



# *Etiquette For Excellence*

*A Modern Guide to  
Confidence, Class &  
Communication*

*Gregory B. McClary &  
DeNelda V. Dawkins*

# Etiquette for Excellence: A Modern Guide to Confidence, Class & Communication

## Table of Contents

1. Welcome from the Founder
2. Why Etiquette Still Matters
3. Etiquette for Corporations
4. Etiquette for Students & Graduates
5. Etiquette for Youth & Kids
6. The Art of Confident Introductions
7. Digital Civility in a Modern World
8. Dining Etiquette Essentials
9. Personal Presence & First Impressions
10. Final Words & Next Steps

## 1. Welcome from the Founder

Welcome to Etiquette for Excellence, where we believe social grace is a power skill that transforms how you show up in the world. Whether you're stepping into a boardroom, a classroom, or a new stage of life, our mission is to help you do it with confidence, clarity, and class.

## 2. Why Etiquette Still Matters

Etiquette is not about being perfect or polished to please others-it's about self-awareness, respect, and communication that connects. In a world moving fast, the people who stand out are those who can move with confidence and make others feel respected in the process.

## 3. Etiquette for Corporations

Today's business environment is competitive and fast-paced. Your team's ability to communicate professionally, show executive presence, and handle social situations with grace is key to your brand. We offer workshops on: - Professional introductions - Email and meeting etiquette - Business dining and networking - Leadership presence & team decorum.

## 4. Etiquette for Students & Graduates

For young adults entering the workforce, social readiness is just as important as technical knowledge. We prepare students to: - Present themselves with poise - Interview with confidence - Dress appropriately for professional settings - Navigate digital and in-person communication.

## 5. Etiquette for Youth & Kids

We help young people develop foundational habits that build strong character and confidence. Our interactive sessions cover: - Respectful conversations - Kindness and inclusion - Table manners - Everyday confidence and gratitude.

## 6. The Art of Confident Introductions

A strong introduction can open doors. We teach how to: - Make eye contact - Offer a firm, respectful handshake (when appropriate) - Speak clearly and state your name with assurance - Ask thoughtful questions when meeting someone new.

## 7. Digital Civility in a Modern World

Technology is part of every conversation today. We help clients learn: - Email and group chat etiquette - How to maintain professionalism online - Social media do's and don'ts - Virtual meeting behavior.

## 8. Dining Etiquette Essentials

Whether it's a lunch meeting or a formal event, dining skills matter. We cover: - Table setting basics - Napkin use and utensil handling - Conversation at the table - How to order and eat with confidence.

## 9. Personal Presence & First Impressions

You never get a second chance to make a first impression. We coach on: - Body language - Posture and tone of voice - Grooming and dress - How to show up with calm confidence.

## 10. Final Words & Next Steps

Thank you for downloading this guide. Remember: etiquette is not about rules-it's about relationships. Every act of grace and respect adds value to the people around you and your personal success. Let's raise the standard, together.