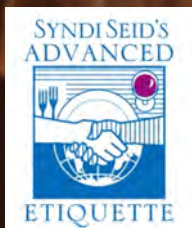


Preliminary Program Description



Ultimate Etiquette Mastery (UEM) Program

An 8*-week program, for only 8* participants

(*Note: Most numbered items include the number 8 because 8 in the Chinese culture signifies Good Luck! We wish you lifelong Luck with all the services we provide)

Kick off

Kick Off

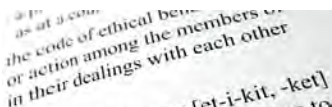


- ☐ A Zoom Kick-off call two weeks prior to the 3-day Bootcamp to introduce everyone in the class, and to get a jump start on getting comfortable with all that will take place during the 3-day intensive, boot camp training—exact date and time to be determined by consensus among all participants.

Part 1 - 3-day Boot Camp

Day 1

Check-in and Welcome



- ☐ Introduction - Overview of the program
 - Let's Start from the very beginning... An overview of the bottom line of why we are all gathered to master etiquette.
 - What is Etiquette?
 - Why does etiquette exist?
 - Who cares, and why should I/we care?



- Distinguishing between Civility, Protocol, Etiquette, and Manners
- Understanding root causes for behaviors and what to do about it
- How to make skills become habits that last a lifetime for happiness, peace of mind, and joy. In business, to achieve the greatest productivity, effectiveness, and a happy workplace.

First Impression Communications



- ☐ Become World-Class Competitive – First Impression communication skills to out-class the competition and become world-class competitive
 - Pre-meeting strategies – What to do once the appointment is set, before the meeting date
 - International business card savvy – How to present, receive, keep, and use cards
 - Understanding global rank and status
 - International Forms of Address
 - Global communication styles; business and social
 - Business introductions – Understanding the highest protocol to the average person
 - Proper Greetings – What's hot and not to say when meeting a person for the first time
 - Appropriate gazes, eye contact
 - Global handshaking customs
 - When to rise to the occasion
 - Maximizing your networking effectiveness at a social event (...working a room)

Finessing the Business Lunch



- ☐ Savvy business dining from start to finish
 - Invitations - How to extend and respond
 - Host duties and guest responsibilities
 - Seating arrangements – formal to informal
 - Proper place settings – formal to informal
 - Proper flatware usage
 - History of American zig-zag and Continental Style of eating
 - Table manners galore
 - Strategic do's and don'ts
- ☐ During the meal service:
 - Informal Q&A and discussion
 - Guest of honor responsibilities and duties
 - Toasting and drinking practices
 - Ordering wine – what if you don't drink?
 - Dining conversations
 - Paying the bill
 - Often-made mistakes in etiquette and protocol

- ☐ Pledge Activity – An open discussion and Pomodoro pledge activity on the

Day 1: 3-course business lunch

Soup, Main, Dessert; Bread & Butter, and Beverage
(In conjunction with the one-day seminar)



Day 2

Professional Image and Presence



- ☐ International Image
 - What Is Image?
 - Seven Aspects of Image
 - How Image Builds Business®
 - Dressing for the occasion
 - Wardrobe Strategies and Guidelines
 - Investment Dressing
 - Business Travel Wardrobes
 - What is Business Casual, Anyway?
- ☐ Professional Presence
 - Body language
 - Offensive gestures
 - Effective active listening
 - Rehearsal techniques
 - Giving others the R.O.Y.A.L. treatment
 - Handling conflicts with the A.L.E.R.T. method
 - Communicating in a style of always using the Sandwich Technique
 - Strategic do's and don'ts.

