

## CERTIFIED TRAINER PROGRAMME

# Train The Trainer





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At the very heart of The British School of Excellence's philosophy is an absolute conviction that everyone - regardless of nationality, age, profession, or education - can learn to master the principles of modern etiquette.

Watch our [Train the Trainer video](#).

View a [Welcome Message](#) from Philip Sykes.

We pride ourselves on being inclusive - not exclusive - and welcome students from all backgrounds and walks of life.

Etiquette, good manners, and emotional intelligence are an essential part of a civilised society. This is a lifestyle you are embarking on, and we are privileged to share with you the rules of engagement to help and guide you on that journey.

As the Founder and Principal of The British School of Excellence, I am passionate about making a real difference to people in their business and personal lives by equipping them with the skills and confidence to achieve their dreams.



**Philip Sykes**  
FOUNDER AND PRINCIPAL



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**Are you ready to take the next leap in your career and make a real difference in people's lives?**

Do you want to help people grow in confidence and fulfil their potential? Are you passionate about making the world a better place through the age-old principles of kindness, respect, and consideration for others? Do you share our view that “The power of etiquette, manners and emotional intelligence” is a set of modern life skills essential for personal and professional success, the world over?

By attending our internationally certified Train the Trainer programme, you will learn to confidently deliver a wide range of content to help your students of all ages harness the power of etiquette and good manners.

As a certified etiquette coach, you have the privilege of transforming people's lives by equipping them with essential life skills such as confidence, social skills, professional polish, and emotional intelligence.

The programme will help you master the fundamental aspects of British and international etiquette and empower you with the tools and skills to coach clients of all ages, backgrounds, and nationalities.



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*"Whatever you do in this world, make it count."*

*Philip Sykes*

### About the course

The Train the Trainer course will give you the skills and confidence to put together successful classes, workshops and events and confidently deliver social and business etiquette to people of all ages and backgrounds.

You will learn the content and methods for teaching your students and focus on engaging and delivering, projecting your voice, organising activities, and promoting your brand. We take a fresh approach to etiquette training, incorporating both traditional British and international contemporary customs and rules of engagement in a series of interactive and informative sessions.

Upon completing the course, you will receive a certificate from The British School of Excellence and CPD. In addition, you will receive an ILM/City & Guilds certificate upon submission of your final assessment. You will also be invited to join our exclusive Alumni Community of global etiquette consultants worldwide with access to further training, support, and networking opportunities.

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*" The training course exceeded my expectations and was life-changing. It is the best investment I have made in my self-development as it encompassed etiquette, emotional intelligence, the power of language, life coaching and more, all rolled into one package." SM*

This course is for you if:

- You believe that the power of etiquette and manners can transform people's mindset, confidence, and destiny.
- You would like to help other people to be the best versions of themselves.
- You want a flexible career that allows you to choose your hours and schedule.
- You want to gain an internationally accredited qualification from the global leader in etiquette, manners, and life skills.
- You want to connect with like-minded people who share your interests and values.
- You want to deliver etiquette training confidently to adults, children, and businesses.



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*"In a world where you can  
be anything, be kind."*

*Philip Sykes*

Philip's passion for etiquette, manners, quality, and service has led him from the wine hills of South Africa's Cape to the world's most dynamic cities in a career spanning more than 30 years. From his early days working in prestigious hotels and owning one of South Africa's top ten restaurants to establishing The Heritage Academy with HRH King Charles III as the patron, Philip has always believed in the adage "it's not what you do but how you do it".

Established in 2013, The British School of Excellence was born out of Philip's desire to help people become the absolute best versions of themselves to achieve success in their personal and professional lives.



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*"This has added great value to my overall life as a coach. I am proud of myself for having been able to invest in a course such as Train the Trainer by The British School of Excellence." AMH*

The British School of Excellence is the only organisation of its kind to be awarded internationally recognised accreditations by CPD, ILM (Part of City & Guilds), Investors in People and The Institute of Leadership & Management. We are also a fully accredited Provider of Training Excellence, cementing our position as the leading school for etiquette, manners, life skills, emotional intelligence and service training.

