



THE ELITE ATHLETE DIVISION

About

Whether you aspire to be a high school, college or pro athlete, all athletes must understand that it is more than just performing during game time. Having a strong personal and professional brand is essential to representing your team, your organization, your community, your family, and yourself.

The signature Elite Athlete Division has designed programs to strengthen and position an athlete's visibility off the court, the green, and the field —building a persona that is polished, poised, and yields a greatness that is reflected in your integrity, as well as your game.

At Protocol International, our goal is to have fans cheering for you and impressed by your performance on and off the court. We teach universally accepted protocol and etiquette practices that allow athletes to consistently excel in various business and social engagements that include networking at combines, traveling with the team, dining with coaches and sponsors, as well as business meetings.

Our expertise enables us to provide the appropriate tools and techniques that cover a wide range of topics that encompass communication skills, image enhancement, building a powerful network and team, personal marketing and branding, social media etiquette, and more.

You should choose this Protocol International program if...

- You have an AAU Team and are developing young men and women and want to enhance their skills on and off the playing field
- You are an AD or a Coach responsible for the Team, the Athletes, the program and the School brand
- You are an elite athlete and you want to be a better performer off court and want the people around you to grow professionally
- You are a student athlete and know it will take more than your skills on the playing field to be successful
- You are a parent and want you son or daughter to practice protocol for character as well as sports for skills
- You want to win

“To play the game, you must know the rules. To win, you must know protocol.”

- Cheryl Walker -Robertson, Certified Protocol and Etiquette Expert