

MASTER YOUR SKILLS • GROW & SUCCEED

THE BRITISH SCHOOL OF ETIQUETTE INDIA

# Master Your Skills



INDIA

## THE INTERNATIONAL TRAIN-THE-TRAINER COURSE MODULES

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The objective of the International Train-the-Trainer course is to help our participants master all the fundamental aspects of international etiquette and empower them with the tools and skills to increase their companies Business Growth, Brand Reputation and Market Share. The British School of Etiquette India help professionals and corporate houses embrace change and achieve breakthrough performance in their career.

## INTRODUCTION TO THE COURSE

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- OVERVIEW OF THE PROGRAMME & STRUCTURE
- HISTORY OF ETIQUETTE
- WHAT IS ETIQUETTE?
- INTERNATIONAL ETIQUETTE

BE A **SPARK** THAT IGNITES A FLAME IN THE  
**LIVES OF OTHERS.** ——— **NIRAALEE SHAH**

## **SOCIAL ETIQUETTE & GOOD MANNERS**

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- Art and Science of Creating a First Impression
- Social Etiquette
- Etiquette and International Protocol
- The differences between etiquette and manners
- The 3 Fundamentals of meeting and greeting
- How to introduce new people
- Small Talk - Conversation Starters
- Handling uncomfortable situations with grace and politeness

## **BUSINESS ETIQUETTE**

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- Business First Impressions
- Business Greetings
- Business Meetings & Conference Etiquette
- Body Language
- Business Attire
- Business Communication Skills
- Personality Profiling
- Client Profiling
- Business Relations
- Business Protocol
- Networking
- A-Z Business Etiquette
- Business Dining Etiquette
- Brand You

## **PRESENTATION SKILLS**

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- Public Speaking and Presentation Skills
- Power Presentations – Planning & Delivery
- Training and Delivery Skills
- Goal Setting, Time Management, Delegation and Team Work during Training
- Writing Content, Objectives and Outcome
- Using your voice, pitch, timbre, volume, speed, tag-lines
- Body Language
- 5 steps to creating a clear message

## **PERSONAL IMAGE**

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- Holistic Image
- Personal grooming and hygiene
- Dress codes & the finishing touch
- Deportment-Posture-Poise
- A-Z Everyday Etiquette
- International Etiquette
- Brand, You

## **COMMUNICATION SKILLS**

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- Vocal and Verbal Communication
- Body Language
- Polished language of a professional
- The importance of writing correspondence
- Social Media and Netiquette
- Interpersonal Skills

- Internal Communication between colleagues
- Managing Conflicts
- Interview Skills
- Time and Stress Management
- Relationship Building
- Student's presentation & feedback

## **EMOTIONAL INTELLIGENCE**

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- What is Emotional Intelligence?
- Self-Awareness
- Manage your Emotions
- Emotional Intelligence and Empathy
- Understand the concept of emotional intelligence and its benefits
- Know how E.Q relates to good manners
- Dealing with Difficult People
- Build your Resilience
- Developing Emotional Intelligence in your Team

## **DINING ETIQUETTE**

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- Dinner Table Layout
- Introduction to Cutlery and Crockery
- Recognising all elements of Western-style place setting
- Know how to conduct yourself at the table
- Tricky foods
- Unfamiliar cuisine

## AFTERNOON TEA

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- The History of Afternoon Tea
- Champagne Etiquette
- Dress Code
- Dos and Don'ts
- Service Skills
- After Tea Service
- What to Serve and How to Serve
- Correct Form and Protocol
- Timing and Invitations

## QUALITY OF A TRAINER & PERSONALITIES

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- Recognise types of personality of DISC chart and how to engage with each of them
- Coaching vs Training
- Constructive feedback to your audience
- **Q & A Sessions**

YOU DON'T BUILD A BUSINESS **YOU BUILD PEOPLE** AND THEN **PEOPLE BUILD THE BUSINESS.** ——— **RICHARD BRANDSON**

## AWARD CEREMONY

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On completion of the International Train the Trainer programme (Day 5) you will be awarded with a framed certificate from The British School of Etiquette United Kingdom and the CPD certificate from the United Kingdom, personally presented by Mr Philip Sykes (Founder & Principal of The British School of Etiquette UK)

The ILM Certificate will be sent to your designated address by courier on satisfactory completion of the assignment. The details of this assignment will be given to you on Day 5 of the Train-the-Trainer course. This ILM certificate issuance and administration cost is not included in the course fee, and is INR 15000/-

