



Texas summer etiquette camp participants taught by Virginia Johnson experience their polished manners with new friends.



Trainees observe and share teaching moments with the students at Ron Clark Academy, Atlanta, Georgia where the principals of ELI teach an after-school leadership skills class.



**ETIQUETTE & LEADERSHIP INSTITUTE**

[www.etiquetteleadership.com](http://www.etiquetteleadership.com)

2 SOUTH MAIN STREET, TOWN CENTER NORTH  
POST OFFICE BOX 1455, WATKINSVILLE, GEORGIA 30677  
706.769.5150 • TF 888.769.5150

## Our Graduates Tell Our Story

“As a SAT specialist and college consultant in New York since 1989, I was searching for a cachet – a mark of distinction which would enable a young person to be peerless among applicants to colleges, be imbued with confidence for the daunting college entrance process and beyond. After attending ELI’s training, I added etiquette to our curriculum and have realized the importance of this investment in young people.”

— JOYCE CHOE • Bayside, New York

“The amount and quality of the information and curriculum material your training company has accumulated and share is remarkable. I learned from your presentations and class observations how to implement the training into my classes immediately. I used the tool boxes in my etiquette camps just one month after I completed training. Your guidance after training assured my success.”

— VIRGINIA JOHNSON • Houston, Texas

“The on-site field trip was a testimony to ELI’s success and observing the principals of ELI in action was definitely a highlight of training. With exuberance and enthusiasm, with laughter and fun, the ELI ladies make you feel you are polishing universal habits and feeling good about yourself while teaching these essential skills.”

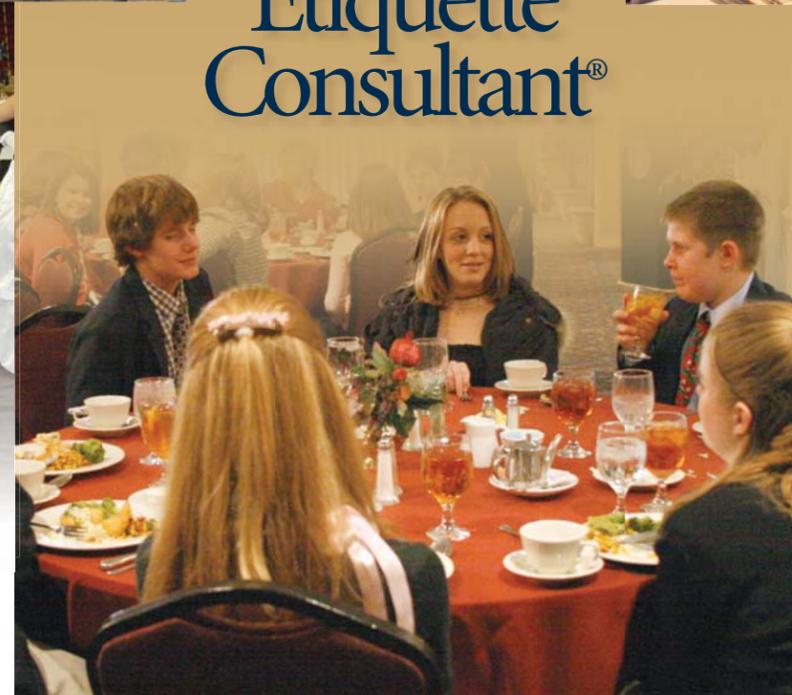
— BENAN BOKE • Ankara, Turkey

*The Etiquette and Leadership Institute is the nation’s leader in training and certifying etiquette consultants to teach children, teens and collegians. The programming used in training was first developed by Dorothea Johnson, Founder of the Protocol School of Washington® debuting in 1990. Today more than 700 trained and certified children’s etiquette consultants are located throughout the U.S.A., the Bahamas, Canada, France, Japan, South Korea, Sweden and Turkey.*

# ETIQUETTE & LEADERSHIP INSTITUTE



*Train to be a Children’s Etiquette Consultant®*



Learn to teach  
etiquette, leadership skills, dining skills, and social dance to  
Children, Teens and Young Adults

# WELCOME TO THE ETIQUETTE & LEADERSHIP INSTITUTE



## Why choose The Etiquette & Leadership Institute?

- You will learn from the best. Our training facilitators are skilled presenters and subject matter experts who are committed to providing you an in-depth, dynamic learning experience.
- You will enjoy our professionally-designed curriculum that embraces age appropriate learning theories and methods to engage all learning styles and ensure understanding and application for ages 8 through 24.
- You will have immediate credentials. The Etiquette & Leadership Institute is the most trusted name in children's etiquette training, celebrating more than two decades of teaching young people in manners, leadership skills, dining skills and social dance.
- You are an educated consumer that wants the best education and training for your investment. We deliver an etiquette education that gives you a clear advantage.
- You will have access to networking globally and the opportunity to build professional relationships with your peers.
- You will benefit by being associated with a school that has a proven track record and is recognized worldwide as the best.
- You can count on receiving a powerful boost in reaching your personal and professional development goals.
- Your success is our success! We will provide mentoring and privileged advice free of charge.



*Small group exercises during Children's Etiquette training*

*The* Etiquette & Leadership Institute is the leader in children's etiquette training. We have established a tradition of excellence by providing the most comprehensive children's etiquette training available. Our school is recognized worldwide as the best in the profession. We have invested years to create a team of expert trainers, the best resources in the industry and the highest caliber curriculum. We deliver quality worthy of our name.

Debra Lassiter, Cindy Haygood and April McLean, the school's owners and principals, have built upon the school's outstanding foundation of quality principles and performance. By adding their 25 years of teaching thousands of young people, they are able to bring in-depth experience in education and instruction of manners, leadership skills and social dance.

Dorothea Johnson, founder of the Protocol School of Washington, was the first etiquette expert to recognize a need for children's etiquette classes and training. She had the foresight in 1986 to conduct research that revealed a basic lack of poise in relatively seasoned professionals and executives. It was clear the growing emphasis on building self-confidence and character in today's youth, coupled with parents' desires for their children, demanded a children's etiquette curriculum.



The Etiquette & Leadership Institute, formerly the children's division of the Protocol School of Washington, maintains the commitment to quality by providing contemporary, universally accepted etiquette training in the highest professional manner.

For individuals who desire the highest level of expertise in children's etiquette training, we are proud to state we offer the most expert training available.



**THE PRINCIPALS** of The Etiquette & Leadership Institute bring more than two decades of in-depth knowledge and skill in teaching children's etiquette. They present seminars, training programs and classes to state and national youth leadership programs, colleges and universities, technical schools, elementary, middle and high schools, as well as Fortune 500 Corporate executives and government entities. They are instructors with **Perfectly Polished: The Etiquette School**, their local Georgia school, which serves as a teaching laboratory for the Etiquette & Leadership Institute's training and certification program. Researched curriculum and proven teaching methods ensure consultants are employing solid and exemplary techniques in etiquette training for young people.

### THE ETIQUETTE AND LEADERSHIP INSTITUTE PRINCIPALS

DEBRA LASSITER, APRIL MCLEAN, AND CINDY HAYGOOD

Debra Lassiter, Cindy Haygood and April McLean are:  
 • Members of the American Society of Training & Development,  
 • Coalition members of Character Counts  
 • Trained and certified by The Protocol School of Washington in Children's Etiquette and in Corporate and International Business Etiquette.

The Etiquette & Leadership Institute, the Protocol School of Washington, and Dorothea Johnson Productions, Inc. share an educational alliance dedicated to promoting civility.

DOROTHEA JOHNSON  
Dorothea Johnson Productions, Inc.

