



COURTESY
HONESTY
(THE RIGHT) ATTITUDE
RESPECT
MANNERS

COMPANY PROFILE

Professional credibility, intentionally developed.

Competence is assumed. Credibility is evaluated.

ABOUT CHARM COMMUNICATIONS

CHARM Communications, LLC is a professional development and etiquette training company founded in 2005. We equip professionals, leaders, organizations, and youth with the behavioral standards, communication skills, and cultural intelligence required to succeed in today's global environment.

For over two decades, we have delivered training across the United States, East Africa, and Europe, serving government agencies, diplomatic missions, international organizations, NGOs, universities, corporations, parents, and community groups.

Our programs help individuals and institutions strengthen executive presence, professional communication, leadership effectiveness, and organizational credibility.



Our Mission

To equip professionals and youth with the knowledge, confidence, and behavioral standards needed to navigate professional and social situations with poise, credibility, and cultural competence.



Our Vision

To be the leading global authority in professional development, etiquette instruction, and character education, empowering individuals and organizations to build credibility, strengthen relationships, and thrive in diverse professional and cultural environments.

C.H.A.R.M. DOCTRINE

C

Courtesy

Disciplined acknowledgment and respect.

H

Honesty

Integrity in communication and conduct.

A

(The Right)
Attitude

Composure, solutions, and cultural awareness.

R

Respect

Demonstrated through listening, tone, and boundaries.

M

Manners

The practical expression of standards in daily behavior.

Core services

01

Corporate Etiquette Training

Professional development programs designed to elevate executive presence, workplace conduct, communication standards, and organizational credibility.



02

Business Dining Etiquette

Interactive dining experiences teaching professional table etiquette, business conversation, hosting responsibilities, and dining protocol.



03

Professional Image & Dress

Executive image development focused on professional presentation, grooming standards, color principles, and leadership presence.



04

Youth Etiquette & Character Development

Character-based etiquette education delivered through the Palmetto School of Protocol, Inc.





SIGNATURE PROGRAMS

From the Introduction to the Interview™

A comprehensive professional development system designed to help individuals master every stage of professional interaction.

The program includes:

- The E-Book
- The Companion Tool Pack
- Complete Video Training Series

The curriculum covers:

- First Impressions
- Executive Presence
- Professional Communication
- Business Etiquette
- Interview Preparation
- Personal Presentation
- Follow-Up Strategy

"The introduction opens the door. Preparation secures the opportunity. Execution earns the seat."

Our Strategic Nonprofit Partner *The Palmetto School of Protocol (PSOP), Inc.*

A traveling social graces and character education program serving schools, youth organizations, camps, and community groups.

Key curriculum areas include:

- First Impressions
- Effective Introductions
- Voice and Diction
- Poise and Posture
- Social Correspondence
- Cultural Awareness
- Telephone Etiquette
- Digital Etiquette

Etiquette is the vehicle—character is the destination



OUR FOUNDER



Jocelyn Walters-Brannon is a Children's and Corporate Etiquette Consultant certified by the American School of Protocol.

She has a Master's in Public Administration from the University of Georgia School of Public and International Affairs, and a Bachelor of Journalism from the University of Georgia School of Journalism and Mass Communications.

Her professional experience is broad and spans work in cable news broadcasting, radio, and television; corporate sales, ERP-SAP implementations, employment law training, residential services, community advocacy and international association management. She has worked with organizations across the United States, East Africa, and Europe and has extensive experience supporting professionals operating in multicultural and diplomatic environments.

Currently based in Nairobi, Kenya, she delivers training for diplomatic missions, international organizations, NGOs, corporations, and institutional clients throughout the region.

Jocelyn Walters-Brannon, MPA

Founder & Director,
CHARM Communications, LLC

Credentials

- Mentee of Peggy Newfield, Founder, American School of Protocol — the most recognized name in the etiquette training field
- Active member of the United Nations international diplomatic community
- 20+ years of instructional design and training delivery
- Former CNN Video Journalist and Turner Broadcasting employee
- Diamond Life Member, Delta Sigma Theta Sorority, Inc.
- Mother of Multiples



Who We Serve

- Parents, Grandparents, & Families
- Diplomatic Missions
- International Organizations
- Government Agencies
- NGOs
- Corporate Executives and Teams
- Universities
- Academic Institutions
- Schools
- Youth Organizations
- Women's Leadership Programs

