



Finesse Worldwide, Inc.

Social Skills and Business Etiquette Training for Personal and Professional Success



In this global and competitive economy, it's more important than ever before to go back to the basics of learning how to build personal relationships, and how to present yourself with confidence and civility.

Why should you invest in business etiquette and social skills training for yourself or your company? Because...

1. Studies show that 80% of a person's professional success can be attributed to their social skills. And, according to a recent study by the American Journal of Public Health, people with good social skills are "more successful and make more money" than those who don't.
2. Employees with confident business etiquette skills will propel your company forward and positively affect productivity, profits, and retention.
3. Give yourself and your employees the edge to build relationships, outshine your competitors, and attract new customers.

Who should receive business etiquette training?

New college graduates to senior executives to enhance their social skills in order to improve their personal and professional image, be promoted, and build positive and lasting relationships with colleagues and clients.

Please contact us today to see how we can tailor a business etiquette and social skills workshop to meet your specific training needs, budget, and time-frame.

Finesse Worldwide, Inc.

www.FinesseWorldwide.com

Aimee Symington at 704.564.6502 or aimee@finesseworldwide.com



Finesse Worldwide, Inc.

Corporate Overview

Mission

Finesse Worldwide is dedicated to helping you improve your social skills to achieve a higher level of personal and professional success.

Areas of Expertise

At Finesse Worldwide, we have over fifty combined years of experience teaching business professionals, politicians, and international dignitaries.

Clients extend across industries and business sectors throughout the United States, Asia, Europe, North and South America, and Africa.

Finesse Worldwide offers training in business etiquette, social skills and international protocol which covers topics such as dining etiquette, introductions and networking, and professional image.

We will customize a program that will meet your specific goals, time-frame, and special circumstances.

"Laurie Firestone fully understands the importance of international protocol and how it relates to business, building relationships globally across cultural boundaries, and in everyday life."

Sichan Siv, Former Deputy Assistant to President George H. W. Bush & Ambassador to the U.N.

"We appreciate the excellent business etiquette training session Aimee Symington presented to our leadership team. She met and exceeded each or our expectations and etiquette needs with excitement, energy, and memorable concepts."

Pfizer

"The business etiquette and international protocol session facilitated by Finesse Worldwide was outstanding! The information was directly relevant to my career and helped boost my confidence. Now that I understand the nuances behind the 'rules', I can better position myself for success."

McColl MBA School of Business

Partial List of Corporate Clients

- Bank of America
- Brown Brothers Harriman
- Pfizer
- Ingersoll Rand
- Alston & Bird LLP
- SunGard Consulting Services
- University of Michigan
- Wachovia



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Biographies



Laurie Firestone, Principal

- Former White House Social Secretary under President George H. W. Bush, Ms. Firestone planned and executed state dinners, luncheons, and receptions for the President and First Lady.
- Thirty years experience as protocol and etiquette expert.
- Protocol analyst for CNN and MSNBC, color commentator for C-SPAN's coverage of White House State Dinners, and commentator on White House entertaining for Good Morning America.
- Co-founder of Firestone & Korth event planning firm serving corporate and bipartisan political clients including President Bush, President Ford, and Prime Minister Margaret Thatcher.



Aimee Symington, Principal

- International etiquette expert with over 20 years experience teaching throughout the U.S., Asia, Europe and North America.
- Etiquette expert on NBC's The Today Show.
- Aimee also regularly shares her etiquette advice on TV, radio, and in newspapers and national magazines such as *"Good Housekeeping"*.
- Only etiquette expert in the world to have invented products that teach social skills and manners that are selling internationally and have received national recognition and prominent awards.
- Vast corporate experience and training of thousands of professionals .



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Social Skills and Business Etiquette

Training Program Options

The training programs below may be conducted independently or combined to create a personalized program. Sessions range from an hour lunch-and-learn to a full-day course.

Dining Etiquette

- Make a great impression on your customer, boss, or prospective client when dining with confidence.

Personal Branding and Networking

- Learn how to build your personal brand, deliver an elevator speech, and network for success.

Confidence & Charisma

- Influence others with a polished and professional demeanor and excellent communication skills.

International Protocol

- Learn the essential “Do’s” and “Don’ts” for optimal success when conducting business internationally.

Electronic Etiquette

- Learn about phone, e-mail & social media etiquette to show professionalism and maintain credibility.

Charisma & Communication

- Learn how to build instant rapport, influence others, and communicate effectively.

Cocktail Party Etiquette

- Learn to make a great first impression, create an instant rapport, and build relationships.

Office Etiquette

- Improve employee satisfaction and productivity by learning about office etiquette.

Business Travel Etiquette

- Learn what's expected when traveling for business to maintain professionalism.