Multi-Cultural Awareness



- ☐ Cross-culture Awareness and Gaining The Edge in International Business:
 - Know who I am versus the other person
 - The cultural norms in each of us
 - Recognizing our B.A.T.s and how it shapes thinking and behaviors
 - Effective Active Listening
 - Valuing and embracing diversity in all its global forms
 - High & Low contact cultures; Mono- and Poly- chronic time
 - Richard Lewis's Model of cultural understanding

Technology



- ☐ Using Technology in the 21st Century
 - Oral and written business and social correspondence
 - Stationary styles
 - Styles of writing
 - Proper forms of address in business vs. social correspondence
 - Email and texting etiquette
 - Telephone and cell phone courtesies
 - Electronic devices and their place in society
 - RSVPs... how to accept, decline, and recover when changes happen
 - The importance of Thank-you notes and how to convey it

Entertaining and Formal Dining



- ☐ Successful Entertaining and Formal Dining
 - A successful event begins with forming a great guest list
 - Choosing the right venue and form of service
 - Extending Invitations - Written; Formal, and Informal
 - Styles of Acceptance and Regrets
 - Importance of RSVPs and Thank you notes
 - Dressing for the Occasion: What to wear, when?... White-tie; Black-tie; Evening Formal; Long gown; cocktail dress; pantsuit
 - Proper table and place settings; Table decorations; Ambience
 - Proper seating arrangements and name cards are key when seating diplomatic and international guests
 - Advanced Host Duties and Guest Responsibilities
 - Receiving Lines—how to organize, stand and go through one for all occasions
 - Party Planning 101: What to consider and do before, during, and after the event
- ☐ Dine Like A Diplomat®
 - Let's be seated—Seating as a couple
 - Formal place settings
 - American vs. Continental style of eating, relating to formal flatware usage... which fork or knife to use, when, and how... fish fork/knife; finger bowls, and the like
 - Formal table manners—Strategic do's and don'ts; Often-made mistakes in etiquette and protocol
- ☐ During the meal:
 - A pour of wines with each course (as desired) and a cordial, brandy, or port may accompany the meal.
 - Informal discussion
 - Guest of Honor duties and responsibilities
 - Advanced toasting practices for both the giver and receiver

PLEDGE* Activity

- Appropriate dining conversation
- Wine service and other beverages at the table.

- ☐ An open discussion and Pomodoro pledge activity on the content from today's lessons. Depending on when the formal meal is served, this can be before or after.
- ☐ Brief homework before Day Three.

Day 2: Modified 9-course formal European dining experience...

- | | |
|---------------|----------------------------|
| 1. Appetizer | 6. Cheese |
| 2. Soup | 7. Salad |
| 3. Fish | 8. Dessert |
| 4. Intermezzo | 9. Coffee/Tea/Espresso and |
| 5. Meat | cordials |



Day 3

Interactive Game

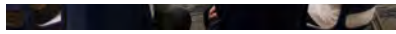


- ☐ Fun and lively interactive cross-cultural experience
 - A fun and interactive game to prove that cultural differences are neither right nor wrong; it's just different.

Pomodoro Activity



- ☐ Putting it all together...
 - A Pomodoro activity to map out a personal and group success and practice plan. Determine the 6 weeks of one-hour Zoom practice session topics.



Afternoon Tea and Etiquette



- ☐ Afternoon Tea – Lunch
 - History of Tea – Past and Present
 - Types of Teas
 - Tea Production
 - Forms of Tea Service
 - Using Afternoon Tea as a unique form of business entertaining
 - Host Duties and Guest Responsibilities
 - The Etiquette of Taking Tea, from start to finish
 - Do's and Don'ts of Tea Etiquette

Q&A



- ☐ Stump Syndi for the Day
 - An open Q&A period on All Things Etiquette
 - Final Q&A
 - Wrap-up
 - PLEDGE Cards
 - What's next?... Arranging the weekly Zoom schedule and topics
 - Graduation Certificate; Accepting the P.L.E.D.G.E.*

*PEOPLE LEADING EVERYONE TO DO GOOD EVERYWHERE... at last you know what this acronym means!

Day 3: Royal Afternoon Tea service/lunch

A four-course celebratory lunch service, plus a glass of sherry or champagne, as desired.



Each day includes:

- Daily comprehensive Action Guides for home review and practice

- Brief homework before and after each day to review and jumpstart 'little grey-cell thinking'
- Computer-generated visuals to reinforce learning
- Morning review and brief Q&A of the previous day's content and homework
- Interactive activities throughout the training to reinforce learning... Practice makes perfect!
- Open discussions for constant Q&A – This is what brings content alive!
- Breaks throughout each day, every 90-120 minutes, and before and after meals
- End of the day recap of key takeaways/nuggets to remember
- After class, informal Happy Hour networking time for all who wish to participate.



