



Expand YOUR Brand™

Mastering the Art of Business Etiquette

Ever left a business meeting that didn't go so well...and you weren't exactly sure why? Ever wonder why some seem to glide effortlessly through their careers to great accomplishments...while others toil and still achieve less?

The answers can be found when you study the secrets of those who succeed—their track records point to not only their business savvy, but also to their ability to navigate the unspoken rules of business etiquette.

Business etiquette is so much more than the do's and don'ts you learned as a child. It includes giving each moment what the moment requires and building success in every interaction. It's about:

- ❖ Savvy
- ❖ Skills
- ❖ Social graces

Dedication to hard work is important but that alone is not enough to get you where you want to go. As it turns out, those who excel possess "savoir faire"—a little something extra that helps them go farther. A more sophisticated in-depth look reveals that mastering business etiquette serves as the "secret weapon" used by world-class professionals.

Expand YOUR Brand™: Mastering The Art of Business Etiquette helps you navigate business situations in ways that will build your confidence, impress others, and contribute to stronger, longer-lasting relationships.

Expand YOUR Brand™: Mastering The Art of Business Etiquette leverages Chris Bryant's dynamic background working with world-class professionals from Ritz-Carlton, Nordstrom, and Disney. As the former director of staff training for the Ritz-Carlton Hotel Company, Chris engages, equips and empowers individuals to achieve a higher level of personal excellence.

This program will equip participants with:

- ❖ The savvy needed to boost confidence
- ❖ The skills needed to breed competence
- ❖ The social graces needed to build better connections

As a result of this program, participants will:

- ❖ Learn the Seven-Eleven Rule for creating lasting, positive first impressions.
- ❖ Become an ace at conversation starters and learn to work a room like a pro.
- ❖ Uncover the secrets of the handshake, and what the handshake reveals about personality and priorities.
- ❖ Gain dining tips and techniques to put the power back in "Power Lunch."
- ❖ Enhance ability to adapt, adjust and excel in any setting.

Master the essentials of business etiquette and do more than leave a lasting impression on everyone you meet, make an impact!

Who Is It For?

Expand **YOUR** Brand™: Essentials in Business Etiquette is designed for everyone at all levels of your organization, from individual contributors, to managers, to executives. No matter the participants or their level in the organization, every program is customized to meet the specific needs and objectives of each audience.

How Is It Delivered?

Delivery formats can range from a 45-minute high-impact keynote to a half-day interactive workshop that includes meaningful discussions, activities, and action planning.

All formats include examples from Chris's experiences supporting some of the most recognizable brand names in the world, as well as thought provoking ideas and discussions that radically transform the way you think about business etiquette.

Participants can build on the program's concepts with additional resources and follow-up sessions. Regardless of your needs, we can work with you to create a customized strategy.

Chris's sessions are always highly energized and interactive. The level of activity varies according to the session format, length, and number of participants; sessions can include group discussions, individual reflection, skill practice, paired sharing, and other group activities.

Who Is Chris Bryant?

Chris is a nationally known Brand Strategist, Speaker and Executive Coach. He is also a certified etiquette consultant from the Etiquette Institute of St. Louis. When it comes to cultivating excellence from the inside out, he is simply a crowd of one. From students to executives and from small businesses to the Fortune 500 across the United States, Chris is sought-after for his ability to equip individuals to achieve next-level performance.

His dynamic background affords him a unique credibility when it comes to achieving world-class results. His expertise has been featured on MSNBC, radio talk shows, major publications and as a columnist for a major newspaper.

Participants consistently come away equipped, inspired and ready to achieve individual breakthroughs that lead to organizational breakthroughs.

What Are Clients Saying?

"World-class instruction from a world-class instructor!"

~ U.S. State Department

"Your delivery was awesome and the feedback was phenomenal! Your presentation was a great boost for everyone and contributed our associates being equipped and empowered to excel."

~ Bank of America

The content was significant and we have been changed by your humor, practical and real-life illustrations and personal example."

~ Abundant Life & Adolescent Growth



Let's Talk!

To build a customized program for your organization:

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