

## Why should good manners be considered lifeskills just like reading, writing, and arithmetic?

*At the International School of Protocol we've seen the difference manners make in a person's life.*

*Good manners are an integral part of success. Possessing good manners helps an individual build confidence, increase self-esteem, improve communication skills, make friends, and create a positive impression on others.*

*Manners are universal. Manners and etiquette provide the guidelines for individuals to manage social and business environments. Equally important, manners teach a person how to effectively handle conflict and confrontation without aggression.*

*Studies have shown that individuals are more receptive to etiquette instruction when it comes from an "outside" source. The International School of Protocol is uniquely qualified to handle both individual and group training. For more information about how we can build a program to suit your needs, contact:*

The International School of Protocol®  
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Suite 130  
Hunt Valley, MD 21031  
(410) 771-6900 • Fax: (410) 771-6929  
www.schoolofprotocol.com  
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*Gift certificates are available.*

### *Meet the Instructors*

The International School of Protocol® provides the highest caliber of protocol and etiquette training for children, teens and adults. The instructors have provided training for children, schools, outreach programs, recreation programs, business executives, corporations, politicians, groups, and individuals. The International School of Protocol's training sessions and instructors have been featured in: *The Washington Post, The Baltimore Sun, The Daily Record, Business Monthly, Bar Bulletin, The Howard County Times, The Towson Times, The Jeffersonian, Baltimore's Child, SmartWoman, Style Magazine, Baltimore Magazine*, and on CBS's *Early Morning Show, WJZ Television, Maryland Public Television, Voice of America*, and WAMU Public Radio.

During her years in the corporate world as a vice president for a major corporation, **Carol Haislip**, Director, interviewed, trained and supervised hundreds of employees. She knows firsthand that first impressions really do last a lifetime.



Through her dynamic teaching techniques, she illustrates that an effective professional image is critical for success on the job, in school or in any other social or business environment. Ms. Haislip holds a Masters of Business Administration with a concentration in International Business.

**Cathleen Hanson**, Director, is an award winning speaker who has served as a university professor of communication, teaching courses in the areas of public speaking, business communication, interpersonal communication, group communication, and nonverbal communication. As a fully engaging top-notch teacher, her emphasis is on teaching adults, teens, and children what she considers to be skills for life. Ms. Hanson holds a Masters in Communication Theory.



Years of working in the business world as a recruiter, trainer and negotiator led Senior Associate, **Marsha Hall**, to realize that social and communication skills were the keys to success. When teaching, she emphasizes the importance of these skills. Her friendly and upbeat approach make her a favorite among children and teens. Ms. Hall holds a Bachelor of Science in Business Administration.



## A Lifeskills Approach to Teaching *Manners* to Children, Teens, and Adults

The International  
School of Protocol®  
Bringing back civility,  
one person at a time.

## Social Etiquette

People like to feel confident in social situations, and knowledge of social etiquette allows them to handle themselves and deal with others with ease.

The program includes such topics as:

- ◆ Welcoming Behaviors
- ◆ Eye Contact
- ◆ Shaking Hands
- ◆ First Impressions
- ◆ Using Honorifics
- ◆ Using First or Last Names
- ◆ Turn-Taking
- ◆ Including Others
- ◆ Showing Proper Respect
- ◆ Common Courtesies
- ◆ Helping Behaviors
- ◆ Avoiding Rude Behaviors
- ◆ Behavior in Public
- ◆ Etiquette for Public Outings
- ◆ Using Escalators, Elevators, Doors
- ◆ Street Smarts
- ◆ Spectator Behavior and Good Sportsmanship
- ◆ Behaving as a Good Host and Guest
- ◆ Image and Clothing
- ◆ Proper Grooming
- ◆ Hat Wearing Etiquette



## Communication Skills

Knowing the tools for effective communication builds self-esteem and leadership abilities.

The program includes such topics as:

- ◆ Proper Greetings and Introductions
- ◆ Conversation, Listening and Feedback
- ◆ Nonverbal Communication
- ◆ Public Speaking
- ◆ Telephone Etiquette
- ◆ Acts of Kindness and Respect
- ◆ Communication in School
- ◆ The Use of Please, Thank You, Excuse Me
- ◆ Thank You Notes
- ◆ Communicating with People with Special Needs
- ◆ Electronic Etiquette



## Interviewing and On the Job Etiquette

Getting and keeping a job is essential to every person's success.

This program includes such topics as:

- ◆ Dress for Success
- ◆ How to Make an Effective First Impression
- ◆ Rules for Sitting, Standing, and Shaking Hands
- ◆ Appropriate Departures and Follow-up
- ◆ How to Get, Keep, and Advance in a Job
- ◆ How to Relate to Others in the Workplace

## Table Manners

It is important for individuals to learn dining skills so they can be comfortable in any dining situation, whether formal or informal.

The program includes such topics as:

- ◆ Table Settings
- ◆ Identifying Plates, Bowls, and Cups
- ◆ Identifying Utensils and Glassware
- ◆ Proper Use of Napkins
- ◆ Common and Less Common Utensils
- ◆ Selecting the Correct Utensils
- ◆ Setting the Table
- ◆ American Style of Dining
- ◆ Continental Style of Dining
- ◆ Eating Common Foods
- ◆ Eating Unusual Foods
- ◆ Behavior at the Table
- ◆ Seating a Girl or Woman
- ◆ Body Language
- ◆ Conversation at the Table
- ◆ Entering the Table
- ◆ Exiting the Table
- ◆ Proper Seating
- ◆ Mealtime Manners
- ◆ When to Begin Eating
- ◆ When to Finish Eating
- ◆ Resting and Finished Positions

