

## NEWS RELEASES

# Finally, eHelp for the Jobless From **The Protocol School of Washington(R)**: Outclass Your Competition with **eClass**

*Boost Your Biz Portfolio During 'National Biz Etiquette Week' June 1-7*

NEW YORK, May 29 /PRNewswire/ -- *The Protocol School of Washington(R)* is to business etiquette what Harvard is to higher education; and Harvard, The Carnegie Foundation and Stanford Research Institute all agree: *85% of job success is connected to people skills*. "Making a powerful entrance and mingling with confidence, body language, attire and e-communication aren't important; in a recession they're crucial," says Pamela Eyring, President of **The Protocol School of Washington(R)**, the first company to offer instructor-led business etiquette and international protocol training in 1988. Continuing its leadership role, **PSOW(R)** announced today it is *going virtual with web-based training called 'Outclass with eClass'(TM) www.PSOWeLearn.com*. The virtual platform helps the jobless (and veterans seeking a refresher course, the employed who want a competitive edge and first-time job entrants) master professional business behavior conveniently 24/7 from a PC or laptop on the go. PSOW's affordable, professionally-designed *eClass* curriculum hits all the job market hot spots: it helps people get a job, keep a job and get promoted by improving confidence, building relationships and enhancing leadership skills.

People can visit [www.PSOWeLearn.com](http://www.PSOWeLearn.com) for a **free eClass demonstration**, and during **'National Business Etiquette Week,' June 1-7** when the spotlight is on everyone acquiring these essential business skills, **PSOW** is offering **eClass** at half price. "Because of the economic climate we're taking our 'couture line of training' and offering a 'ready-to-wear' line so even the jobless (along with the cost-conscious) can get the help they need," says Eyring.

### *eClass Benefits Equal Bottom Line Results*

According to a recent TheLadders.com survey, 98% of respondents believe office etiquette exists. A majority (69%) would fire an employee for bad office manners. Clearly, *Manners Matter* and are an intangible bottom line competitive edge because employees are a direct reflection of their employer. **eClass** is particularly helpful to HR executives because it virtually has no 'learning curve' enabling new hires to 'get on-board' immediately with the added benefit of servicing the increasing number of telecommuters, thus providing added savings by eliminating travel costs. Prefer *inClass*? **PSOW** grads are available worldwide to deliver the school's proprietary seminars.

**PSOW's eClass** offers practice activities, interaction and instructor guidance while focusing on four key skill sets necessary to gain employment, increase earnings and move up the corporate ladder. *Making an Entrance and Mingling* tops the tutorial list because as Eyring shares, "Most people have anxiety when networking with strangers. We know first-hand and statistically, so very much of business has to do with people skills."

Founded in 1988, today **PSOW** is the acknowledged industry leader training over 2,500 graduates from 45 countries with trainers hailing from The White House, the Disney Institute, the Smithsonian and corporate America. A **PSOW** graduate, Pamela Eyring has worked with CEOs, entrepreneurs, heads of state, four-star generals and all branches of the military.

The Protocol School of Washington(R)

Toll-Free (877) 766-3757    [www.psow.com](http://www.psow.com)    [info@psow.com](mailto:info@psow.com)