

COLLEGE & UNIVERSITY PROGRAMS

ESP®

The United States Air Force Academy

Problem

In the early 1990s, the *United States Air Force Academy* eliminated their civilian protocol office. Continued social etiquette education however, was still desperately needed to ensure the cadets would succeed when both on and off-duty. The upper level command insisted the cadet population continue to set a high standard of conduct. They are the face of the USAFA, and will act as representatives of our Nation throughout the world.



Solution

ESP®'s *'Sense & Civility'* social education program was custom-designed exclusively for the USAFA. It educates the cadet population on proper manners, etiquette and the nuances between civilian and military protocol. Each cadet receives a comprehensive course dedicated to improving their conduct. Formal introductions, receiving lines, elegant state dinners and foreign dining opportunities could present a stressful situation for these individuals. A strong education in proper conduct and social etiquette can be imperative to their comfort level and success.

Executive Social Presentation
The Business of Courtesy

Results

Soaring to new heights, cadets have gained a better understanding of how to position themselves as influential role models representing our nation. The ESP® social education training upheld the high standards of conduct the USAFA have come to represent. Giving the cadets a better understanding of their social responsibility helped to further instill a sense of pride in the great men and women who defend our country.

Quotes

"Just wanted to express my appreciation for the etiquette training. Your knowledge on the subject was superb, but more importantly your presentation skills are AWESOME! Thanks for doing your part in making our future officers the best they can be. It's folks like you that are the backbone of this great nation."

Major Zagata, USAF AOC CS-17

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Kappa Delta National Sorority

Problem

The *Kappa Delta Sorority* needed a speaker for their national convention who would make a difference in the lives of their collegiate leaders, sorority sisters and alumni. The goal was to help members understand the important role social skills, etiquette and manners will play their future.



Solution

ESP® presented *SEE—Survival Etiquette Essentials* training seminar, to the group of over 600 young women, to demonstrate how first impressions, communication, dress and dining etiquette can open doors of opportunity. Through lecture, a power-point presentation and a sense of humor, ESP® got the point across. In a very short amount of time, the women became attuned to what a difference these subjects will make in their current leadership roles and future careers.

Results

Unlike past seminars on the same subject, ESP® succeeded where others failed. The presentation captivated the *Kappa Delta* audience receiving two standing ovations. The *Kappa Delta* sisters are better prepared to distinguish themselves as leaders and face social and business opportunities with a new sense of confidence. *Kappa Delta* plans to utilize ESP®'s expertise for future training.

Quotes

"You did a wonderful job of speaking with all of the collegiate attendees about ideas on social and business courtesies. Your style of presenting the material was fun, interesting and so effective with our audience. It was an excellent presentation that was well received by all."

Julie L. Johnson, National President

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COLLEGE & UNIVERSITY PROGRAMS

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Wichita State University

Problem

The offices of career development at *Wichita State University* understood that academic excellence is not the only ingredient that contributes to a high success rate for graduating students. The staff believed it was important to offer social education training, to all the colleges within the university, to supplement their academic education. Unquestionably, a must-have skill for every college student to achieve success.



Solution

Two days of training were scheduled to accommodate students from the different colleges at Wichita State University. ESP® presented clear guidelines to identify, support and encourage the practice of powerful social skills. The objective was to convince students that their behavior will have a strong impact on their career and personal interactions.

Results

Students and administrators that attended the seminar signaled a thumbs-up. The focus and enthusiasm to absorb and implement the information was obvious. Immediate feedback indicated that 97% of the students found the ESP® training valuable to extremely valuable. The students gained confidence that will instantly make an influential difference in their personal and professional endeavors.

Quotes

"WSU had their 10 year accreditation by the HLC (Higher Learning Commission) this Spring. During the verbal report, the commission singled out our program and labeled us as being "exemplary." We almost fainted. You helped earn us this distinction. Thanks."

- Connie Dietz

Director, Office of Cooperative Education & Work-Based Learning Wichita State University

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COLLEGE & UNIVERSITY PROGRAMS

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Problem

FOCUS (The Fellowship of Catholic University Students) takes recent college graduates, trains them and sends them out to lead a campus-based ministry. In addition to their theological education, *FOCUS* requires mentors to have significant leadership skills to attract a strong following at colleges and universities. *FOCUS* believes that having good social etiquette skills are integral to that leadership.



Solution

ESP®'s one-day seminar encompassed many elements of social etiquette that directly reflect how individuals respond to one another. The training program included thought-provoking statistics, stories, demonstrations and exercises to emphasize the significant role social skills play in influencing people. Subjects included: making first impressions, dress and appearance statements, communication advantage and dining etiquette.