Hundreds of students walk through our doors yearly, and their praise for The British School of Excellence speaks for itself. We collaborate with and have official partners around the world to bring high standards of etiquette training to individuals and corporate individuals.



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*"Thank you for guiding me on my journey to becoming a trainer. It was a privilege learning with you, your wonderful team, and our group of the fabulous Milene and the lovable Zach. I cannot wait to formally announce everything to my friends about your school. It was so much fun." JGD*

### The Power of Etiquette and Manners

Etiquette is a combination of bringing life skills and manners together. It is not only about having a positive mindset but also embracing the journey that we are on.

In addition to etiquette and manners, The British School of Excellence places enormous value on gratitude and kindness. Both of these are attributes that create a better world for ourselves and others.

We firmly believe in the aphorism, "In a world where you can be anything, be kind." Being kind and thoughtful towards others fosters an atmosphere of mutual respect, where professional and personal relationships can flourish.

The British School of Excellence prides itself on bringing people together, so they discover for themselves how much more meaningful and productive interactions can be. Social Intelligence is essential in connecting seamlessly with people from different cultures, religions, and backgrounds.



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### The British School of Excellence Team



**Philip Sykes**  
*Founder and  
Principal*



**Emma Parnell**  
*Training and  
Development  
Specialist*



**Åse Anderson**  
*Head of  
Communication  
and Client  
Relations*



**Natalia Guimaraes**  
*Digital and  
Social Media  
Specialist*



**Leanne Miltun-  
Latecka**  
*Head of Business  
Development and  
International  
Relations*

### Guest Presenters / Consultants / Partners



**Cindy Ferrara**  
*Leading Business Coach,  
Entrepreneur and  
Internationally recognised  
Public Speaker*



**Michelle Nolan  
O' Driscoll**  
*Voice coach and coach for  
professional and personal  
presentation skills, public speaking,  
third-level scholarship preparation  
and business communication*



**Elsa Boutaric**  
*Image Consultant,  
Personal Stylist and  
Business Etiquette  
Coach*



**Sheela Makwana**  
*Youth Etiquette  
Coach*

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## Course Overview

### MODULE 1

#### Social Etiquette

- Learn about the origins and evolution of etiquette.
- Understand the principles and importance of etiquette and manners, what it is, why it is so important, and their correlation with The Golden and Platinum Rules.
- Master the essential fundamentals of meeting and greeting.
- Develop your skills for making effective introductions and small talk.
- Understand the fundamental principles of holding effective conversations, as well as topics to avoid.
- Learn how to deal with uncomfortable situations and conversational gaffes diplomatically.
- Cultivate your networking skills and learn how to make positive and lasting impressions when meeting people for the first time, and especially when attending an event on your own.



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### MODULE 2

#### Business Etiquette

- Learn how to establish smoother working relationships and credibility with co-workers, clients, suppliers, and investors by understanding the critical elements of business protocol and the effective use of business etiquette techniques.
- Refine your soft skills to improve morale and confidence among employees to promote greater productivity.
- Perfect your networking skills and ensure that you make a good impression by effectively using the 3 C's approach.
- Develop techniques to help you deal with nervousness when confronted with various business scenarios.
- Master the finesse of using your business card as a strategic tool when networking and meeting.
- Enhance your knowledge of international culture and local protocol to avoid embarrassing or awkward situations when travelling to other countries for business or when dealing with international clients.
- Develop an understanding of the critical business and cross-cultural sensitivities to ensure that you give gifts to clients that are well received and appropriate.
- Recognise and understand the diplomatic rules of engagement when communicating on social and digital media, emails, and texting platforms.
- Tools and guidelines on how to deal with the job interview process so that you can maximise your career advancement opportunities.



