



# Course Catalog

“Breaking B.A.D” & “Say YES to Manners”

Monica Lewis is a leading expert in the industry of etiquette and protocol. She is also an avid believer that social presentation and behaviors are important in order to be successful in today's society. Seeking to promote awareness of this fact, Monica is a passionate instructor who is dedicated to providing quality and professional training to her clients. With more than ten years of experience, Mrs. Lewis is renowned for her vibrant personality and highly interactive presentation skills.

As an author, motivational speaker, wife and mother of five, Monica is committed to bringing a positive change everywhere she goes. She is actively involved with her church, community organizations and schools. She also devotes many hours mentoring teenage girls and boys across the Houston area.

*"One of my greatest passions is to help people become strong, confident, polished, and compassionate members of society. I truly believe this is my life's mission."*

*-Monica Lewis*



Monica Lewis, Founder

# Breaking

# B.A.D.

## In Business

### Dining with Diplomacy

Does dining with your boss or colleagues make you nervous?

Not sure which glass to use?

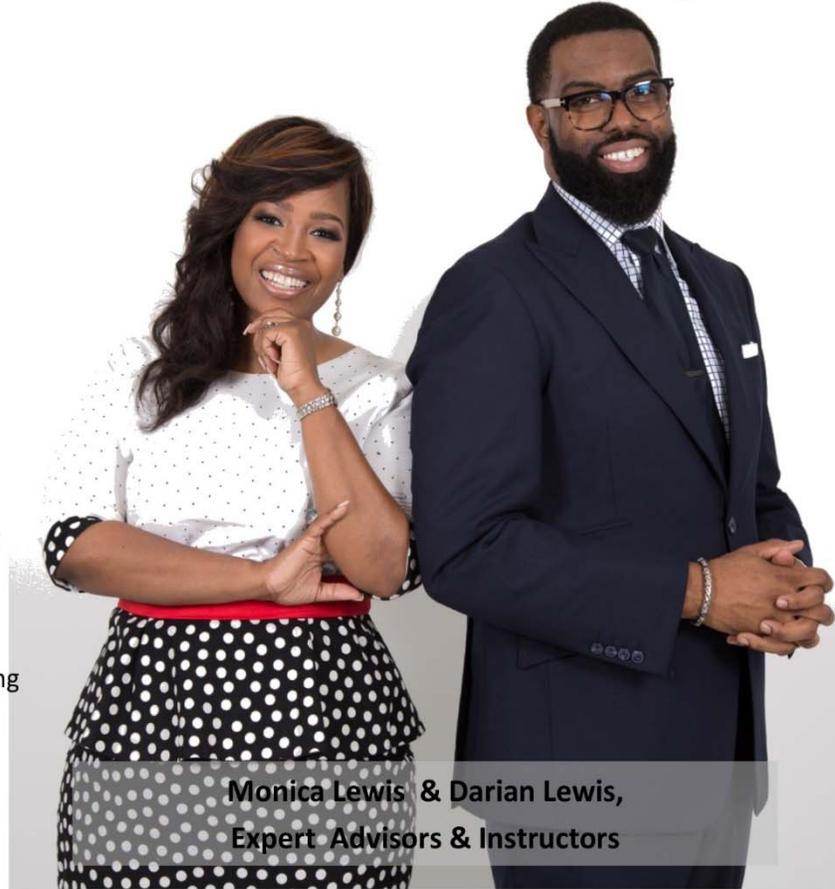
Have you ever struggled to keep the conversation going while dining?

If yes, you must attend Breaking B.A.D. in Business—Dining With Diplomacy course for Professionals.

Your B.A.D. (Barriers. Attitudes. Decisions) could be secretly sabotaging your career. Make no mistake about it, business dining is always about business first, the meal is secondary.

THE MONICA LEWIS SCHOOL OF ETIQUETTE  
Dining with Diplomacy will teach you:

- **Career Killers**— Top Ten Avoidable Dining Behaviors that will kill your career.
- **Silverware Savvy**— How to navigate flatware to master the art of business dining.
- **Best-in-Business:** Hosting and receiving Executives, Senior Managers, International guests and Business Owners
- **Suited for Success** – Image and Style Guide for the Savvy Professional
- **Netiquette: Networking** - How to Make an Entrance,
- **Work the Room, and Build Your Network.**
- **Table Talk** – How to communicate effectively when the stakes are high.
- **Social Media Etiquette for Everyone**— How to navigate the social media maze.
- **Dining with Style**— American vs. Continental dining styles and when to use them.
- **Maneuvering the Menu**— What to order and why and which foods to avoid.



