

What do audiences say?

"Diana's approach was refreshing and practical."

"...her delivery was both interactive and memorable for all of us."

"I would highly recommend your etiquette training to anyone who interacts with business professionals, or who rely on their interpersonal skills to make a living. After 20+ years of entertaining clients, I thought that I knew it all. Diana's approach was refreshing and practical. My sense now is that the social skills you teach may actually represent the true competitive advantage business people seek to attract and retain clients."

—J.D.G.
Senior VP, Wells Fargo Bank

"Kappa Alpha Theta Seniors at USC had the honor and privilege of learning from a talented and distinguished etiquette professional, Ms. Diana Olson. In an interactive mode, she taught us all of the important things necessary to learn as we graduate from College and head into the real world of professional life. The content of her message was perfect and her delivery was both interactive and memorable for all of us."

— Mary McCluggage
University of Southern California
School of Policy, Planning, and
Development (2007 Rose Queen)

"Thank you so much for enlightening our Prudential office with your talents. With such a culturally diverse office of realtors, communicating an effective message of etiquette and civility requires true grit and talent, both of which you have plenty. Your seemingly effortless presentation was enjoyable, informative and educational."

— Michael Gray
Prudential CA Realty



"Thanks again for your excellent presentation on Corporate Image. You clearly demonstrated the value that image plays in success in business. The message was clear, thorough, current and informative. The issues of etiquette were especially relevant. The agents were interested and involved. I would strongly encourage other general offices to invite you to visit with their agents."

— A.C.P.
Senior Director of Development
New York Life Insurance
Los Angeles General Office

"Ms. Olson has marvelous communication skills, specifically when teaching others about the details of etiquette and proper business attire. Her achievements and vast knowledge of this field can be seen through her in-depth presentation. Her interaction with participants was very active and promoted a productive lecture environment, where the participants were able to practice her methods first-hand."

"She is also a reliable speaker. Specifically, she arrived early to the event in order to make sure the logistics of her lecture were set, and she also stayed afterwards to answer any questions and address any concerns from both the participants and the staff. Her energy level remained high, and her interpersonal skills allowed for the participants to engage in an interactive lecture."

— C. Robin Lee
2010 Junior Workshop Director
Overseas Korean Traders Association
of Southern California, Junior Committee

Diana Olson

MA AICI CIP

Certified Etiquette and Image Professional
Speaker . Trainer . Coach . Consultant

*"Creating a Powerful Presence
through
Positive Self-Discovery"*



What do the Stars say?

Diana's etiquette expertise with Lisa Rinna and Mel B on "Dancing with the Stars" was invaluable.

Lisa Rinna said that she had the best etiquette coach ever.

The judges remarked that Mel B went from Mel B to Queen B!

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**Certified Etiquette and Image Professional
Speaker . Trainer . Coach . Consultant**

Diana inspires audiences to enjoy life with new grace and ease.

With warmth and gentle humor, she highlights the best in everyone she meets—adding her generosity in sharing knowledge—which causes people of all ages to find her a naturally engaging speaker who connects, when at the podium and in her interactive seminars.

She always leaves her audiences filled with new confidence, insight, and greater personal presence.

Her most popular topics include:

*Cultural Awareness & Social Skills:
Building Powerful Relationships*

Business and Social Entertaining

“Secrets of Color and Style”

*Civility: 25 Rules
of Considerate Conduct*

Business & Social Etiquette

*Professional Image &
Business Etiquette*

*“Dining with Civility”
Etiquette Tutorial
Dining Experience*

“Petite Etiquette” for Children

Diana Olson

*“Creating a Powerful Presence
through
Positive Self-Discovery”*



Diana Olson's audiences range from business and professional associations to college and alumni groups... and from children's classes to corporate training seminars, including private coaching for executives or celebrities.

Media & Entertainment Coaching:

- Dancing with the Stars
- Chelsea Handler Show
- Emma Roberts in the movie series “Nancy Drew”
- Toni Braxton documentary, “Family Values”

A founding member of the Association of Image Consultants International global “Civility Counts” project.

Weekly columnist for La Canada Valley Sun in the Los Angeles Times, educating over 10,000 readers on Civility: Appearance, Behavior, and Communication Skills.

For her contributions as trainer and consultant in Etiquette and Image at her studio, “Diana’s Color Collage” and Diana Olson & Company, she was named a “2010 Outstanding Distinguished Women of Pasadena” and is acclaimed in “Who’s Who of American Women” every year from 1991 to 2011.

Educational background:

University of Texas, BA;
San Francisco State University, MA;
Protocol School of Washington.