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### MODULE 3

#### Fine Dining Etiquette

- Master the art of impeccable fine dining etiquette and table manners in both social and professional situations so that you can eliminate a sense of awkwardness in any situation.
- Enhance your understanding of Western-style place settings, both formal and informal; correct use of the napkin; techniques for using and gripping cutlery correctly; and the placement and use of various types of glasses.
- Guidance and skills on how to conduct yourself in an exemplary manner at the table so that you create a lasting, remarkable impression.
- How to eat different types of foods, including those which are problematic or unfamiliar.
- Raise your awareness about the do's and don'ts of fine dining to avoid embarrassing situations which could tarnish your social standing.
- Develop your understanding of protocol and hierarchy at dining events and special occasions.
- Learn about the five most commonly used types of menus and how to use them effectively.
- Discover the origins of Britain's most quintessential social custom - Afternoon Tea - and learn all about the celebrated ritual: etiquette; how to drink and serve tea impeccably; and the differences between High Tea and Afternoon Tea.
- Learn indispensable skills that will make you an extraordinary host or hostess.



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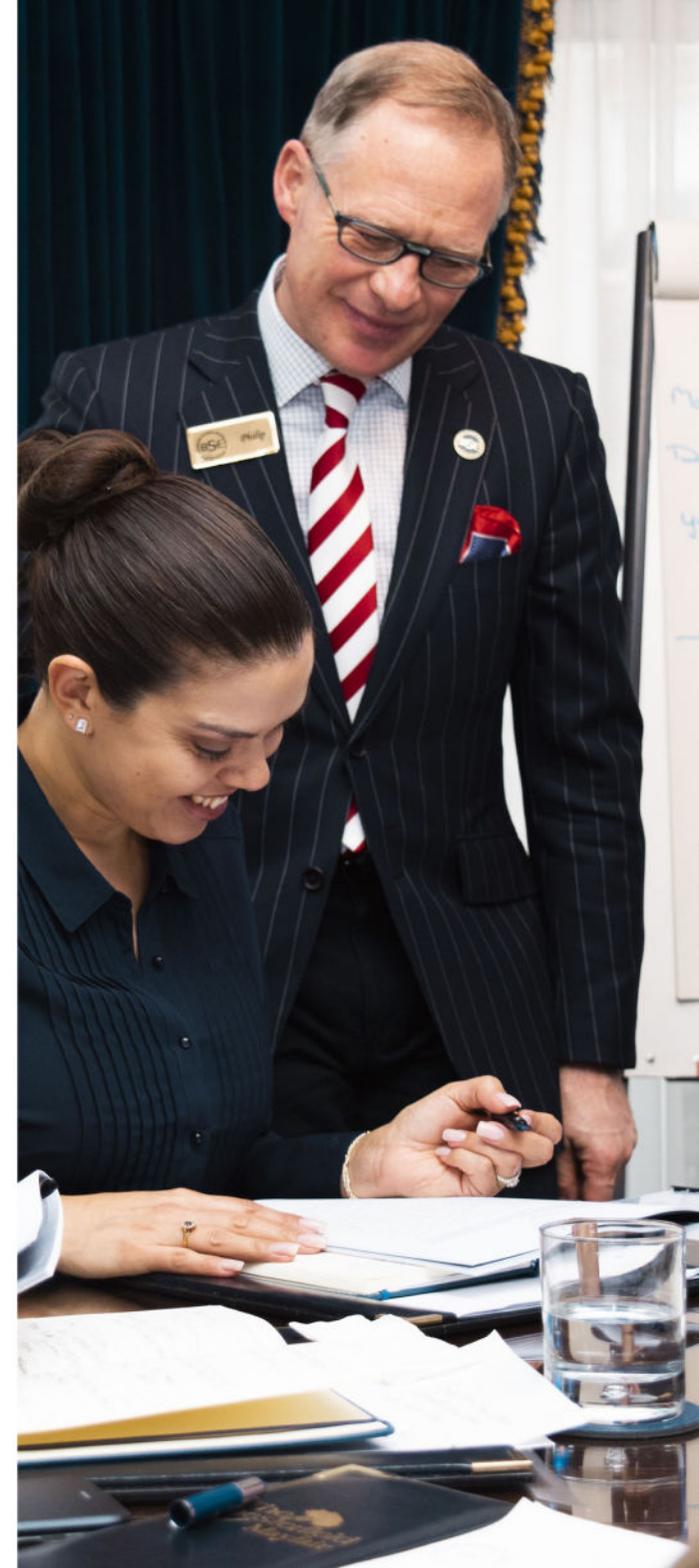
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### MODULE 4

