

# Problem

## Kappa Delta Sorority

The *Kappa Delta Sorority* needed a speaker at their national convention who would make a difference in the lives of their sorority leaders throughout the country and help their members understand how important etiquette is to their future.



*“You did a wonderful job of speaking with all of the collegiate attendees about ideas on social and business courtesies. Your style of presenting the material was fun, interesting and so effective with our audience. It was an excellent presentation that was well received by all.”*  
*Julie L. Johnson, National President*

## Solution

*ESP* presented *LifeSkills* training seminar, to the group of over 600 young women, to demonstrate how first impressions, communication, dress and dining etiquette can open doors of opportunity. Through lecture, a power-point presentation and a sense of humor, *ESP* got their point across. In a very short amount of time, the women became attuned to what a difference these subjects will make in their current leadership roles and future careers.

## Result

Unlike past seminars, on the same subject, *ESP* succeeded where others failed and its’ presentation captivated the *Kappa Delta* audience receiving two standing ovations. The *Kappa Delta* sisters are better prepared today to face social and business opportunities with a new sense of confidence. *Kappa Delta* plans to utilize *ESP*’s expertise for future training.



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