



BRITISH BUTLER INSTITUTE®  
— *Changing People's Lives* —

The British Butler Institute International  
Master School for Luxury Butler and Guest  
Experience Excellence

(Excellence in Hospitality Training / Training  
Team members to be relaxed Professionals.

"This program is not only a training session  
— it is a legacy of luxury service philosophy.

Designed by British Butler Institute, it  
integrates precision, emotional connection,  
and storytelling to elevate every moment of  
service into an experience of timeless  
refinement".)

5 Day Certification Program



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***“Interaction with guests and principals is about exceeding expectations, delighting, surprising and delivering outstanding experiences! We will train you to reach the highest level of service to match and surpass your guests and principals’ expectations”.***

***Kindest regards***

***Gary Williams***

***Principal The British Butler Institute***



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## **The British Butler Institute**

The British Butler Institute has been recognized as the leader in Butler and Hospitality Training Worldwide.

The British Butler Institute is a worldwide hospitality training company that equips the hospitality professional with the latest skills required to meet and surpass new international standards in service understanding and delivery. Working closely with our clients around the world we help them achieve outstanding results often culminating in being awarded “best in the world status” by various international industry award bodies and at the same time empowering the student and teams we train to learn essential skills to deliver outstanding service to principals and guests worldwide.

Established in 1997 and represented in over 14 countries, The British Institute is a world leader in hospitality front of house training with clients that span the globe, including Royal Palaces / Embassies / The very best Hotels and Resorts / Royal owned and VIP superyachts / Royal palace staff / Private jet and Commercial airline teams / luxury retail such as Louis Vuitton, Chanel, Cartier and many more / universities including Oxford university / Luxury Rail teams / Hospitals / Stadium Teams/ Golf course / residences for the rich and famous and many more.



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## **Excellence in training delivery:**

Expert Training will be hands-on demonstrations on the specific skills sets needed to improve staff service levels. Each subject will be discussed, demonstrated, and then role played by all candidates for immediate implemented in the “real” environment to ensure success.

***We will train you the importance of emotional intelligence through practical understanding of how this skill is present in everyday interaction with guests, giving the confidence and know-how to deal with guest from many different nationalities.***



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## Curriculum



### **Etiquette & Professional Polished Verbiage**

Addressing people of different cultures and titled persons, acquiring social confidence, social and business correspondence. A range of polished verbiage for every situation.

### **Grooming standards & Personal (beauty/hygiene) & Uniform care.**

International standards / the line up / dress and attire care.



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## **Front of House Professional Methodology. The Empirical 5 Golden Pillars**

*Listen and act.*

Skill taught in listening and then implementation of an experience.

*Attention to small details to surprise and delight.*

We open the hospitality professional's eyes to expert detailing.

*Anticipation and client profiling.*

A front of house professional should have a check list of techniques to anticipate guests and principal requirements.

*Consistency.*

What is consistency and the skills needed to deliver on a consistently high level.

*Concierge professional excellence.*

Teaching skills on how to be the absolute best in the world of concierge. We will deliver teachings on the best examples of concierge excellence in the luxury industry that will leave our guests delighted.



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## **What we carry on person.**

### **Posture / deportment and taking full responsibility for actions taken, performance and attitude.**

Review of body language: How to stand, how to point out items, how to hold our hands, how to move, how to present items, how to carry a tray, how to place an item down from a tray and the movement of our arm gestures. An understanding of attitude to determine actions and performance.



## **Meet, greet and departures essential.**

A detailed and thorough service standard protocol for the meet and greet and departure of the guest.

Anticipation essentials.





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Pre-arrival.

Preference gathering from a variety of sources.

Luxury guest experience.

Cool and warm towel detailing / language and service.

Unique masterclass in the world of gifting to create an unforgettable experience.

Pre room checks.

Follow up in a unique way.

Transport and timings as well as details such as advise on destination weather / flight check-in.

Departure letter and farewell setup.

Pre-departure considerations.

## **How to handle guest complaints and challenging guests.**

The 6 steps, the 3 steps, state change and the professional complainer. We deal with a host of challenges that present themselves and professionally deal with each and every challenge.



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## **Dealing with a flirting and in-appropriate guest.**

A professional understanding and call to action on various levels of flirting and in-appropriate behaviour.

## **Dealing with a guest not entitled into a VIP / Members / Restricted area.**

We teach the delicate art of dealing with clients wishing to enter an area in which they are not allowed and the various considerations to offer appropriate solutions for every eventuality.

## **Dealing with a drunk guest.**

Dealing in an effective and intelligent way according to company set standard approach we look at methods of dealing with intoxicated guests that are out of order.

## **Dealing with arguing guests.**

## **The professional wake up service.**

Language / methodology / dealing with a guest that does not respond / experience considerations.



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## **How to knock on the door.**

## **Escorting a guest inside the suite / Orientation skills and Capturing New Guest Preference.**

How to deliver expert room and area orientation according to set standard and the detailed knowledge needed to carry out this all-important task. Language skills and international protocol taught.



## **Shoeshine and care.**

Step by step guide and practical demonstration on the shoeshine and care of all shoe types. A detailed knowledge of the kit needed and then the final presentation of the shoe. How to wrap shoes will be demonstrated.



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## **The fine art of packing and un-packing suitcases including an understanding of wardrobe management.**

A detailed and step by step guide on how to pack and unpack suitcases. This practical will include the kit needed, language of packing and unpacking, correct protocol taking into consideration international cultures. We will also deal with a range of unexpected circumstances that might arise. This module includes wardrobe management.





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## **In Room Dining Protocol.**

Step by step essentials / pre-preparation / detailing / considerations and the anticipation of delivery. After-event considerations.

## **Room and area checklists.**

A detailed methodology into the correct practice of room and area checklist.

## **Tray set-up.**

Correct protocol for all tray set ups including drinks / snacks / food items and the check list for this delivery as well as language skills.





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## **Outstanding Wine and Champagne service.**

Service professional standards including opening and pouring.

## **Table settings, both formal and informal.**

Correct setup and delivery according to the guest's culture and expectations. We teach international standards doing practical laying up of tables with a reference to our PowerPoint presentation that shows a variety of different standards.

Once setup is demonstrated we will teach a detailed step by step guide to service delivery and all the anticipation around seamless dining experiences including language, posture and presentation.



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## **The Heritage and Ritual of English Afternoon Tea, and the set-up and service of traditional High Tea.**

We start this module with the history of English afternoon tea which later becomes High tea the world over. This is followed by a step-by-step set-up of the area and the delivery of this extremely popular experience followed by a range of details to surprise and delight our guests.



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## **Pool and Beach side service.**

Techniques and language to deliver fantastic service poolside and beach experience for guests. Amenity requirement and the methods to deliver a unique experience to surpass guests' expectations. A range of unique ideas will be explored and discussed to suit the property.





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## **The 20 steps to complete Confidence.**

Self-confidence is an unseen quality that is a more accurate yard stick of human performance and happiness. We examine this subject and teach the 20 Steps to complete confidence. This is backed up by PowerPoint slides and video presentation.

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## **At the conclusion of training.**



## **Group photo.**

## **Professional Certification presentation.**





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## The British Butler Institute Pins.

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[www.britishbutlerinstitute.com](http://www.britishbutlerinstitute.com)