Executive Social Presentation
The Business of Courtesy

The Fellowship of Catholic University Students

Results

ESP®'s presentation emphasized that mutual respect characterizes the success we will have with our peers. Understanding and practicing good social skills offers these young adults the confidence to succeed. It equips them a strong understanding of the tools necessary to make positive, long-term relationships.

Quotes

"It's been very helpful and clear. Just what I needed to hold all the pieces together. It will be a real help to improving our organization."

- Jordon Sullivan, participant

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HOSPITALITY MANAGEMENT & CUSTOMER SERVICE

ESP®

The Marriott Hotel Denver Tech Center

Problem

The hotel management of the *Denver Marriott Tech Center* wanted to develop a higher level of standards in the professional presentation of its staff members. The management recognized the opportunity for greater success through positive first impressions, courtesy and key social skills that would (1) significantly enhance customer relations, and (2) improve internal morale and relations among staff members.



Solution

ESP® performed an internal assessment with designated staff members to determine what areas needed attention prior to developing the training. Based on the assessment, a program was customized to resolve problems and focus on improving the staff's individual and overall image.

ESP® conducted two sessions over a one year period, covering: *first impressions, dress etiquette for business functions, the communication advantage: verbal and written, dining etiquette and business courtesy, professional conduct, team building and professional faux pas.*

Executive Social Presentation
The Business of Courtesy

Results

Staff members that participated in the program developed a greater sense of self-confidence and awareness in working with peers and making positive impressions on the guests and clients of the hotel. Communication problems that were uncovered in the assessment were resolved. The hotel management continues to use ESP® to raise the level of professionalism - externally and internally.

Quotes

"The training has been world class and the competitive edge you have helped us develop with our sales team is invaluable. The pre-audit process pinpointed key issues and helped bridge the gap in areas of miscommunication we were having. You have raised the level of professionalism in our department across the board."

Will Loughran *Director of Market Strategy
Denver Marriott Tech Center*

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HEALTHCARE & INSURANCE SERVICES

ESP®

BlueCross BlueShield & Wellpoint

Problem

BlueCross BlueShield of Missouri recently joined forces with *Wellpoint*. This union represented a huge transition for both companies. Working toward a positive transition, the firms hoped to see employees embrace the new merger. Corporate relations are often complex, and this fragile integration would require employees from both organizations to share information, technology and resources with 'strangers' from near and distant offices.



Solution

The ESP® staff directed training with representatives from across the nation to lead this difficult transition with sense and civility. Focusing on common courtesies, dining etiquette and effective communication skills, ESP®'s objective was to create a team rather than a group of individuals working independently. Raising the level of respect and awareness, the training helped employees be more comfortable at their networking events so that everyone could focus on the success of their newly formed organization.

Executive Social Presentation
The Business of Courtesy

Results

Respect and courtesy are essential ingredients to build trust and confidence with coworkers. Times of uncertainty can cause stress and ESP®'s training emphasized the importance of respect and courtesy when establishing relations with colleagues. Through lecture and interactive exercises, the team became aware of the sensitivities necessary to bring these two organizations together. The result of creating a better environment for the relationships to flourish is improved efficiency and increased productivity.

Quotes

"This was a welcome change from business as usual. I picked up some great tips on introductions and table etiquette - who says you cannot teach an old dog new tricks!" - participant

"Enjoyable, nonthreatening and a great reminder of things we sometimes overlook. I am thinking differently now."
- participant

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HEALTHCARE & CUSTOMER SERVICE

ESP®

Avista Adventist Hospital

Problem

Avista Adventist Hospital struggled with projecting the image of 'good medicine' at their institution with such a large and diverse staff. The new hospital administration felt that the casual nature of the doctors, nurses and staff was not only negatively affecting the perceptions of their patients, but was reflecting poorly on the quality level of healthcare their hospital provides.



Solution

ESP® immediately set out to conquer the informal attitudes and attire that were not reflective of the organization's culture. Recognizing the important role "image and reputation" play in the perception of quality healthcare, ESP® created a new level of expectations for each department. Appearance, dress, bed side manner and courtesy were the focus of the training, and the goal was to raise the bar on the standards and procedures the entire hospital staff will follow.

Executive Social Presentation
The Business of Courtesy

Results

Setting high standards of expectation not only reflected on the quality of the healthcare, but gave patients a greater sense of trust and responsibility. While much of the staff is required to wear uniforms and follow a standard protocol for dealing with patients, the ESP® training created the "gold standard" that improved the employees bed side manner, attire and attitudes— reflecting a caring environment that exudes humanity, humility, grace and love.