#### Trainer Skills

- Develop your public speaking skills by learning how to analyse your audience, prepare a clear message, and identify your presentation style to enable you to project a positive, memorable, and professional image.
- Learn about the DISC behavioural tool, which will help you recognise and adapt to the styles of others and develop a better communication process. Understanding the model will enable you to interact more effectively and build mutually beneficial relationships, especially when working with your students and colleagues.
- As teachers and coaches, understanding learning styles is effective for our learning and how to facilitate the learning of others. During this module, you will learn how to determine the best teaching effectiveness strategies.
- Workshop on the essential elements of developing your etiquette coaching programmes and business, including:
  - Your basic toolkit
  - How to structure your training
  - Developing purpose statements and learning outcomes
  - How to set learning objectives
  - Delivery and activity planning
  - Examples of lesson plans and feedback forms
  - Essential marketing and principles when starting your new business
  - Attitude, mindset, and critical areas to focus on when delivering training or coaching



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### MODULE 5

#### Children's Etiquette

- Children are like sponges, soaking up everything they see and hear. When they learn good manners from a young age, these quickly become second nature.
- Benefits of Etiquette training include boosting confidence and self-esteem, building resilience, easing social interactions, fostering empathy, and giving an understanding of the right thing to do.
- Learn how to structure a programme for children which includes topics such as:
  - Meeting new people and introductions
  - Appearance and hygiene
  - Friendships and family
  - Bullying and handling conflict
  - Table manners, confident conversation and deportment
  - Writing thank you letters and mobile phone etiquette.
- Explore various age-appropriate activities, which include the use of audiovisual material, role play activities, puppets, craft activities and games.



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### MODULE 5

#### Youth Etiquette

- For older teenagers and university graduates, the emphasis is on teaching them skills to develop into independent, confident, and respectful adults.
- Benefits of Etiquette training include boosting of confidence and self-esteem, preparation for the next stage of life, the ability to digest failure, building strong relationships, and developing emotional intelligence.
- You will learn how to develop a course structure which will include:
  - Meeting and greeting and first impressions
  - Dining etiquette, deportment and body language
  - Social media and 'netiquette'
  - Language and confident conversation
  - Personal presentation and networking skills
  - Interview techniques and skills, and written correspondence.
- Explore age-appropriate class activities, including audiovisual material, role play activities, written assignments, quizzes and think tanks.



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### MODULE 6

#### Presentation Skills and Image

- Learn to read and influence people through nonverbal communication and understand the principles and importance of body language.
- Refine your deportment, poise, and posture skills.
- Gain insights into the key fundamentals and essential tools of how to project a positive image.
- Learn the basic rules of standard, business and casual attire for men and women.
- Learn about different dress codes, the occasions they apply to and how to put them into practice.
- Understand the importance of clothing, accessories and grooming in creating a favourable first impression.
- Participate in a presentation skills workshop to develop your public speaking skills.

Throughout the training programme, we invite you to engage with us, ask questions and request any further information or guidance you may need. We limit the number of participants in our Train the Trainer programme to provide personalised and individual attention.

Once you receive your certification, it is the beginning of a journey. We are there to support you on an ongoing basis and invite you to join our exclusive Global Community.

