



**CORPORATE
CLASS INC.**



IMAGE AND ETIQUETTE

BUSINESS ETIQUETTE

•

INTERNATIONAL PROTOCOL

•

DINING ETIQUETTE

•

DRESS AND DECORUM

What Does It Take To Succeed Today?

There was a time when doing an excellent job was enough to keep you not only in the game but ahead of the competition. Not today. Now clients are much harder to satisfy not to mention keep. Company and brand loyalty are things of the past. Yet many are thriving in today's intensely competitive economy. What sets them apart?

Communicate Professionalism

Successful organizations inspire confidence not only through meeting and exceeding stakeholder needs, but by enhancing and refining their approach to business. They capture and retain clients through their attention to detail, care and correctness, decorum and class.

Make A Lasting Impression

Top performers know that strong relationships are built by giving attention to each and every encounter. Whether it is over the telephone, in emails, during business meetings or on the golf course, when it comes to building a solid reputation, how you look and act are as critical as what you say. Our research consistently shows that we are all subject to appearance discrimination. Don't let your dress or demeanour sabotage your efforts. You can make it to the top! We ensure clients are provided with the most contemporary and comprehensive training available in business protocol, social etiquette and dress.

We Can Help You Succeed!

Corporate Class Inc. understands the complexity of business environments and the power of relationships. We have unparalleled expertise and solid credentials which uniquely position us to help clients acquire the professionalism and proper behaviour in business and social situations. Clients gain the knowledge and confidence to conduct themselves and their business with maximum success and minimum stress - whether in local or global arenas.

Corporate Class Inc. has been advising Fortune 500 companies, government agencies, universities, associations, politicians and private clients since 1981. Our long established reputation of providing quality training, services and products has earned us the distinction of being a North American leader in all matters of image and etiquette. We offer the best in Business and Workplace Etiquette, International Protocol and Cross-Cultural Awareness, Dining Etiquette and Dress. We provide individual, as well as group and company-wide solutions through consultation, audits, customized programs, seminars and keynote speeches.

Corporate Class Inc. supports those who recognize that it is the pursuit of excellence that drives achievement, profits and public presence. We welcome the opportunity to contribute to your ongoing success!


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NORTH AMERICAN BUSINESS ETIQUETTE
Sustain Your Competitive Edge!

Do you know the norms of proper business conduct? Do you worry that someone on your staff will commit a faux pas while making an introduction or might lack decorum during an important client visit? Are you comfortable chairing, attending or presenting at meetings? Avoid awkward and embarrassing situations and project credibility. Increase your confidence, improve team success and attract and retain clients. Our etiquette services will ensure you operate flawlessly in any situation.

"Corporate Class Inc. Business Etiquette '101' is fundamental education for all leaders!"

Carol Stephenson, Dean
Richard Ivey School of Business

"When I am dining with and selling, marketing, and presenting to Ajja's corporate customers, I am always confident when it comes to my communications acumen and business etiquette. Corporate Class Inc.'s course took care of the necessary fundamentals of polish, and now I focus on the business at hand—the bottom line."

Barry Doucette, Vice President Client Services
Ajja Information Technology Consultants Inc.

Corporate Class Inc. provides the most contemporary and comprehensive training available in business behaviour. Our Business Etiquette sessions consist of techniques and strategies in key areas such as:

- Organizational Audits and Individual Assessments
- Interpersonal Communication Skills
body language and eye contact / posture and poise / introduction protocols / handshake / conversation and small talk / business cards
- Techno-Communication Skills
telephone and cellular / voicemail / email / conference calls / videoconference
- Etiquette in the Workplace
meetings / receiving guests / correspondence / office conduct
- Meals, Entertainment and Travel
- Business, Social and Networking Functions
- Dynamics of Gender in Business
- Etiquette for Sales Professionals
- Confidence Building for Young Adults

Join our extensive list of satisfied clients and experience the positive interpersonal and financial impact this knowledge attracts!



INTERNATIONAL BUSINESS PROTOCOL

Grow Your Business Globally!

Do you have what it takes to succeed in the international business arena? Have you ever wondered why your Chinese colleague may barely look you in the eyes, or why your client from Mexico seems to take a long time to get to the business at hand? Understanding the different dimensions of culture will allow you to be sensitive to the way others think and behave. Cross-cultural awareness helps prevent stereotyping and allows you to conduct yourself and your business with ease and sophistication. Whether you travel abroad or receive international partners, clients or visitors, our international services and training will prove to be invaluable.

