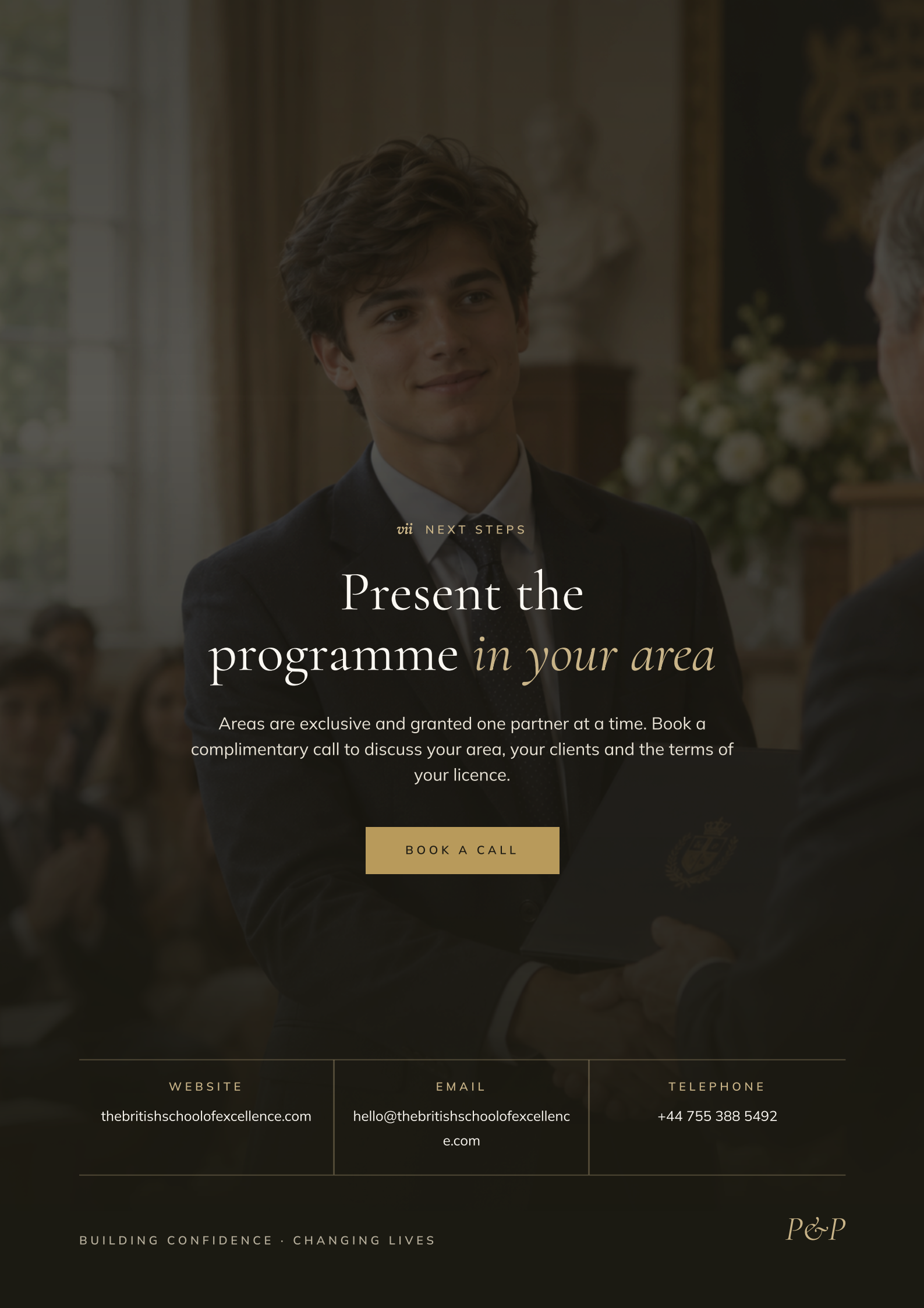
4 **Launch**
Your full delivery and marketing kit, and your listing goes live.

5 **Deliver & Grow**
In person or live online, with ongoing support calls.

Area	Exclusive: one Licensed Partner per area.
Delivery	Both Movements, in person or live online, to young gentlemen aged 13 and upwards within your area.
Certification	Participants receive a Certificate of Attendance for each Movement.
Standards	Delivered to the Polished & Powerful curriculum and brand guidelines, with appropriate safeguarding in place for work with under-18s.
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

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