

THE INTERNATIONAL
Butler Institute
BY ROYAL APPOINTMENT



Crafting
The Best Butlers in The World

BY FAR & UNQUESTIONABLY.

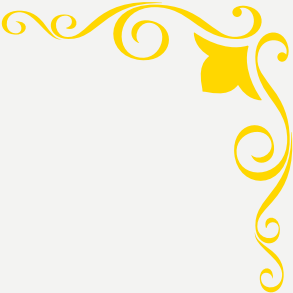
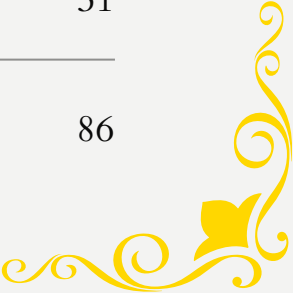


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The Institute Presentation



THE INTERNATIONAL BUTLER INSTITUTE

Learn the True Art of Service. The Grandeur of Butler Service. At Royal Level.



The International Butler Institute (TIBI) is built upon an extraordinary legacy of 38 years of private service expertise at the highest level. