



The Career Ladder - Why Do Some Get Left Behind?

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HOUSTON, TX, UNITED STATES, August 15, 2013 /EINPresswire.com/ -- The Career Ladder – Why Do Some Get Left Behind?

Houston, TX

We often think that hard work, skill and focus are all that we need for career success. While they are obviously important, it turns out that there is another factor that plays just as large of a part. In a 2012 survey from the Center for Talent Innovation in New York, over 250 senior executives cited "executive presence" as an essential component in getting ahead. It accounted for, on average, 25% of what it takes to get promoted.

The three main components of executive presence are: appearance, communication and confidence. These are the three main development areas of any sound business etiquette program. "Your presentation, finessing and communication skills translate into Presence, Credibility and Personal Power", says Cherita Metzger, etiquette expert from England, and founder of Elegant Manners International based in Houston. Why do some people seem to move quickly up the corporate ladder while others with equal qualifications get left behind? "Often the difference can be attributed to their ability to project a credible presence. Making savvy introductions between business associates, according proper precedence, and even controlling the messages our body language convey are vital tools in exhibiting a credible presence", says Metzger.

Elegant Manners International, a leading etiquette consultancy firm headquartered in Downtown Houston, helps corporate executives, entrepreneurs, men and women, aspiring to climb the corporate and social ladder, harness their power by fine-tuning their personal presentation, communication and business finessing skills.

International Business Success, is a comprehensive 1 day business etiquette workshop, where you will gain the understanding of how to master the codes of social behavior and business protocol to position yourself as credible, knowledgeable, cultured and authoritative; thereby tipping the scales in your favor.

Attendees will:

- >Learn how subtle but critical social behaviors can often make or break an important meeting, influence a first impression or impress a potential client
- >Learn effective strategies for projecting confidence, credibility and decisiveness
- >Discover the winning habits of successful professionals
- >Practice techniques for becoming an assertive communicator
- >Refine your networking skills, make polished introductions
- >Polish your dining skills with a 4-course luncheon tutorial at a 5-Star private dining room
- >Learn to avoid self-defeating behavior and gain the necessary security you need to change

For more information about the business and social etiquette programs offered by Elegant Manners, please visit their website at: www.elegantmanners.com. Or call Leala Binoche at: 713-396-2005.

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