Monica Lewis & Darian Lewis,  
Expert Advisors & Instructors

Text “Manners”  
to 55498 for  
upcoming  
classes

Group rates available.  
Call 281.974.6701 Follow  
us @mannersmatters

# Corporate Etiquette and Global Protocol

## Courses for Corporations & Professionals

Success in getting, keeping, and advancing in a job depends 85 percent on soft or "people" skills; and 15 percent on technical knowledge and skills, according to three separate studies by Harvard University, the Carnegie Institute, and the Stanford Institute.

Do your executives possess the polished soft skills and business etiquette knowledge to best represent your company in today's global business arena?

In today's competitive global arena, knowing the rules of proper business etiquette and protocol is essential. If the necessary protocol is overlooked or misunderstood, a misstep may jeopardize business relationships.

The personal and professional demands placed on business executives today surpass any experienced in the past. It is crucial to know how to make the best credible first impressions and effectively manage relationships across cultures. The savvy executive must be able to explore new markets, develop opportunities worldwide, and master the techniques necessary to be the "best-in-business" in his or her industry.

MONICA LEWIS SCHOOL OF ETIQUETTE endeavors to be a partner with our client's, its management team, mission, and corporate culture in equipping its executive talent with the all-important business protocol knowledge and soft skills required for success in today's global arena. We have partnered with multinational clients in the financial services, accounting, schools, pharmaceutical, hospitality, and retailing, real estate, auto dealership, manufacturing industries and non-profit organizations.

We invite you to schedule one or all of the following "Best-in-Business" corporate etiquette and international protocol seminars.

### I. Best-in-Business: Corporate Etiquette

Topics include: Etiquette and protocol defined; benefits of etiquette and protocol intelligence; appearance and first impressions; how to distinguish yourself from the competition; presence power points; protocol for business and social introductions; handshaking; how to make an entrance and work the room; improving your mingling proficiency; remembering names; business card protocol;

electronic communications; and perfecting your professional style.

### II. Dine Like a Diplomat: The Art of the Business Meal

Topics include: Business entertaining; receiving lines; host and guest duties; toasting; styles of eating; silverware savvy; American and Continental styles of eating; hands-on dining tutorial; conversation at the table; eating various foods; dining dos and don'ts; and world-class dos and don'ts.

### III. How to Succeed in the Global Arena

Topics include: Broaden your global awareness; the benefits of etiquette and protocol intelligence; master the first meeting; first impressions and appropriate business attire; business customs and terminology; electronic communications; importance of rank and status; business card protocol; world class handshakes; how to project cultural awareness; global conversation skills, and more.

### IV. First Impressions Are Lasting: Suit-Up for Success

Topics include: Importance of first impressions; visual, vocal and verbal impressions; image through dress; wardrobe tips for women; wardrobe tips for men; importance of quality briefcases and writing instruments; fragrance and accessories management; smart dressing for professional women; smart dressing for professional men; how clothing colors impress; and, body language.



### V. How to Make an Entrance and Work the Room at Networking Events

The topics included in this dynamic one-hour seminar are: How to make an entrance and work the room; how to introduce yourself and others; how to shake hands with confidence; how to start a conversation, keep it going, and graciously exit it; acceptable and unacceptable conversation topics; how to project a positive image and make a good impression with appropriate attire and your presence power points; how to gracefully handle your food and beverages while shaking hands; the protocol for exchanging business cards; the importance of RSVPs, thank-you notes and follow-up after the event.



### **VI. New! Half-Day Impression Management: Polish Your Professional Image**

The topics included in this half-day professional development seminar are: First impressions are lasting; soft skills trump technical skills; how to present a polished, powerful presence ; workplace appearance and grooming musts; formal business versus business casual attire; how to project executive level presence with positive body language; negative body language signals that undermine your credibility ; how to create a positive and professional vocal image; global greetings and handshakes ; introducing yourself and others; how to make small talk, initiate, and graciously exit conversations; appropriate and inappropriate conversation topics; how to make an entrance and work the room at networking events; formal business meeting protocol ; professional office etiquette and decorum in the workplace; social media dos and don'ts; techno-etiquette ; and thank-you notes.