Part 2: Six Weekly Zoom Calls

- ☐ Weekly Zoom calls: The uniqueness of this program is the ability to have deeper dive practice sessions to discuss real-life scenarios to practice solving. 8 topics will be chosen by consensus among the participants.
- ☐ 'Perfect Practice'* Deliberate intention to build a skill is key to success in this program. Over time, week after week, the emphasis will be focused on mastering the skills associated with appropriate behavior, kindness, respect, consideration, and civility... a/k/a etiquette, and manners. *Perfect practice is a concept coined by Vince Lombardi: Practice does not make perfect. Only perfect practice makes perfect.



Part 3: One Wrap-Up and Graduation

Putting it all
together and

- ☐ The final 5-hour in-person seminar
 - Final review, and added advanced, Advanced Etiquette tips, tricks, and skills

setting a life plan



- Creating individual Action Plans for continued practice in the months ahead, up to one year.
- Two bonus tools to continue individual and personal empowerment; and to celebrate the completion of this lifetime program.

Bonus Meal



- ☐ A final lunch service to briefly review proper dining etiquette and how to eat with chopsticks and hands... the other two primary ways of dining worldwide. Value \$88

Other Bonuses



- ☐ Copy of Syndi's first three books:
 - Etiquette in Minutes: 201 Practical Tips on Business and Social Behavior from an international etiquette expert Value: \$12.95++
 - Amazon #1 Best Seller - The Law of Business Attraction: Secrets of Cooperative Success Value: \$17.95++
 - Executive Etiquette Power: Top experts share what to know to advance your career Value: \$24.00++
- ☐ Copy of Syndi's upcoming 4th book, "Lead with Etiquette: How top business professionals accelerate profits, advance their careers, and achieve lifetime success: Due out by January 2024 Value: \$18.95++
- ☐ During the program, two private 1:1 telephone or Zoom calls (up to 60 minutes) with Syndi to address personal situations Value: \$588
- ☐ Copy of Syndi's due out December 2023 12 monthly Etiquette Reminders, titled: "Etiquette Isn't Just for the Birds" Practice calendar Value: \$24.98++
- ☐ Complimentary Charter Membership to Syndi's 2024 P.L.E.D.G.E. program Value: \$488
- ☐ Membership into an exclusive Alumni Program, plus unlimited, lifetime invitation to ask Syndi questions on a private direct line Value: Priceless
- ☐ Final Bonuses: I love giving away small useful items. 8 fun surprise downloadable and product items throughout the program, personalized to

Conclusion

- As you see, this training program is the most comprehensive and complete training you will not see anyplace else.
- As discussed by telephone with each applicant, this program is for the faint of heart who wants a quick fix on etiquette.
- Rather, this is a once-in-a-lifetime program that will pay back and return countless dividends for the investment made for the rest of your life.
- As with all other learning, once skills are mastered, they can be applicable and useful in many ways. However, etiquette is the one exception. It is applicable and useful in every way, every day of a person's life.
- Sidebar: etiquette training should be mandatory for everyone at all levels of schooling, from kindergarten to postgraduate and beyond.

Thank you for reviewing this information. I look forward to you joining me in the launch of this most exciting new program.



A comprehensive program all wrapped into one complete course:

3-day Boot Camp
 6 Weeks Deep Dive Calls
 1 Wrap-up Seminar
 Including all meals:
 3-course Finessing the Business Meal
 9-course Formal Dining Experience
 4-course Afternoon Tea Service

 Bonus Graduation lunch
 PLUS: Tons of far exceeding bonuses

Regular Investment \$2,888

Please contact Syndi to hear about the incredible low introductory "Premier Launch" investment... that's nearly at-cost!

 As always, payment plans are available upon request.



Syndi Seid

Global Etiquette Expert,
 Presenter, Author, and
 Founder of Advanced
 Etiquette



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415-346-3665



www.AdvancedEtiquette.com

To register:

I look forward to the special honor of having you be a part of this inaugural program.