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### Alumni Community

As a graduate of the Train the Trainer programme, you will be invited to subscribe to our exclusive Alumni Platform community and WhatsApp group with the following benefits:

- Invitations to complimentary online workshops and seminars.
- Discounts on coaching development skills and refresher courses.
- A monthly group coaching call with Philip Sykes and guest team members from The British School of Excellence.
- Q & A sessions with Philip Sykes and the team to support you with any questions you may have.
- Exclusive articles, advice, and tools.
- The opportunity to network with other coaches globally.
- Invitations to attend online social networking events.
- Articles on etiquette, manners, emotional intelligence.
- The promotion of books authored by members of the Alumni Platform.
- Recommended reading list.
- Links to websites with relevant articles.
- YouTube videos.
- An annual Powerhouse Planning Day for etiquette coaches.
- An annual Global Coaches Conference with guest presenters who will share their expertise.



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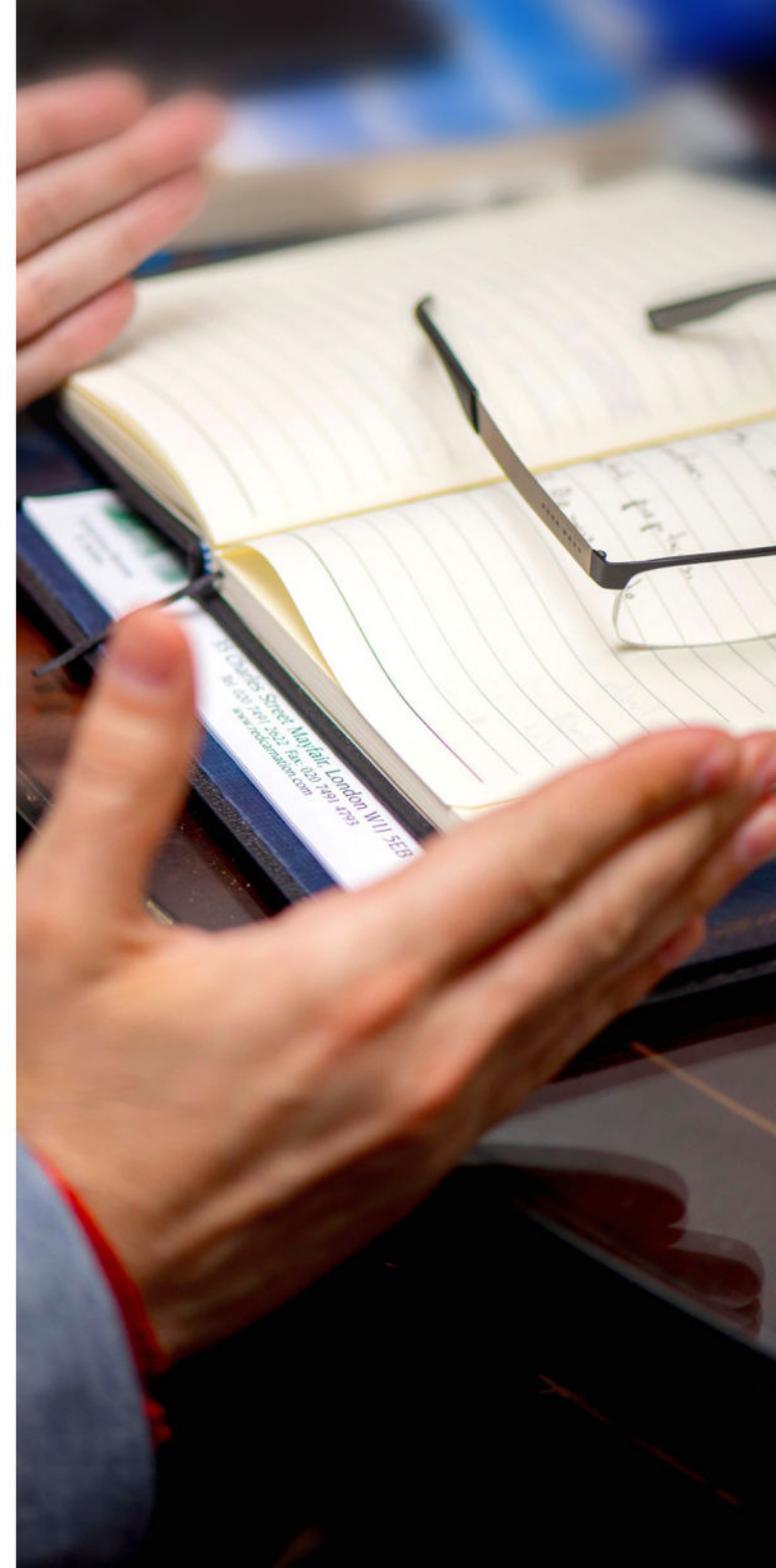
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### Ongoing Coach Support and Your Onward Journey to Excellence

