

# Problem

## The United States Air Force Academy

In the 1990's, the *United States Air Force Academy* unfortunately had to eliminate the position of their Protocol Officer. Continued social and protocol training however, was needed to ensure that the cadets would succeed



off-duty as well as on-duty. The upper level command insisted that the cadet population must continue to set a high example as representatives of our nation traveling throughout the world.

*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*

## Solution

*ESP's Sense & Civility: Social Etiquette / Protocol Program* was custom-designed exclusively for the *USAF*. It educates the cadets on proper etiquette and protocol traditions. Cadets receive a comprehensive course on first impressions, introductions, receiving lines, dress for occasion, and dining etiquette. The program was an immediate success, created excitement and was implemented as a required course for every cadet of the institution.

## Result

Soaring to new heights, cadets in military or civilian settings have gained a better understanding on how to position themselves as influential role models representing our nation. The *ESP* social education training instilled a further sense of pride with the cadets in performing their military and civilian tasks.

**ESP**<sup>™</sup>  
Executive Social Presentation  
*The Business of Courtesy*

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