

**CONTACT**

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**HEADQUARTERS**

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**CERTIFICATIONS**

- WBENC - Women’s Business Enterprise National Council - WBE, WOSB, WMBE
- SAM.gov
- California SBE, WOSB, WMBE
- Supplier Clearinghouse – California Public Utilities - SBE, MWBE
- The Protocol School of Washington – Protocol Officer Level I; International Business Protocol; + Youth/Teen Etiquette + Afternoon Tea Etiquette
- Emily Post Institute, Certified Corporate Business Etiquette
- University of California Los Angeles, Anderson School of Business - Management Development for Entrepreneurs

**PRIMARY NAICS CODES**

NAICS #611430 – Professional and Management Development Training

SIC #8299 – Schools and Educational Services, not elsewhere classified.



*We nurture respectful and productive work environments through comprehensive professional learning experiences*

# CAPABILITY STATEMENT

**WHO WE ARE**

**Advanced Etiquette (AE)** is a San Francisco Bay Area-based company specializing in workplace civility and etiquette, through training and consulting in international business protocol and social etiquette, which we believe is *“the missing link to a complete professional education.”*

**For 30 years,** our unique etiquette approach goes beyond good manners to emphasize the mastering the fundamental great habits of respect, consideration, honesty, and civility in personal and professional society.

AE is a top supplier of corporate business etiquette services and a proud Asian American woman-owned business. AE offers a range of services, including live in-person and virtual seminars, individual coaching, webinars, and authored articles for company newsletters. Additionally, AE provides team engagement, DEIB services and strategies for promoting a well integrated, happy, and inclusive companu culture..

**LEARN MORE ABOUT US**  
[www.AdvancedEtiquette.com/capabilitystatement](http://www.AdvancedEtiquette.com/capabilitystatement)

**CLIENTS**



**WE SPECIALIZE IN**

**Creating success one person at a time**

*AE provides high-quality training and coaching services globally, empowering clients to handle any business and social situation with confidence through proven strategies, guidelines, frameworks, skills, and techniques.*

**Tailored training, special events, and protocol services**

*The company aims to provide informative, engaging, and interactive programs and events using computer visuals and printed materials. Additionally, Syndi's certification as a protocol officer ensures that potential social blunders are avoided when hosting international diplomatic guests.*

**Building lasting relationships**

*At AE, we aim to be a valuable onboarding partner for companies that prioritize establishing core principles that minimize workplace challenges. Our team is always available to provide assistance with new changes and situations as they arise.*