

PROFESSIONAL TRAINING PROGRAMME

Train The Trainer



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Duration: 5 days

Investment: £3,997 (including course material and certificates)

Delivery: Via Zoom

Please contact us for registration details and upcoming course dates.

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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 etiquette is a set of modern life skills essential for personal and professional success?

As an etiquette coach, you get to change people's lives through the power of etiquette and manners. You will be in a unique position to help adults, teenagers, and children build the confidence and skills to be the best versions of themselves.

About this course

The Train the Trainer course will give you all the skills to put together successful classes, workshops and events and deliver social and business etiquette with confidence 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 protocols and contemporary customs in a series of interactive and informative sessions.

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"I can't rate the Train the Trainer course highly enough. Philip is an energetic coach who embodies etiquette. Every day was packed with actionable content for developing myself and my etiquette modules. I finished the week well prepared to start teaching etiquette courses and wishing the course would never end."

On successful completion of the course, you will receive a certificate from The British School of Excellence and CPD. In addition, an ILM certificate will be posted to you upon submission of your final assessment. You will also be invited to join our alumni community of more than 80 etiquette consultants worldwide with access to further training, support, and networking opportunities.

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 be the best versions of themselves.
- You want a flexible career that allows you to choose your own 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 be able to deliver etiquette training with confidence to adults, children, and businesses.

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Course breakdown

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 its 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

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 potential clients, business partners and employers.
- 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 tips 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; the differences between
- High Tea and Afternoon Tea; and how to set up the table
- Learn indispensable skills that will make you an extraordinary host/hostess

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, an understanding of 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.
- Take an Emotional Intelligence assessment. Emotional intelligence is just as important as our intellectual ability for success and happiness in life. Some would say even more so as skills such as

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MODULE 4

empathy, self-awareness, and active listening drive our interactions with others and our ability to manage emotions positively. Cultivating EQ in your day-to-day interactions with colleagues, partners, clients or employees, encourages better teamwork and communication, increases motivation and paves the way for an improved productive work culture.

- Workshop 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
 - Attitude, mindset and critical areas to focus on when delivering training or coaching
 - Examples of lesson plans and feedback forms
 - Essential marketing and principles when starting your new business

MODULE 5

Youth Etiquette

- Explore the various programme options suitable for children; benefits of learning etiquette and manners from an early age; suggested course structure; age-appropriate activities including audio-visual material. In addition, learn about the different role-play activities, puppets, craft activities and games; and recommended publications and video materials.
- Explore the various programme options suitable for teenagers and young adults, the benefits of etiquette training; suggested course structure; age-appropriate activities including audio-visual material, role-play exercises, written assignments, quizzes and think tanks
- Learn tools and techniques for dealing with disruptive students

MODULE 6

Personal 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

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"Philip is a coach par excellence. Loved my experience and look forward to continued mentorship & association."

Benefits to graduates of the Train the Trainer Programme

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

- Invitations to complimentary online workshops and seminars
- Discounts on coach 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 – TBSOE list and links to relevant videos

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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."

Throughout the 5-day training programme, we invite you to engage with us, ask questions and request any further information or guidance you may need. Once you receive your certification, it is the beginning of a journey, and we are there to support you on an on-going basis.

Coach support

We offer Train the Trainer Alumni on-going 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 coaching
- Business coaching
- Image Consulting
- Marketing support – brand development, assistance with marketing plans, website design and social media plans
- An annual Powerhouse Planning Day
- An annual Global Coaches Conference with guest presenters who will share their expertise