



THE BRITISH SCHOOL OF EXCELLENCE

Refined & Radiant

The Young Ladies' Edition

PRESENCE, POISE & CONNECTION FOR YOUNG LADIES AGED 13 UPWARDS

Licensed Partner Prospectus



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Refined & Radiant is a programme of The British School of Excellence.

i THE OPPORTUNITY

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

Refined & Radiant: The Young Ladies' Edition is The British School of Excellence's programme in presence, poise and connection for young women aged 13 upwards. It is practical and current, and it is not about rigid rules. It is about feeling at ease in any room, at any table and in any company.

Young women are asked to present themselves earlier than ever: at interviews, formal dinners, school events, family occasions and online. 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 is not being noticed. It is being at ease.

WHO IT SUITS

1 Independent etiquette coaches

2 Schools and colleges

3 Finishing and charm schools

4 International academies

5 Corporate and hospitality trainers

6 Image, style and personal-development coaches



THE OPPORTUNITY, CONTINUED

Build Refined & Radiant *into your own business*

Presence that is noticed

Interviews, auditions, prize-givings and formal occasions reward young women who feel 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.

Confidence at every table

Family celebrations, school dinners and travel abroad reward young women who are comfortable rather than intimidated.

More than a curriculum: a professionally developed programme you can build around the families, schools and organisations you already know.

As a Licensed Partner, you can develop opportunities with private clients, schools, colleges, academies and venues within the terms of your licence.

POSSIBLE DELIVERY FORMATS

- ♦ Small-group sessions, in person or live online
- ♦ Private one-to-one coaching
- ♦ School and college enrichment programmes
- ♦ Holiday and half-term courses
- ♦ International academy and boarding-school programmes
- ♦ Hosted lunch or afternoon tea practice
- ♦ Pre-occasion coaching for formal dinners and interviews

SCHOOLS

Offer schools and colleges a ready-made programme for enrichment days, leavers' preparation and pastoral provision.

SEASONAL

School holidays, leavers' events, formal dinners and the festive calendar give natural reasons to book.

PROGRESSION

Movement One leads naturally to Movement Two, helping you build lasting relationships with families.



ii THE PROGRAMME

A journey in two movements. *One graceful progression.*

Each movement stands alone and is delivered as a live, interactive session, in person or online. Taken together, they carry a young woman from how she holds herself to how she holds a room.

I

MOVEMENT ONE · EIGHT AREAS
OF LEARNING

The Art of Presence

How she stands, moves, enters a room and is seen. Poise, posture and personal presence; moving, sitting and rising with grace; first impressions, style and quiet confidence.

II

MOVEMENT TWO · TEN AREAS
OF LEARNING

The Grace of Connection

What to do once she is there. Modern manners, her voice, introductions and greetings, cultural awareness, conversation, digital manners, dining and grace under pressure.

I

MOVEMENT ONE

The Art of Presence

Presence is not performance. It is the quiet ease of a young woman who knows she belongs in the room.

iii MOVEMENT ONE · THE CURRICULUM

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

Movement One works on the physical foundations of confidence: alignment without stiffness, walking with purpose, sitting and rising gracefully, and understanding what people notice before a conversation has properly begun.

01 Poise & Posture

Standing with good alignment without appearing stiff or rehearsed.

02 Moving with Confidence

Walking naturally and with purpose rather than rushing or shrinking.

03 Sitting & Rising

Approaching a chair, sitting comfortably and standing again with ease.

04 Entering a Room

What to do when she walks in and knows almost nobody there.

05 First Impressions

What people notice before a word has been exchanged.

06 Style & Occasion

Dressing for the situation without losing her own character.

07 Graceful Movement

Elegant movement that never depends on wearing heels.

08 Quiet Confidence

Recognising nervous habits and replacing them with stillness.

*The emphasis throughout is **natural confidence** rather than perfection.*

MOVEMENT ONE, CONTINUED

What your clients *gain*

The physical foundations of confidence, practised until they feel her own.