We offer Train the Trainer Alumni ongoing support and guidance, which can be scheduled as an online complimentary Zoom session or via email. We are a phone or WhatsApp call away.

In addition, we offer the following paid services on behalf of The British School of Excellence:

- Private etiquette coaching, including bespoke training with Philip Sykes.
- High-performance personal coaching.
- Business coaching: how to build your business in a day; a negotiation skills workshop; and speak, pitch and close bespoke private sessions.
- Style coaching, image coaching, personal styling, personal branding and corporate image consulting.
- Voice coaching, professional and personal presentation skills, public speaking, third-level scholarship preparation and business communication.
- The Power of the Pen - master the art of penmanship.
- Marketing support: brand development; brand collateral development; marketing plan development, website design; digital and social media plan development; copywriting and coaching.



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*"I must mention the importance of joining the alumni group of other Trainers who were trained by BSE and obtained further assistance and facilitation from the School. This is going to help my career grow exponentially." AMH*

### Country Partnerships

On completing the Train the Trainer programme and receiving your certification, we offer country partnerships worldwide.

If you would like to schedule a discovery call to discuss the available opportunities to become a Country Partner, book a [complimentary call](#) and complete the [application form](#).



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*"The Train The Trainer course has absolutely met my expectations and even exceeded them. After taking the course, I have more confidence; I feel I'm connected with the world in the most appreciated manners. I hope I'll be able to share my experience with the world in the future." AS*

### Testimonials

View our Video Testimonials:

[Claudia Cuellar](#)

[Armen Sargsyan](#)

[Yalin Xiao](#)

[Lulia Arhire](#)

[Felisha Kay](#)

[Alice Muhirwa Hirwa](#)

[Louise Kingsley-Duru](#)



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### Investment

Duration: Five 6-hour sessions over five consecutive days.

**Investment: £3,997 per person**

The programme is delivered live online via Zoom.

The course investment includes course materials, guest speakers, bonus materials, assessments, and certificates from the CPD Standards Office, The British School of Excellence and ILM, associated with City & Guilds.

Should we have a group booking, live, in-person training can be arranged in Mayfair, Central London.

**Investment: £4,750 per person**

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### Payment Options

By credit card or bank transfer [on our website](#) or on an invoice request.

### Payment Plans

50% in advance of the commencement of the programme and the balance payable over three months (additional administrative fees will be applied).

[Submit your application](#) to join one of our future Train the Trainer programmes.



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### Contact us

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WhatsApp +44 (0) 7570 228 025

Book a [complimentary call](#)

### Follow us



*"The purpose of my life is to be alive and joyful, to be present with energy and passion, to embrace and appreciate those close to me, to learn and grow and work with people so that I can inspire and help them to live a fuller life, to love more abundantly and to make a greater difference in this world now and forever." Philip Sykes.*

