

THE BRITISH SCHOOL OF EXCELLENCE

Refined *& Radiant*

PRESENCE, POISE & CONNECTION FOR THE MODERN WOMAN

Licensed Partner Prospectus

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i THE OPPORTUNITY

A refined programme for women, *delivered under your name in your area*

Refined & Radiant is The British School of Excellence's programme in presence, poise and connection for the modern woman. It is practical and current — not about rigid rules, but about feeling genuinely at ease in any room, at any table, in any company.

Women increasingly look for guidance on how they carry themselves, how they dress for the occasion, and how they introduce, converse and dine with quiet confidence — yet very few programmes are written with such care, specifically for them.

As a Licensed Partner, you become authorised to deliver both movements — ***The Art of Presence*** and ***The Grace of Connection*** — to your own clients, in your own setting, 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.



Confidence without arrogance. Polish without pressure. Individuality with consideration.

WHO IT SUITS

1. Etiquette and finishing consultants
2. Image, style and personal-development coaches
3. Executive presence and leadership coaches
4. Deportment, styling and presentation trainers
5. Luxury hotels, spas and private members' clubs
6. Corporate learning and women's leadership providers



THE OPPORTUNITY, CONTINUED

Build Refined & Radiant *into your own business*

Presence that is noticed

Women stepping into senior roles, new circles or public life want to feel entirely at ease when all eyes are on them.

Connection in a digital age

Warm introductions, genuine eye contact and real conversation have become rare, valued and teachable skills.

Rapport at every table

Receptions, networking rooms and business lunches reward women who build rapport quickly and dine well while doing so.

More than a curriculum — a professionally developed programme you can build around the clients you already know.

As a Licensed Partner, you can develop opportunities with private clients, professional women, corporate teams, women's networks and luxury venues within the terms of your licence.

POSSIBLE DELIVERY FORMATS

- Private one-to-one coaching
- Small-group sessions, in person or live online
- Corporate and women-in-leadership programmes
- Luxury hotel and private members' club experiences
- Bridal and pre-wedding confidence coaching
- Women's networking events and retreats
- Pre-occasion coaching for galas, Ascot and formal dinners

CORPORATE	Offer companies a ready-made programme for women's networks, leadership cohorts and client-facing teams.
SEASONAL	The summer social season, awards and gala dinners, weddings and the festive calendar give natural reasons to book.
PROGRESSION	Movement One leads naturally to Movement Two, helping you build lasting relationships with your clients.



ii THE PROGRAMME

Two movements. *One graceful journey.*

Each movement stands complete in itself — together they form a natural progression.

I

MOVEMENT ONE

The Art of Presence

How a woman carries herself — poise, posture and movement, sitting and rising, entering a room, first impressions, style and quiet confidence.

II

MOVEMENT TWO

The Grace of Connection

That presence taken into company — personal image, introductions and conversation, and dining at the confident table.



I

MOVEMENT ONE

The Art *of Presence*

How a woman carries herself — poise, posture, movement and first impressions, cultivated until they feel entirely natural.

iii MOVEMENT ONE · THE CURRICULUM

From the way she stands *to the way she enters a room*

01 **Poise, Posture & Presence**
Good alignment without appearing stiff or posed.

02 **Moving with Confidence**
Pace, eye direction, turning and stopping.

03 **Sitting & Rising Gracefully**
Approaching a chair and rising without awkwardness.

04 **Entering a Room**
When you know everyone — and when you know nobody.

05 **First Impressions**
What people notice before a word is spoken.

06 **Style, Grooming & Occasion**
Dressing for the occasion while keeping your individuality.

07 **Footwear & Graceful Movement**
Walking gracefully in heels — comfort and proportion first.

08 **Body Language & Quiet Confidence**
Replacing nervous habits with open alternatives.

Participants leave with natural confidence, not perfection — at ease in any room, in any company.

MOVEMENT ONE, CONTINUED

09 What Your Clients Gain

The outcomes partners can promise from the first movement.

POISE	Standing, walking, sitting and rising with natural elegance — never stiff or posed.
ARRIVAL	Arriving at a reception, boardroom or dinner with calm, unhurried assurance.
STYLE	Wardrobe, grooming and accessories — considered, never conspicuous.
BODY LANGUAGE	Quiet confidence — replacing nervous habits with open, composed signals.