### **VII. Talent Development: One-Day Finishing School for Young Professionals and Executives**

#### **Executive Presence, Polish and Protocol**

This comprehensive one-day seminar encompasses three of the seminars- "Best-in-Business- Corporate Etiquette," "Dine Like a Diplomat-The Art of the Business Meal," "Polish Your Professional Image: Impression Management," and selected topics from the "How to Succeed in the Global Arena "-that are outlined above. It may be scheduled for corporate retreats or on-site training. These PowerPoint presentations are accompanied by activities that were developed to reinforce the verbal and written lessons. Participants will be provided with lunch, a workbook and engage in interactive exercises.

**Custom On-Site Briefings and Seminars:** Customized solutions are available for corporations who desire a higher level of business etiquette intelligence. Schedule one seminar, or schedule several seminars for a full day of invaluable business etiquette training for the professionals in your organization. Our audiences range from new professionals in the workplace to seasoned executives.

**HR Partnerships:** Let The Etiquette School of New York partner with your HR department to present customized and coordinated presentations to your corporate employees. We can implement your executive training programs, creating more dynamic and memorable seminars.

**VIII. CO-WORKER COURT:** Do you have an issue with a co-worker? Received a negative consumer review? Tired of office gossip? Select 2-4 cases from employee survey results and present them before the court. The cases are real, the outcome is determined by a jury of your co-workers, and the ruling is final. The honorable Judge Monica Lewis will preside.

**IX. Business Continuity Planning (BCP):** What would you do if you win the lottery? Who would do your job, how would they know what to do? You will be challenged to managed their site in the event of a catastrophic "worst case" scenario. We will provide the BCP template, and instructions on how to create a successful contingency plan. Goal will be for each site to have a consistent protocol in the event of a catastrophic loss of workforce or natural disaster.





## Executive ONE-ON-ONE Coaching Workshops

The following one-on-one workshops will provide executives with the knowledge and skills needed to enhance their personal style, project a powerful presence and be more successful in their professional and personal relationships. Each of the workshops may be scheduled on a single basis, or individuals may choose to study the program in its entirety.

Although one-on-one coaching is generally scheduled on an hourly basis, we also offer half-day and full-day programs. Corporations and universities may also want to consider supplementing the above seminars with some of our unique workshops.

### **I. First Impression Skills**

Appearance and image; appropriate dress; attitude and body language; greetings: introducing yourself and others; how to remember names; how to make eye contact and shake hands; how your voice speaks volumes about you; and basic everyday civility.

### **II. Networking Events / Cocktail Parties**

How to dress; how to make an entrance; introductions/handshaking; how to mingle; conversation tips business card protocol; and how to handle cocktail utensils.

### **III. Conversation and Communication Skills**

Basic conversation principles; how to initiate and gracefully end conversations; the art of small talk; how to enter group conversations; how to keep a conversation going; how to improve your listening skills; public speaking and presentation skills; and, how to be an effective communicator.

### **IV. Business Meetings / Interviews**

Preparing for the meeting; greetings: handshakes and introductions; global business card protocol; meeting behavior guidelines; running a meeting; protocol for handling cultural differences; strategies for getting the job you want; recaps and follow-ups after meetings.

### **V. Business Lunches**

Planning the business lunch; basic dining skills; avoiding the most common dining mistakes; the silent service code; ordering, paying and tipping; timing the business discussion; the follow-up call; and thank-you notes.

### **VI. Formal Dining Tutorial**

Formal dining etiquette; proper place settings; American and Continental styles of dining; dining dos and don'ts; conversation at the table; how to eat various types of foods; wine protocol; host and guest duties; toasting etiquette; after-dinner coffee and tea etiquette; and protocol for ordering, seating, tipping and paying.

## VII. Techno-Etiquette / Written Communications

Telephone etiquette; e-mail dos and don'ts; speakerphones and fax machine dos and don'ts; voice mail tips; smartphone use; social networking dos and don'ts; and thank-you notes and letters.

## VIII. Personal and Interpersonal Skills

How to build rapport for successful relationships; defining your goals for success; leadership skills; understanding and getting along with the 4 personality types; understanding and communicating with the 4 generations in the workplace; organizational skills; "The 7 Habits of Highly Effective People," and self-confidence building tips.

## ONGOING EXECUTIVE COACHING

Professional, ongoing executive coaching will ensure that you follow through with your corporate etiquette training; stay focused on your goals; make the right decisions in your interpersonal relationships at work; and have an objective sounding board for your concerns.

