



Presents

The EPIC Pyramid: *Why Civility is the Bottom Line for Etiquette Professionals*

Etiquette is big business. In order to succeed as consultants, speakers and trainers who specialize in this field, we must first understand the underlying principles about why we do what we do.

The ***EPIC Pyramid*** was created specifically to help etiquette professionals clarify “the meaning behind the manners.” Civility is not about rules and regulations; it is about character and conduct. This model will empower you to further develop your practice with purpose.

You will learn about ***The 6 C’s of Civility*** from someone who has built a thriving business out of sharing her passion for professionalism for over a dozen years. After participating in this seminar you will understand the value of civility and know exactly how to enthusiastically let others know that ***you mean business!***

ABOUT YOUR PRESENTER



Sue Jacques is ***The Civility CEO™***, a corporate civility consultant, professional speaker, author and executive coach who has presented seminars on professionalism, corporate conduct, personal branding and business etiquette in Canada and the United States since 2000. In addition to being a blogger for the Huffington Post and a columnist for Physicians Practice magazine, Sue has appeared on the Oprah Winfrey Network, Canada AM, Business News Network, CTV, CBC, Global and Oprah Radio. Her professional journey was featured in MORE magazine.

Prior to becoming ***The Civility CEO™***, Sue spent 18 years as a Forensic Death Investigator at the Medical Examiner’s Office. During that time she performed the medical investigation of thousands of violent and unexpected deaths, learning firsthand about the ultimate cost of incivility. As a result, Sue is committed to helping individuals and businesses gain confidence, earn respect and create courteous cultures. Her personal motto is simple: *When in doubt, choose kindness.*

“Being with Sue is like watching a how-to movie.” Marty Avery, Chief Catalyst – *What-if?*

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Creating courteous corporate cultures.