

CAPABILITY STATEMENT



COMPANY OVERVIEW

Charleston School of Protocol and Etiquette, Inc. is a Women-Owned Small Business (WOSB) providing professional development and leadership training services to government agencies, military units, and corporate entities. We specialize in enhancing workforce readiness, executive presence, cultural competence, and public-facing communication through protocol-based training. With a national reputation and over two decades of experience, we offer customized, mission-aligned programs that improve professionalism, leadership, and service delivery in both government and public sectors. Our approach blends real-world application with time-tested principles to develop confident, competent, and culturally aware professionals.

CORE COMPETENCIES

- **Professional Development Training:** Customized training in business etiquette, protocol, and cross-cultural communication to enhance professionalism and mission readiness.
- **Leadership & Executive Presence Coaching:** Targeted programs that build leadership confidence, communication skills, and professional image.
- **Civic Engagement & Communication Skills:** Equip teams to interact effectively with diverse communities through respectful, service-oriented behavior.
- **Custom Government Workshops & Seminars:** Tailored training on protocol, workplace civility, cultural awareness, and representation.
- **Workplace Civility & Culture Building:** Promote respectful, inclusive environments that improve morale and public perception.
- **Official Protocol & Event Ceremonies:** Expert training in executing formal government events with precision and decorum.
- **Hospitality & Protocol Excellence:** Specialized training for public-facing and diplomatic roles to reflect agency integrity and standards.

COMPANY DATA

- **Business Name:** Charleston School of Protocol and Etiquette, Inc.
- **Address:** 4505 Club Course Dr, North Charleston, SC 29420
- **UEI Number:** CWH7Q6JRNUV1
- **CAGE Code:** 787N3
- **NAICS Codes:** 611430, 541611, 611699, 541612, 611710
- **Certifications:** Women-Owned Small Business (WOSB)
- **Other Certifications:** Certified Distance Education Instructor, Certified Professional Etiquette Expert, Certified Tea Etiquette Expert, Certified Hospitality Etiquette Expert, Professionalism Coach

PAST PERFORMANCE

- **U.S. Army – Special Operations Command:** Delivered 10 years of professionalism training at Fort Bragg, including communication, diplomatic protocol, dining etiquette, and personal presence.
- **Santee Cooper – State-Owned Utility:** Led ongoing leadership programs such as “The Polished Professional,” communication skills, and customer care workshops.
- **The Citadel – The Military College of South Carolina:** Facilitated professionalism training including cross-cultural diplomacy, networking, communications, and dining etiquette.
- **Town of Mount Pleasant:** Conducted Professionalism Training for staff to enhance communication, presence, and public interaction.

DIFFERENTIATORS

- **Professionalism is Our Foundation:** Every program builds real-world skills that are practical, applicable, and results-driven.
- **National Expertise, Southern Distinction:** Combines nationally recognized training with Charleston’s cultural grace and hospitality.
- **Tailored Training Solutions:** Every session is customized to client needs, no generic presentations.
- **Government and Corporate Ready:** Proven experience with government agencies, executives, and professionals.
- **Real-Life Application:** Trainings use everyday scenarios for immediate, lasting impact.
- **Certified Protocol Specialists:** Led by credentialed experts in protocol, leadership, and civility.
- **Character + Confidence Approach:** We develop both mindset and presence to lead with integrity.