10 Why It Matters

The research behind the first movement.

A TENTH OF A SECOND	Princeton research found that people form impressions of trustworthiness, likeability and competence from a face in a tenth of a second — and more time rarely changes that first read.
MONTHS, NOT MOMENTS	Psychologists also note that first impressions can last for months. Refined & Radiant gives your clients the presence to make those first moments count.



TO CLOSE

Highly *interactive*

Participants practise every skill through guided exercises: entering a room, walking and turning, sitting and rising, and meeting someone new with genuine eye contact.



II

MOVEMENT TWO

The Grace *of Connection*

How she connects — introductions, conversation and dining with quiet confidence.

iv MOVEMENT TWO · THE CURRICULUM

From the first introduction *to the confident table*

01 First Impressions & Personal Image

Appearance, body language and manner combined into one confident presence.

- Wardrobe, grooming and accessories — considered, never conspicuous
- Body language and manner as one presence

02 Introductions & Conversation

Being interested, not merely talkative.

- Presenting yourself and others in the correct order
- Small talk with ease
- Joining a conversation in progress
- Listening well

03 The Confident Table

Dining well, and building rapport while doing so.

- The formal place setting
- Conduct at the business lunch
- Cutlery, glasses and napkin
- Dining in international company

You are not being asked to become talkative. You are being taught to be interested — and that is what people remember.

MOVEMENT TWO, CONTINUED

04 Why It Matters

The research behind the second movement.

BETTER LIKED	A Harvard study of live conversations found that people who ask more questions — especially follow-up questions — are better liked by their conversation partners.
RARELY ANTICIPATED	Yet most people do not anticipate this. Movement Two teaches the gracious, attentive conversation that others remember.

05 What Your Clients Gain

The outcomes partners can promise from the second movement.

INTRODUCTIONS	Presenting herself and others, joining in, small talk and listening well.
THE TABLE	Reading a place setting, cutlery, glasses and napkin, and the business lunch.
PRACTICE	Every skill rehearsed through guided exercises — meeting someone new, eye contact, introductions and the table.

Manners are a sensitive awareness of the feelings of others. — *attributed to Emily Post*



v THE TEACHING APPROACH

How Refined & Radiant *is taught*

One method, trained into every partner — practical, encouraging and never performed.

01 Explaining Ideas

The why before the how — courtesy, not rules for their own sake.

- Each convention introduced with the consideration behind it
- Plain, modern language and real-life settings
- Demonstrated by the facilitator before it is practised
- Supported by slides, place-setting guides and dress-code imagery

02 Structuring a Lesson

Every session follows the same clear, six-part rhythm.

1	2	3	4	5	6
Welcome	**Explain**	**Demonstrate**	**Practise**	**Discuss**	**Reflect**
The intention for the session, and what participants will leave able to do.	The why behind each convention, in plain modern language.	The facilitator models each skill before anyone tries it.	Guided exercises in pairs and small groups.	Scenarios, questions and what feels authentic.	Workbook reflection and a personal action plan.

03 Practising Skills

Every skill is practised, not just described.

- Entering a room, walking and turning, sitting and rising
- A laid table for place-setting and dining practice
- Gentle, individual feedback from the facilitator
- Meeting someone new, eye contact and introductions
- Slow first, then natural — repetition builds ease
- Camera-based practice when delivered live online

Participants are never asked to perform. They are helped to feel at ease — and then to practise until it feels natural.

THE TEACHING APPROACH, CONTINUED

04 Discussion, Role Play & Case Studies

Real situations, rehearsed in a supportive room.

ROLE PLAY	Arriving at a reception alone, introducing a colleague to a client, joining a conversation in progress and hosting a business lunch.
CASE STUDIES	An invitation with no dress code, a forgotten name, an awkward moment at the table — worked through together.
DISCUSSION	Cultural differences, what feels authentic, and how each participant will apply the skill in her own life.