"Since our training with Corporate Class Inc., our Protocol Visit and Liaison Officers have experienced a greater level of comfort, sensitivity and awareness dealing with our international clients. We are proud to have been able to provide such high quality training to our staff. This knowledge has increased everyone's ability to deal with delicate and sometimes awkward situations brought on by cross-cultural diversity."

**Greg Peters, Inspector
Royal Canadian Mounted Police**

"We were able to translate the many key tips from your International Business Etiquette seminar into a very successful trip. In Korea, we were commended by two different customers for showing great respect to them by being extremely well prepared. More importantly, we were able to exhibit a more profound understanding of their culture than other foreign business contacts they had previously. Our Japanese hosts were gracious as always but we were able to repay that courtesy by utilizing the many tips taught to us by Image International."

**Paul MacDonald, Manager
Northern Digital Inc.**

Corporate Class Inc. provides the most up-to-date and comprehensive information available in International Business Protocol. Our sessions consist of techniques and strategies in key areas such as:

- Personal Assessments
- Dimensions of Cultural Differences
- Forms of Address
- Rules of Conversation
- Conduct for World Class Meetings
- Skills for Business and Social Mingling
- Women in Business
- Use of a Translator
- Gift-Giving Etiquette
- Business Dress

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DINING ETIQUETTE
The Silver and Crystal Route to Success!

Do members of your sales team have the necessary dining skills to strengthen business relationships over breakfast or at a formal dinner? Do you know the key details in hosting social functions and dinner meetings? Are you unsure which fork to use, which glass is yours or how to handle your napkin? Business is often conducted over a meal and good dining skills are essential in today's competitive business arena. In fact, people equate poor dining manners with poor business practices. Master your dining skills and gain the comfort and class to dine anywhere with anyone, thereby securing your goals.

"The team – made up of sales professionals – enjoyed every minute of the course. More importantly, they all, without exception, found the content to be of value to them in both professional and personal life situations. The course gave my team the tools to enable them to feel consummately confident in any dining situation... what a great tool you have given them. Thank you Diane Craig!"

Gail Ryan, General Manager Public Sector Sales
Canada Post Corporation

"Learning dining etiquette has increased my level of confidence and allows me to get to the business at hand. I know I am not offending someone by the way I handle business before, during and after the meal. Understanding the different rules and intricacies of table manners is invaluable when doing business and during social situations."

Bob Logan, Vice President Sales and Marketing
Open Text Corporation

Corporate Class Inc. uses a problem-based approach to solve dining dilemmas. Our tutorials, dining CD and seminars guarantee you will learn dining excellence and receive key directives in areas such as:

- Guest and Host Duties
- Place Settings
- Styles of Eating
- Top Dining Mistakes
- Toasting
- Handling Your Knife and Fork
- Napkin Etiquette
- Eating "Difficult" Foods
- Paying the Bill and Gratuities

Don't make another
dining faux pas!

You have attended our
dining tutorial... keep
what you have learned
fresh forever with our
interactive Dining
Etiquette CD.

Visit
corporateclassinc.com
to view our CD.

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DRESS AND DECORUM
Style With Purpose!

Are you and your company noted for a poised and polished image? Are you aware that people who are well groomed and well dressed earn more, are promoted faster and are perceived as more competent than those who are not? The most powerful and immediate non-verbal communicator is dress – 95% of our body is covered with clothing and accessories. We provide personal guidance to help you enhance your image and increase your credibility. From business casual to formal, our dress and decorum expertise will give you a distinct advantage.

“I also gave some attention to my image in the period running up to the 1997 election. In the beginning, I was loath to give this subject much of my time. Why couldn’t the media and the public just focus on what I had to say, instead of obsessing about my voice, hair, spectacles, smile and clothes? Diane Craig was invited to advise on clothes and manners, and we got to work on the ‘image’. And, my wife Sandra and Diane Craig undertook to get me a more leader-like wardrobe and made sure the look was appropriate for whatever the occasion.”

Preston Manning
“Thinking Big – My Adventures in Life and Democracy”
McClelland & Stewart Ltd. – The Canadian Publishers, 2002

“You have a true talent to connect with people of all walks of life and help them realize the value of style. Your presentation was captivating and made the meaning of “dress for success” a reality, and I for one will never look at another piece of clothing the same way as I did before. Thank you for helping me and others realize that the investment in wardrobe can pay off?”