## THE INTERNATIONAL TRAIN-THE-TRAINER COURSE INCLUDES

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- 5 days of Training by Mr Philip Sykes (Founder & Principal of The British School of Etiquette)
- International Certification from The British School of Etiquette UK
- CPD certification from the UK
- Mentoring by Mr Philip Sykes and Ms NiraaLee Shah
- Business Support by The British School of Etiquette India
- Branding Support by The British School of Etiquette India
- Resources – Training Etiquette Manual, Branding Forms, Self-Assessment forms, Self-Awareness Sheets, Training checklists, SOPs by The British School of Etiquette India
- Member of The British School of Etiquette India Alumni Network
- Member of The British School of Etiquette UK Global Alumni Network

# THE INTERNATIONAL TRAIN-THE-TRAINER COURSE

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## Train the Trainer Course Mumbai

### Contact Details:

The British School of Etiquette India

**Ms Niraalee Shah**

**M** +91 99671 96174

**E** [hello@thebritishschoolofetiquetteindia.com](mailto:hello@thebritishschoolofetiquetteindia.com)

**W** [www.thebritishschoolofetiquetteindia.com](http://www.thebritishschoolofetiquetteindia.com)

## THE FACULTY

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### MR PHILIP SYKES

Principal

The British School of Etiquette

United Kingdom



# THE INTERNATIONAL TRAIN-THE-TRAINER COURSE CALENDAR AND INVESTMENT

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## **DATES:**

December 14<sup>th</sup> to December 18<sup>th</sup> 2020

February 15<sup>th</sup> to February 19<sup>th</sup> 2021

April 12<sup>th</sup> to April 16<sup>th</sup> 2021

## **PAYMENT OPTIONS:**

The investment for the International  
Train-the-Trainer Course is:

- Early Bird Discount Registration by  
September 5<sup>th</sup> 2020 INR 2,70,000/-  
+ GST (INR 3,18,600/-)
- Limited Seats Only (15 students per class)
- INR 80,000/- registration and securing a seat
- INR 80,000/- August 5<sup>th</sup> 2020
- INR 80,000/- September 5<sup>th</sup> 2020
- INR 78,600/- October 5<sup>th</sup> 2020

## THE INVESTMENT FOR THE INTERNATIONAL TRAIN-THE-TRAINER COURSE IS:

- Registration post September 5<sup>th</sup> 2020  
INR 3,20,000 /- + GST (INR 3,77,600/-)
- Limited Seats Only (15 students per class)
- INR 1,00,000/- registration and securing a seat
- INR 1,00,000/- September 5<sup>th</sup> 2020
- INR 1,00,000/- October 5<sup>th</sup> 2020
- INR 77,600/- November 5<sup>th</sup> 2020

## PAYMENT DETAILS:

### **Image Building and Etiquette Mapping**

**Bank:** Kotak Mahindra Bank

**Branch:** Nepean Sea Road

**Account Number:** 1714352706

**IFSC Code:** KKBK0000637

**Swift Code:** KKBKINBB

**GST:** 27CYJPS2179B1Z7

## WHO SHOULD ENROL IN THIS COURSE?

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- Trainers
- Training Managers
- Leadership & Development
  - Corporate
  - Freelancers
  - Behavioural
  - Soft skills

- Communication
- Human Resources executives
- Entrepreneurs
- Professionals
- Aspiring Leaders
- Leaders in the industry
- **Etiquette Experts**
- **Communication Experts**
- **Image Consultants**
- **Makeup Artists**
- **Fashion Stylist and Fashion Designers**
- **Coordinators and Facilitators in the following industries:**
  - Events
  - Hospitality
  - Retail
  - FMCG
  - Airlines
  - Doctors
  - Banking
  - Health & Beauty
  - Consulting
  - Entertainment
  - Food & Beverage Experts
- **Insurance Consultants**
- **Communication Specialist**
- **Public Speaking Experts**
- **Voice and accent trainers**
- **Voice Specialist**
- **Education Consultants**
- **Training Experts in school, colleges and universities**
- **Anyone who has a passion and zeal for any kind of training and professional growth**

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**Ms Niraalee Shah**

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**W [www.thebritishschoolofetiquetteindia.com](http://www.thebritishschoolofetiquetteindia.com)**

The CPD Standards Office  
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**INVESTORS  
IN PEOPLE**

Accredited  
Until 2021

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Centre