05 Adapting for Different Ages & Needs

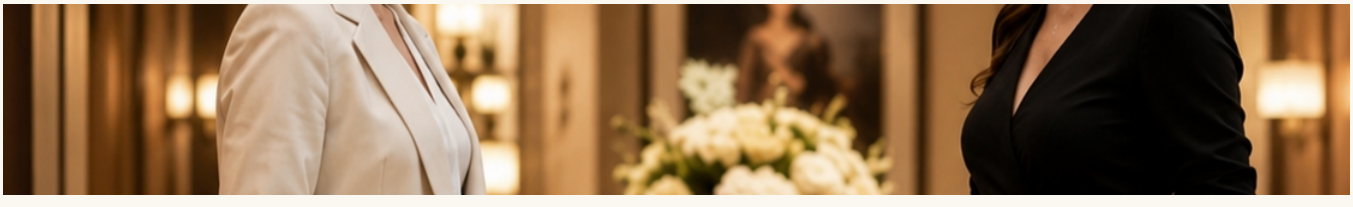
The same standard, delivered to suit the woman in the room.

AGE & STAGE	Scenarios chosen for early-career women, senior leaders, brides or those entering new social circles.
MOBILITY	Seated and low-impact alternatives for posture and movement; heels always optional.
LEARNING NEEDS	The session outline shared in advance, a predictable structure, the option to observe first, and printed or large-print notes.
SETTING	Pace and exercises adjusted for private clients, corporate cohorts, international participants and live online groups.

06 Checking Understanding

Every participant shows she can do it before the session moves on.

- Observed practice with individual feedback
- Reflection pages in the participant workbook
- An end-of-session check-in and feedback
- "What would you do if…" scenario questions
- A personal action plan at the close of each movement
- A Certificate from The British School of Excellence



vi WHAT PARTNERS RECEIVE

Everything you need *to deliver with confidence*

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

01

Complete Curriculum

The two-movement curriculum, with learning objectives for each area.

02

Programme Leader's Manual

Session plans and timings, facilitator scripts and teaching notes.

03

Practical Exercises

Guided exercises and real-life scenarios, in person or live online.

04

Participant Workbook

A beautifully designed digital workbook, course notes and reflection pages.

05

Guides & Action Plans

Place-setting and introductions guides, and a personal action plan for each movement.

06

Certificates

Issued to every participant by The British School of Excellence.

07

Partner Identity

Licensed Partner designation, partner badge and approved brand assets.

08

Onboarding & Support

Partner onboarding, delivery guidance and programme updates during your licence.

09

Marketing & Listing

Marketing resources and your listing on thebritishschoolofexcellence.com.

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

WHAT PARTNERS RECEIVE, CONTINUED

A recognised identity, *from day one*





Every Licensed Partner receives an approved identity, backed by the educational standards, reputation and international work of The British School of Excellence.

It gives you a professional presence with clients, companies and venues, while keeping consistency across the partner network.

YOUR IDENTITY MAY INCLUDE

1. Licensed Partner designation
2. Approved partner badge
3. Partner verification details
4. Approved logo assets
5. Professional email signature
6. Partner marketing identity
7. Listing on The British School of Excellence website

A recognised programme. A professional identity. Your own local presence.

vii HOW LICENSING WORKS

From first conversation *to your first session*

1 2 3 4 5 6

Enquire
Your background, location and interest in the programme.

Partner Conversation
Your market, experience and plans for delivery.

Approval
The proposed licence structure and territory.

Licence
The Licensed Partner agreement is completed.