# Testimonials

*I have always avoided assignments and event that required me to speak. However, my new role requires it. The Monica Lewis School of Etiquette helped me break my fear of public speaking and networking. The Networking playbook is my new secret weapon... - Executive coaching client.*

*The most transformative professional development, I've attended. It challenged me to reevaluate the way I lead my team. I applied the strategies, and it worked our productivity and morale increased double digits. – F. Ragsdale, Xfinity/Comcast*

*The Monica Lewis School of Etiquette served up quite an engaging workshop for the staff at the University of Houston-Downtown. Our professional development team was delighted to have them present relevant topics in a fun, interactive and informative manner! Looking forward to other topics they can coach our staff on as well!*

*-Dr. K.L. Gordon, University of Houston- Downtown*



# Intern Training

## **Newly-Hired Talent, Recent College Graduate, & Intern Training**

The following workshops have been developed for the newly-hired individual, recent college graduate, or intern who wants to learn what will be expected of him or her and what he or she needs to do to succeed in a professional, formal work environment.

### **I. BUSINESS ETIQUETTE 101**

This basic two-hour business etiquette workshop will provide you with the knowledge and skills you need to be successful in business. You will learn what is expected of you in the formal workplace, and the mistakes to avoid if you want to be successful. Topics include: how to make a good first impression ; corporate attire; protocol for business introductions and shaking hands; business card etiquette; building rapport for successful business relationships ; understanding and learning how to effectively function in a multigenerational organization ; business meeting protocol-attending and conducting professional business meetings; how to be an effective communicator; techno-etiquette-telephone, cell phones, speaker phones, voice mail and fax machines; and general office etiquette.

### **II. HOW TO LAND A JOB WITH POLISHED SOCIAL SKILLS**

This two-hour workshop will give you the social skills and confidence you need to land a job in today 's competitive marketplace. We will address your attitude, appearance and image; critique your assets and qualifications; assess your goals; develop your personal brand statement; update your resume; prepare for telephone and in-person interviews; review the protocol for office and luncheon interviews; how to write follow-up thank you notes; and how to project a polished image at networking events.

### **III. BUSINESS ENTERTAINING AND DINING SKILLS**

Successful business executives know that connecting with clients and colleagues over meals is essential to advancing careers and building relationships. Become the perfect host or guest at a power breakfast, business lunch, or deal-closing dinner. Our "Dine Like a Diplomat" comprehensive two-hour workshop at a restaurant will give you the dining and social skills you need to come across as a polished professional.



"Say Yes to Manners" is an engaging book for readers ages 4-12. We encourage young readers to practice good manners in multiple daily scenarios such as dining, meeting new people, respecting others and common courtesies.

"Say Yes to Manners" is more than just a book, it's a resource tool that will help build self-esteem, character and value. Written by Monica Lewis, the book was created with children in mind; therefore, we use vivid illustrations and easy to follow instructions on each page. We teach our readers that practicing good manners is a choice, and they should choose to Say Yes to Manners daily.





# ETIQUETTE FOR CHILDREN & TEENS

Workshops introduce students to the importance of having “good” manners and how practicing good manners will improve their relationships with friends, family, and teachers. Courses are designed to include Literacy, Numeracy, and Social-Emotion Learning.

Additionally, our specialized young adult curriculum is geared toward teaching critical life skills such as budgeting, moving, house cleaning, food shopping and meal preparation.

**Participants are awarded a certificate of completion from Monica Lewis School of Etiquette and instructional materials for each course. Presentations and activities may vary by age/grade. The MLSOE core curriculum addresses Literacy, Numeracy, or Social-Emotional Learning (SEL) in each of our**

**lessons.**

## **Key Lessons Covered**

- Please, Thank you, and You're Welcome
- Kindness Counts
- Mindful Behavior
- Beating Bullies
- Hygiene
- Dining 101
- Proper Introductions
- The POWERSHAKE<sup>SM</sup>
- Confidence & Character
- Leadership
- Life Skills
- Etiquette Around the World- Intro to International Etiquette & Protocol
- Charm & Chivalry
- Social Media
- And much more!



# DINING ETIQUETTE FOR CHILDREN AND ADULTS

Polished table manners will distinguish you from the crowd in business and social arenas worldwide. Listed below are some areas we cover that will successfully prepare you for different dining experiences.