Fariba Anderson
Partner, The Manta Group

Corporate Class Inc. provides the most current and practical dress strategies and wardrobe tips. Our strength comes from a solid understanding of body proportions, pattern-making, textiles, tailoring and fittings. Our private and group sessions consist of techniques and strategies in key areas such as:

- Image Awareness and Assessments
- Figure and Style Analysis
- Colour Analysis
- Hair, Eyewear, Makeup
- Tailoring, Fabric and Fit
- Wardrobe Planning
- Personal Shopping
- Dress Codes and Do’s and Don’ts
- Grooming

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TEST YOUR ETIQUETTE IQ..

1. The president of your company, Mr. A, enters the room in which you are meeting with an important client, Ms. B. You would be correct to rise and say, "Mr. A, I want to introduce Ms. B, our client from New York." T F
2. Your name badge is placed on your right side, close to your lapel. T F
3. "Have a great day" is an ideal ending for your personal voicemail greeting. T F
4. The executive assistant tells you to enter the director's office but the director doesn't acknowledge your presence. You should keep quiet and wait outside the door until you are invited in. T F
5. You attend a VIP luncheon and, to show your appreciation to the host, you email your thank you. This is an effective and appropriate medium – given today's busy workplace. T F
6. Your host is late for your lunch meeting. It is acceptable to order a drink while you wait. T F
7. At a hosted dinner, your entrée arrives and the beef is not cooked to your liking. Rather than ask the server to rectify the situation, you just stay quiet. T F
8. You need to excuse yourself from the table. The appropriate place to leave your napkin is to the left-hand side of your dinner plate. T F
9. The bill arrives and your host ignores it. To save face, you should pay it. T F
10. When eating a bread roll, the appropriate approach is to use your knife to cut the roll in half before buttering it or eating it. T F
11. A monogrammed shirt is more prestigious. T F
12. You should never wear a shirt that has a button-down collar with a suit. T F
13. It is appropriate for a woman to wear a dressy sandal with a skirt and jacket. T F
14. One of the most desirable pieces of clothing in a business wardrobe is a good quality black dress or business suit. T F
15. A man should match the colour of his socks to the colour of his pants or his shoes. Either is acceptable. T F
16. A successful international business person always starts a meeting with tried and true humour to relax everyone. T F
17. In the Chinese culture, praise the best salesperson during a sales meeting and reward them, while making sure the whole team is present. T F
18. The Spanish often use go-betweens because they don't want to hurt your feelings. T F
19. Your Vietnamese counterpart truly appreciates a direct request. T F
20. In Mexico, foreign businesswomen never invite a male client to dinner unless the spouses are to be present, and toasting is done only by men. T F

1. F 2. T 3. F 4. F 5. F 6. F 7. T 8. F 9. T 10. F 11. F 12. T 13. F 14. F 15. T 16. F 17. F 18. T 19. F 20



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44 Charles Street West, Suite 4711,
Toronto, Canada M4Y 1R8
tel 416-967-1221 fax 416-967-2818
www.corporateclassinc.com

Diane Craig **President of Corporate Class Inc.**

Diane Craig, President of Corporate Class Inc., is a leading image and etiquette consultant. For over 20 years she has helped hundreds of men and women realize their professional and personal goals. She is a sought after speaker at national business meetings, regularly gives comprehensive workshops to corporate groups, and offers private consultations on business etiquette, dress and dining.

Diane Craig has extensive personal experience with financial institutions and the pharmaceutical industry. She has traveled widely and is fluently bilingual. Her enduring expertise derives from her training in Haute Couture at the Richard Robinson Academy of Fashion Design from 1981-1984, her certificate program at the Protocol School of Washington in 1995 and, more recently, her certificates in Intercultural studies from UBC and the University of the Pacific in Oregon.

Diane Craig is frequently asked to contribute to magazines, the daily press, radio and television broadcasts. She appears on newscasts for comment on business conduct, dress codes or politicians' attire. Her views are often quoted in The Globe and Mail and The National Post. She appears on programs such as ET Canada, The National on CBC and Canada AM on CTV to share her image analysis of Canadian public figures.

Diane Craig was presented with the Women of Inspiration Award by Canadian Living Magazine and Avon Canada, she is a recipient of the Business Person of the Year Bronze Award by the Ottawa Greater Chamber of Commerce and the Toastmaster's International Communication and Leadership Award.

Corporate Class Inc. is committed to community service. For several years Diane Craig has served on The Premier's Advisory Board for Organ Donation and Transplantation, the Canadian Council on Donation and Transplantation and the Board of Trillium Gift of Life Network. She chaired her own not-for-profit organization Sandrine's Gift of Life and sat on several special event committees. The Governor General of Canada, Her Excellency Adrienne Clarkson, presented her with the Meritorious Service Medal in 2003.