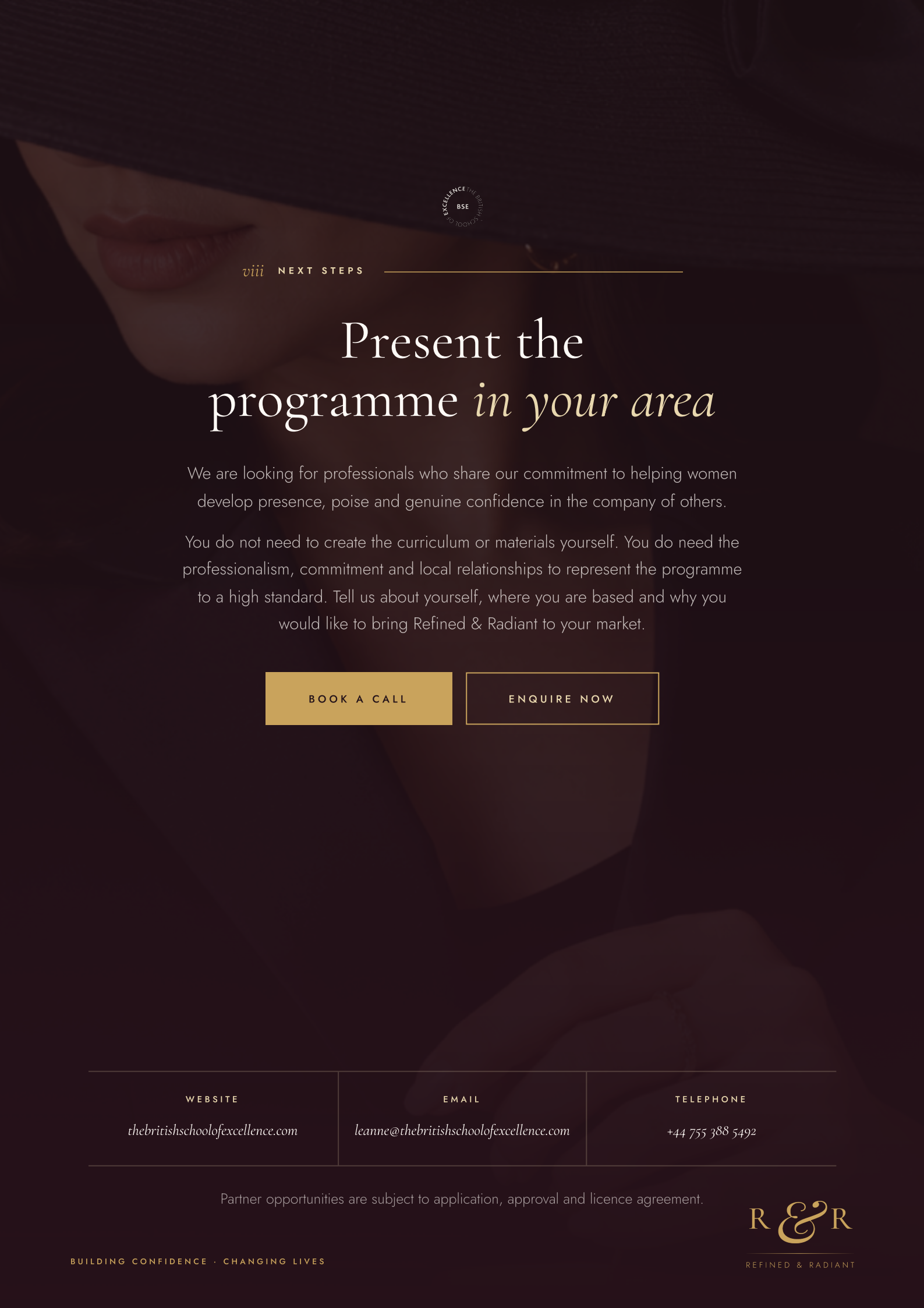
Onboarding
Materials, brand assets, delivery and marketing guidance.

Launch
Promote and deliver both movements in your market.

Annual licence	Your right to deliver continues while your licence remains active and the annual terms are met.
Territory	Agreed individually according to your market, location and proposed delivery model.
Materials	Workbooks, course notes, teaching resources and brand assets remain part of the licensed programme.
Your business	You build and manage your own client and corporate relationships within the licence structure.
Standards	Partners maintain the teaching, presentation and professional standards of The British School of Excellence.
Licence terms	Licence and renewal terms are discussed during your partner consultation and confirmed before any agreement is signed.
Local requirements	Partners are responsible for insurance, data protection, venue arrangements and any other legal or professional requirements in their own country or territory.

THE STANDARD PARTNERS CARRY

The curriculum, teaching structure and programme identity are already in place — your role is to bring Refined & Radiant to life in your own market.



viii NEXT STEPS

Present the programme *in your area*

We are looking for professionals who share our commitment to helping women develop presence, poise and genuine confidence in the company of others.

You do not need to create the curriculum or materials yourself. You do need the professionalism, commitment and local relationships to represent the programme to a high standard. Tell us about yourself, where you are based and why you would like to bring Refined & Radiant to your market.

BOOK A CALL

ENQUIRE NOW

WEBSITE	EMAIL	TELEPHONE
thebritishschoolofexcellence.com	*leanne@thebritishschoolofexcellence.com*	*+44 755 388 5492*

Partner opportunities are subject to application, approval and licence agreement.

BUILDING CONFIDENCE · CHANGING LIVES

R & R
REFINED & RADIANT