

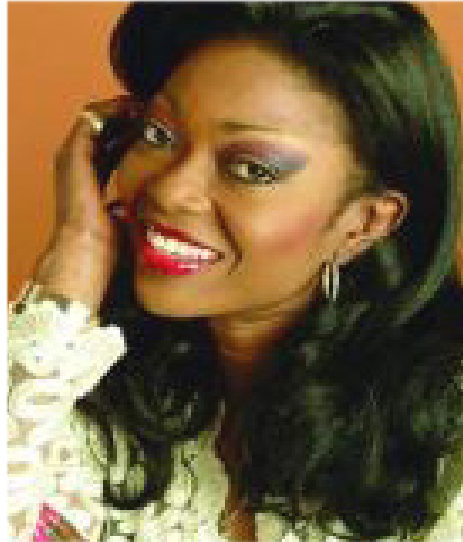
BIPADA

Boulaye International Protocol And Decorum Academy

Here in the UK we are lagging far behind nations such as Japan when it comes to adhering to a strict behavioural code and in the case of the majority of British children and teenagers, it seems that etiquette is an entirely lost art. A recent survey in the UK found that a whopping one in five parents were loath to eat out at restaurants with their children because of their bad behaviour and lack of manners. If you consider that an estimated 40% of all business transactions in the US now take place over a meal, this doesn't bode well for the future! With the world becoming an increasingly small place in which to live and work, surely we'd better pull our socks up and start equipping ourselves and our kids with the skills to out shine or at least match our better mannered, multilingual and preternaturally groomed global competitors.

Gone are the days when the mention of etiquette and protocol would conjure images of Swiss finishing schools and staid diplomatic exchanges and indeed the importance of training in these skills is no longer seen as a necessity for the international diplomatic community alone. Competition in the realm of today's international business is rife and as a result it is increasingly important that the social and business skills required to compete are effectively developed and employed from private and corporate business and government agencies at all levels, to institutions of higher learning with graduates entering the work place.

International entertainer and all round powerhouse, Patti Boulaye is a true believer in the importance of Protocol and Etiquette, so much so that she founded her own Protocol and Etiquette academy, BIPADA. An impressive list of individuals make up the BIPADA school of experts with the faculty including a Director of Royal and Diplomatic Protocol for both Mrs Thatcher



and John Major's Governments, Press and Public Relations Director for Margaret Thatcher all through her term as Prime Minister of the United Kingdom, famous authors, broadcasters and Ms Boulaye, who is herself a qualified etiquette and Protocol trainer.

I asked Patti what it was that inspired her to start her own academy.

"I was once privileged to attend a meeting where Captains of industry expressed their concern about the state of the highly qualified graduates they employed, but who then had to be taught people skills in order to make them more useful to the company. It was there that the penny dropped about etiquette and protocol lessons being just as important as the highest academic qualifications. If an employee can't get on with people, or communicate with people, if



they are not prepared or equipped for the various social environments which life will bring their way, they will have a limited future and will be useless to their employer".

***Designed to
"inspire and equip
people for
Leadership"***

Today's world business arena can indeed be a minefield when it comes to communication, after all a simple hand gesture in one country may mean the exact opposite in another culture! A key element of a successful business outcome may simply be the appreciation and respect for cultural differences. With a childhood spent in Nigeria during the chaos of the Biafran war and a successful International career under her belt, Patti is no stranger to the art of global communication. She credits her keen awareness of cultural protocol on her African upbringing and believes key social skills should be taught to the young to allow them to reach their potential.

"A lot of young people are frustrated because of their inadequate communication and life skills. Proper etiquette is about having consideration for others, making others feel comfortable by knowing what to do and say in each and every situation. There is



etiquette and protocol for every aspect of life, there is the right way to do everything, to communicate in every cultural and diverse environment".

The level of respect that Patti herself enjoys is very clear when you consider the calibre of individuals who have chosen to work with BIPADA, professionals whom Patti describes as all having 'walked the walk and talked the talk'. Experts on Diplomatic, Business and Social Protocol, good manners and Personal Image Management, their combined knowledge is put to good use in courses held at Oxford University's Queens College and are designed to "inspire and equip people for Leadership".

Going far beyond the normal 'run of the mill' etiquette courses, BIPADA is being approached by parents of A Level students believing that the certificated seasonal courses will help with applications for top Universities. Patti hopes to run courses for younger children in the future, but for now the academy will continue to equip its clients with the skills and confidence they need to fulfil their full potential and face all manner of challenges.

"We are living in an exciting but extremely competitive era where the values of etiquette should not been taken lightly, because it could be the deciding factor between success and failure for individuals, businesses, countries, communities and societies. Proper etiquette brings out the leadership qualities in most people. "