

Cleveland School of Etiquette & Corporate Protocol

Professional protocol for those who strive to be their very best.

Etiquette is about how we make others comfortable in our presence. Statistics show that a person decides whether he likes, trusts, and finds you credible in the first seven seconds of meeting you. **60% of that decision is based on your appearance. 30% is based on the tone of your voice and 10% on your product.** What this means, is that 90% of the decision to do business with you has nothing to do with your product.

IT'S ABOUT HOW YOU PRESENT YOURSELF AND THE IMAGE YOU PORTRAY.

The definition of luck is when preparation meets opportunity. In the business world, the preparation in this equation requires people skills and protocol. ***The Cleveland School of Etiquette and Corporate Protocol*** is committed to making sure your professional image is polished.

CHOOSE TO BE EXCELLENT!

"Politeness and consideration for others is like investing pennies and getting dollars back"
- Thomas Sowell

Our Mission:

To provide social skills and protocol training to individuals and organizations with a desire to excel professionally and socially. With an understanding that proper behavior and customs can make a profound difference, we teach others to recognize situations that require a particular conduct or behavior, and the social behavior that is appropriate for these circumstances.

Our Corporate Program:

Being excellent doesn't happen accidentally or overnight. To achieve excellence, one must be prepared, polished and dedicated to the goal of being the best you can be in all situations. Our Corporate Program, "Choose to be Excellent!" addresses those skills essential to achieving not just success, but excellence in business and social situations. The proper use of etiquette and protocol provides a distinct advantage in everyday interactions.

Goals:

The goal of our program is to educate individuals on the benefits of corporate protocol in an ever-changing, highly competitive environment. Being perceived in a positive way can affect the outcome of any personal interaction to your advantage, including sales situations, negotiations, management functions and career advancement.



Colleen Harding

is a professional protocol consultant who is certified in traditional and corporate etiquette from the American School of Protocol in Atlanta, Georgia. Prior to opening the Cleveland School of Etiquette and Corporate Protocol, she spent over twenty years in the business market as a sales professional.

She is a veteran broadcast sales executive in both radio and television. In addition, she spent nine years in the telecommunication industry working in both the Cleveland and Columbus markets. She understands the definition of competition and knows the importance of proper protocol to gain the competitive edge.

I believe that in business, how you present yourself is just as important as what you are presenting. I was unsuccessful in finding what I was looking for and took as a sign to get this started. I researched the different programs around the country for protocol training and certification and decided on a program in Atlanta, Georgia.

Choose to be Excellent! includes:

- Proper introductions
- Dining skills
- Professional correspondences
- Conducting a successful power lunch
- Rules of proper dress
- Effective networking
- Professional code of conduct
- Protocol for the work place
- Self-presentation
- Phone etiquette
- E-mail and social network etiquette
- Handling a breach of etiquette

Customer corporate protocol training and curricula can be created for individual programs or large group seminars. Please contact Colleen Harding directly to identify your specific goals and study programs.