POISE	Standing, walking, sitting and rising with natural elegance, never stiff or posed.
ARRIVAL	Walking into a room where she knows almost nobody with calm, unhurried assurance.
STYLE	Dressing for the occasion without losing her own character.
QUIET CONFIDENCE	Recognising nervous habits and replacing them with stillness and open, composed signals.

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 young women the presence to make those first moments count.



TO CLOSE

Guided practice

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

Presence is not performance.

II

MOVEMENT TWO

The Grace of Connection

Good etiquette is not about rules. It is about noticing other people.

iv MOVEMENT TWO · THE CURRICULUM

From the first introduction *to the confident table*

Movement Two brings that confidence into relationships: meeting people, joining conversations, speaking to adults, attending social occasions, dining in unfamiliar company and navigating cultural differences with respect.

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| 01 | Modern Manners
What etiquette actually means in modern life. |
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| 02 | Her Voice
Pitch, pace, power, pause and projection. |
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| 03 | Introducing Herself
A short, comfortable introduction that works anywhere. |
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| 04 | Greetings
Names, titles, handshakes and personal space. |
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| 05 | Cultural Awareness
What to do when she does not know the local custom. |
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| 06 | The Art of Conversation
Thoughtful questions, common ground and real listening. |
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| 07 | Small Talk
Curiosity rather than interrogation. |
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| 08 | Digital Manners
Tone, timing and the permanence of what we post. |
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| 09 | The Confident Table
Comfortable rather than intimidated when dining away from home. |
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| 10 | Grace Under Pressure
A small mistake need never become a large one. |
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-
- Etiquette taught as a practical social skill: awareness, judgement and warmth.*
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- THEBRITISHSCHOOLOFEXCELLENCE.COM

MOVEMENT TWO, CONTINUED

What your clients *gain*

That presence taken into company, with other young people and with adults.

INTRODUCTIONS	Introducing herself and others, greetings, names and titles, and joining or leaving a group.
CONVERSATION	Thoughtful questions, small talk with curiosity, real listening and polite disagreement.
THE TABLE	Comfortable rather than intimidated when dining away from home, with hosted lunch or afternoon tea practice where delivered in person.
DIGITAL MANNERS	Tone, timing and the permanence of what she posts.
ACROSS BORDERS	What to do when she does not know the local custom, and how to respond with respect.

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.

IN PRACTICE

Every skill rehearsed

Introducing two other people, remembering names, handling an awkward silence, responding to compliments, dining scenarios and international greetings, all practised in a room where getting it slightly wrong is entirely welcome.



v THE TEACHING APPROACH

How Refined & Radiant *is taught*

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

01 · EXPLAINING THE WHY

Each convention introduced with the consideration behind it, in plain, modern language and real-life settings.

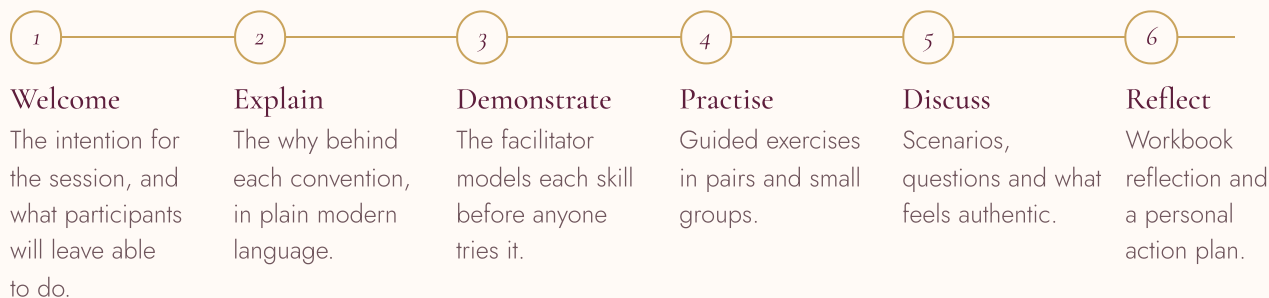
02 · SHOWING, NOT TELLING

Every skill demonstrated by the facilitator before it is practised, supported by slides and place-setting guides.