## Key Lessons Covered

- Dining Dos and Don'ts
- Understanding Place Settings
- Taking Your Seat and Napkins
- Stemware and Beverages.
- The Bread Plate and How to Properly Eat Bread and Rolls
- Rules for Eating Soup
- Silverware Savvy
- Continental and American Style Dining
- Dealing with Unwanted Food
- Passing Food at the Table
- How to Eat Dessert with a Fork and Spoon
- Wine Etiquette and Protocol
- Toasting Etiquette
- Protocol for Ordering, Seating, Paying, and Tipping





## ABOUT US:

Monica and Darian Lewis, are best described as the “perfect match. Each of them bring a dynamic mix of experience, expertise, and energy. Their infectious laugh, charisma, and unique ability to command an audience has allowed them to bring the Monica Lewis School of Etiquette across the country.

They have appeared on FOX, NBC, CBS, Houston Life, and GMA. Currently serve as Life, Style, and Business contributors for HustonLife (KPRC Channel 2).

Together they have over 40 years of experience in business leadership, protocol, and working with Fortune 500 companies like Enterprise, Cardtronics, AIG, American General Life, VALIC, and Sun America. The Monica Lewis School of Etiquette was formed when Monica had an epiphany that transformed her life. She eventually left her career in financial services, and invested her savings to pursue her calling.

In January 2016 Darian became the Chief Marketing Officer and Chief Operations Officer for the Monica Lewis School of Etiquette bringing his blend of innovative teaching techniques, vision, and strategy. Since joining forces with his wife Lady Monica Lewis, President & CEO, they have forged a burgeoning etiquette empire.

Students, Professionals, Business Owners, Ministry Leaders and Corporations frequently request Mr. Lewis’ insight regarding business development, protocol, marketing, branding, and business etiquette. And his practical, honest, and engaging presentation style has made him a trusted consultant to companies like Comcast, Service First Automotive, AIG Financial Network, Alief ISD, Koinonia Ecumenical Council of Churches, and the Elliott Chandler Foundation.

### **Lewis’ Family Life**

Life is a balancing act, and that is clearly evident if you spend time with their family. Darian and Monica not only rule their empire, but they are the parents of five: Darian Jr, Dillon, Mark, Dexter, and Megan. “My children give me life; they are my motivation.”

The Monica Lewis School of Etiquette has the distinct pleasure to serve a vast array of distinguished companies and organizations:

**Corporations:**

- Xfinity/ComCast
- HR Block
- Club Corp.
- The Woodlands Country Club
- Texas Department of Assistive and Rehabilitative Services (DARS)
- The CHI Corp.
- City of Houston
- City of Pearland
- Service First, Inc.



**Schools & Organizations**

- Alief ISD
- Cypress ISD
- Fort Bend ISD
- Harris County Department of Education (HCDE) – Select Service Provider
- Lone Star College
- National Sales Network
- Church of God in Christ – International Youth Department

**Memberships & Affiliations:**

- The Woodlands Country Club
- Greater Houston Black Chamber of Commerce
- Houston Hispanic Chamber of Commerce
- American Marketing Association
- Spring-Klein Chamber of Commerce
- The Elliott-Chandler Foundation



Available  
Now

PLAYBOOK

# Breaking

B.A.D.

In Business

## NETWORKING

*“20 Tips to Help You Network  
Like a Pro”*

By: Monica Lewis



### **Certified Children & Teen Etiquette Trainer**

Train children and teen in traditional principles etiquette and additional topics such as: online etiquette, avoiding dangerous situations, dealing with peer pressure and preparing for success in a competitive world.

### **Certified Trainer for Well-Mannered Communications**

Train individuals to speak with impact, poise, warmth and civility in various settings including: one-on-one conversations; small groups and oral presentations in front of a larger group.

### **Certified Business Etiquette Trainer**

Coach employees on proper introductions, networking, grooming and attire. Additionally, train employees on principles of business, manager/employee, dining and party etiquette.

### **Certified Brand & Image Consultant & Coach**

Skilled in helping individuals to create an image for success with specialized attention given to developing personal and/ or corporate brand; enhancing style of dress and accentuating grooming details.

### **Certified Life Skills Consultant**

Coach young adults in key areas of life skills development such as choosing place of residency, budgeting, balancing nutrition and more to ensure overall success.





**CALL: 281.974.6701 EMAIL: [Info@MLSOE.COM](mailto:Info@MLSOE.COM)**  
**WEB: [www.MonicaLewisSchoolofEtiquette.com](http://www.MonicaLewisSchoolofEtiquette.com) or [www.MLSOE.com](http://www.MLSOE.com)**  
**Follow: @SayYes2Manners**  
**#BreakingBADinBiZ**