Quotes

"Our employees are the key to conveying to our patients we know how to take care of them. The knowledge ESP provides on first impressions is essential to the perceptions of our patients because they don't know how to measure good medicine, but they know cleanliness and order when they see it, and will assume we treat our medical practices in the same fashion."

- Lesley Radocy, VP & Chief Nursing Officer

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GOVERNMENT AGENCIES

ESP®

BIG — Blacks in Government

Problem

BIG (Blacks in Government) is an organization of African Americans in public service who are dedicated to providing training for Federal, state and local levels of government. Considered a premier organization, *BIG* is always challenged to find speakers that will meet their organization's objectives and provide substantive, advanced training for their members. *BIG's* leadership goal is to have their members continually educate themselves and advance to higher levels of excellence in their government positions.



Solution

ESP® was the keynote speaker at the *BIG Annual National Conference* presenting *Communication Etiquette, and Social & Business Savvy*. Speaking to over 200 participants over a 2-day period, ESP® provided the audience with the necessary tools to improve their communication skills in regard to: *The Art of Conversation, Effective Listening, Communication Breakdowns, Dealing with Difficult People, Do's and Taboos of Communication*.

Executive Social Presentation
The Business of Courtesy

Results

ESP®'s presentation stimulated its participants to recognize the value of positive communication skills as essential to all successful business and social relationships. *BIG* participants became better equipped to navigate through a variety of communication styles and situations. The presentation was applauded and praised by both *BIG* leadership and seminar participants. ESP® was honored to be asked to speak at the next *BIG Annual National Conference* in Washington, D.C.

Quotes

"Great job! I learned a lot and had a few good laughs at myself. The presentation was informative and entertaining – one of the best sessions at the conference. The presenter was first rate. Thanks."

- Markus Simpson, participant

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NON-PROFIT ORGANIZATIONS

ESP®

Pikes Peak United Way

Problem

Pikes Peak United Way had a problem. Competition among non-profits for fundraising dollars is fierce and ever escalating. Considering the high stakes, *Pikes Peak United Way* wanted to ensure their representatives would be confident when approaching potential benefactors to increase their charitable contributions.



Solution

ESP®'s trainers quickly engaged the audience and captured their attention throughout a one-day seminar including: *First Impressions, Business Dress, Communication Skills, Business of Courtesy* and *Dining Etiquette*. Utilizing thought-provoking statistics, humor, interactive exercises and stories, the training demonstrated the significant role social skills play in the process of influencing people's decisions. ESP®'s goal was to convince *Pikes Peak United Way's* staff that their interactions with donors will directly influence how individuals respond – positively or negatively - to their charity.

Executive Social Presentation
The Business of Courtesy

Results

ESP®'s training turned out to be a blessing in disguise. The staff gained a better understanding of the details that contribute to the success of their organization. For *Pikes Peak United Way*, increasing their awareness of courtesy has had a ripple effect that begins with individuals and flows from the organization into the community that supports them. This awareness positioned *Pikes Peak United Way* to achieve their fundraising goals.

Quotes

"The presenters were exceptional and made a potentially boring subject fun and entertaining while not losing sight of how important the information is. We will recommend this program to others at every opportunity."

- Dana Ware, Pikes Peak United Way

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ENVIRONMENTAL ORGANIZATIONS

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Atmos Energy & Natural Gas

Problem

Atmos Energy is the largest natural-gas-only distributor in the United States. Providing energy for over 3.2 million customers nationwide requires not only a dedicated team but the highest level of Service managers. *Atmos Energy* wanted to educate and energize its management teams, from Kansas and Colorado to raise the standard of interaction they have with government officials, contractors, and customers.



Solution

Atmos Energy assembled their leaders for a conference that included lunch with dining etiquette training. *Atmos Energy* requested that ESP bring home the details of acceptable behavior at the table and reinforce the guidelines of etiquette. The continued success of these employees will rely on their ability to approach their leadership demands with social skills to balance their field knowledge and experience.

Results

ESP® delivered, with compelling persuasion, the importance of dining etiquette on the job. With participation that surpassed expectations, the employees engaged in the training with a contagious curiosity to gain understanding and answers that would improve their professionalism.

Quotes

“Our team first objected to the idea of etiquette training. After attending the training, we received a lot of very positive comments from everyone who attended.”