03 · PARTICIPATION, NOT LECTURE

Guided practice throughout, slow first and then natural. Repetition builds ease, with gentle individual feedback and camera-based practice when delivered live online.

THE SHAPE OF EVERY SESSION



GUIDED PRACTICE ACROSS BOTH MOVEMENTS

♦ Entering a room

♦ Sitting and rising

♦ Introducing two other people

♦ Conversation practice

♦ Joining and leaving a group

♦ Responding to compliments

♦ Dining scenarios

♦ Walking and turning

♦ Introducing herself

♦ Remembering names

♦ Listening exercises

♦ Handling an awkward silence

♦ Polite disagreement

♦ International greetings

THE TEACHING APPROACH, CONTINUED

Scenarios, role play & case studies

Real situations, rehearsed in a safe room.

ROLE PLAY	Arriving at an event alone, introducing a friend to an adult, joining a conversation in progress and sitting down to a formal meal.
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.

Adapting for age & stage

The same standard, delivered with care for the young women in the room.

AGE & STAGE	Scenarios chosen for younger teenagers, sixth-formers, school-leavers and those preparing for university, interviews or life abroad.
MOBILITY	Seated and low-impact alternatives for posture and movement. Elegant movement never depends on wearing heels.
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, school groups, international participants and live online sessions.

Checking understanding

◆ Observed practice with individual feedback	◆ "What would you do if..." scenario questions
◆ Reflection pages in the participant workbook	◆ A personal action plan for each movement
◆ An end-of-session check-in and feedback	◆ A Certificate of Attendance 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 of the eighteen areas.	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 Certificate A Certificate of Attendance 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 families, schools, academies and venues, while keeping consistency across the partner network.

YOUR IDENTITY MAY INCLUDE

- ◆ Licensed Partner designation
- ◆ Approved partner badge
- ◆ Partner verification details
- ◆ Approved logo assets
- ◆ Professional email signature
- ◆ Partner marketing identity
- ◆ Listing on The British School of Excellence website



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

vii HOW LICENSING WORKS

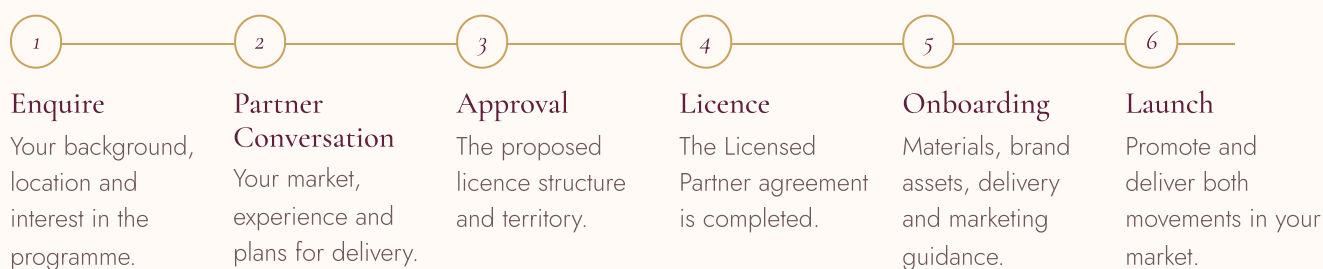
From first conversation *to your first session*

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, school and venue 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 safeguarding, 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 method and programme identity are already in place. You bring the care and professionalism that make Refined & Radiant a pleasure to recommend.

BECOMING A PARTNER





viii NEXT STEPS

Present the programme *in your area*

We are looking for professionals who share our commitment to helping young 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: The Young Ladies' Edition to your market.

BOOK A CALL

ENQUIRE NOW

WEBSITE

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



THE BRITISH SCHOOL OF EXCELLENCE

Building Confidence, *Changing Lives*

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