

**THE MADISON SCHOOL OF ETIQUETTE AND PROTOCOL  
CASE STUDIES OR SUCCESS STORIES  
MS. GAIL MADISON, DIRECTOR**

The following are a few examples of clients I have coached and helped to be successful in their lives. I will describe the process of solving problems in three steps: What was the problem, what action did I take and what is the outcome? The names are mostly fictional but the stories are true! Call today for personalized coaching: 215-938-1178. I want you to succeed!

**Celebrity Philadelphia Rapper – Robert’s story:**

Problem: Robert was sentenced to take etiquette classes by a Philadelphia judge before she would allow him to reappear in her courtroom on other charges. His demeanor was not acceptable for the formality of a courtroom and his clothing choice was seen as disrespectful. His social media posts were also considered inappropriate by the judge.

Action: I spoke with the judge and then I met with Robert to work on courtroom protocol and business etiquette. When you appear in court you are expected to dress in a suit, tie and behave respectfully, having good posture and speaking well when addressed by the judge. Any social media involvement has consequences so we worked on the appropriateness of his posts and actually limited them. I went to court with him and made sure he was dressed properly and behaved appropriately.

Outcome: The judge was very impressed with Robert’s demeanor and willingness to learn the new information. She was more lenient in her sentencing of him and gave him many more freedoms. He continues to dress and behave more respectfully in his current life and media coverage.

**Valued Employee Tom’s story:**

Problem: Tom was a brilliant, valued employee but was physically very distracting using large arm and leg movements and gesturing wildly when he spoke. The company did not feel they could send him out to clients although they wanted and needed to do so because he was considered a “genius” in his department.

Action: I met with Tom and observed his behavior. As I dug deeper into who Tom is, I learned that he had been a theater major in college and was quite a performer! Bingo! I wrote a program for him in business etiquette

and at the second meeting taught him new skills to correct his distracting gesturing which included teaching him how to walk differently and control his body movements. Tom was willing to change and followed my instruction.

Outcome: Tom is now an exemplary, polished employee that is sent to clients with excellent results. Tom is much happier personally and professionally and he says his life is much less chaotic.

**Engineer Martha's story:**

Problem: Martha is a talented engineer who is used to working behind the scenes. She dresses inappropriately and has poor social skills and communication skills. Her company would like to include her in client meetings but she makes a very negative impression on others.

Action: I met with Martha and worked on Impression Management skills. She was very cooperative. Her wardrobe consisted of men's jeans, three sweaters and steel toed boots. I took her shopping for new clothing and explained the importance of dressing professionally and behaving professionally.

Outcome: Martha is a shining star in her new suits and she and her company are delighted with her transformation. She was the best dressed employee at her next meeting; everyone noticed and complimented her.

**Medical Student Paul's story:**

Problem: Paul is a third year medical student. He is not well liked by his supervising doctors and his peers. He is from another culture and wonders why getting along with others is important in medicine. He has been heavily criticized for his behavior and his position is in jeopardy.

Action: I met with Paul and almost walked away as most of what I had prepared was irrelevant for him. I really want my clients to succeed and I believe there is always something I can find to connect with another person, I refused to give up! I listened and spent hours with him talking about his need to be able to relate to others. I gave him specific tasks for the next three weeks.

Outcome: Paul followed my instruction and it worked like a charm. I received several texts and calls telling me how well he is doing and how happy he is now. I am so delighted for him! He will be a brilliant doctor.

Quoting Paul, after I sent a text to follow up with him, he says, “Gail, it went well, the doctors on the services love me as a person, my colleagues also really like me. I didn’t realize how important emotions impressions, etiquette is until now. Thank you!”

Call today for your own successful experience. 215-938-1178