-Karen Wilkes, Director Public Affairs

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GOVERNMENT AGENCIES

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National Council for Staff, Program & Organizational Development

Problem

NCSPOD (*National Council for Staff, Program & Organizational Development*), which is an affiliate council of AACCC (*American Association of Community Colleges*) needed an early-bird speaker at their annual conference to demonstrate the importance of communication etiquette in day-to-day business. NCSPOD is comprised of college and university representatives, consultants and trainers that seek to enhance organizational development within their workplaces.



Solution

ESP® provided eye-opening training for the early morning audience. Presenting *Communication Etiquette: Soaring Past Conflict and Diplomatic Dealings*, the pitfalls of communication were demonstrated through lecture and audience participation. The participants developed a better understanding of how to diplomatically deal with communication adversity and how to enhance verbal exchanges that create communication advantages.

Executive Social Presentation
The Business of Courtesy

Results

NCSPOD developed new insights and skills to take back to their institutions and staff. These skills increased their organizational effectiveness by improving communication abilities and mutual respect among their departments.

Quotes

"This program was worth getting up early in the morning for. I'm glad I did. The presenter had great rapport with the audience and the program was very interactive and solution oriented."

- Susan Lambert, participant

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FINANCIAL SERVICES & LIFE INSURANCE

ESP®

Jackson National Life Insurance

Problem

Jackson National Life Insurance Company prides itself on the upward mobility of their representatives and believe strongly in their education and development. When it came time for their inside sales staff to transition to outside sales, management recognized a lack of “social graces” among many of their potential top producers. Concerned that this would translate into decreased opportunities for the new agents, they decided to bridge this gap.



Solution

The ESP® staff provides quarterly training sessions focused on optimizing the professional presentation skills and networking opportunities that will inevitably lead to success. Working with small groups of twenty, the training provided substance and polish to the initial impression JNL agents make with clients. Developing these skills, the training explored the intricacies of business dining and table etiquette. This provides the knowledge and social skills necessary to be comfortable hosting a business lunch.

*Executive Social Presentation
The Business of Courtesy*

Results

JNL representatives are armed with the confidence and credibility necessary to increase their professional influence and land new accounts. The management team has been so pleased with the results, they believe it has affected the bottom line. When agents meet with clients they know how to accomplish their objectives while building rapport and putting them at ease. This gives the agents the opportunity they need to sell additional products and services to potential customers.

Quotes

“Thank you for your insights into today’s business world. The skills I picked up went to good use the other night when meeting my boss’s boss at a recent dinner. It went very well and I really appreciated your advice. I even taught the people at dinner my favorite rule about the ‘b’ and ‘d’!”

- Michael Scaff, participant

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AUTOMOTIVE INDUSTRY

ESP®

The Sewell Automotive Group

Problem

Since 1911 Carl Sewell has instilled the value of customer service into every employee at **The Sewell Automotive Group** — **Texas**. From the service advisors, mechanics and sales associates, to the cashiers, finance representatives and management team, Sewell is, “obsessed with service” and they strive to be the epitome of excellence. To that end, the administration recognized room for improvement in the social skills and presentation of all departments. Their adage of “under promise – over deliver” needed to be maintained and reinforced.



Solution

An organization of this caliber never settles for mediocrity. It was time to re-polish their capable staff and call them to the standard of excellence Sewell believes they are capable of achieving. ESP® designed a customized program to establish the gold standard of professional conduct, image and customer service. Through interactive discussions and activities, representatives learned to actualize the trust of clients. In doing so, they create such rapport that customers not only consistently return, but refer others to Sewell. Through ESP®, the diverse team of colleagues were able to recognize the importance of courtesy and respect in the overall experience of their clients.

Executive Social Presentation
The Business of Courtesy

Results

Sewell Automotive employees are equipped with the confidence and credibility to promote the image of their brand and build rapport with their customers. They have ascertained the value of a thriving network and how to leverage their resources to their full potential. Through the ESP® training, the Sewell administration has experienced a noticeable change in the conduct of their team; whereby sales are improving in tandem with internal morale. It has become evidently clear that how they act is not only a reflection of their character; it's a demonstration of their education.

Quotes

“I can't believe how well you know our business!” -Participant

“We have been in business for 100 years, and in just a few weeks ESP® has completely “Sewellized” their program to meet our needs. Outstanding!”

- Administrative Organizer

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FINANCIAL PLANNING & SERVICES

ESP®

Northwestern Mutual Financial Network

Problem

Northwestern Mutual Financial Network—Denver was looking for an opportunity to add value to their on-campus recruiting events. Recognizing that their ideal candidates will not only have the desire to achieve a place within their organization, but will possess the confidence and personality to win clients.

Solution

The ESP® staff organized quarterly training sessions to

Results

The confidence and knowledge the JNL ESP®

Quotes

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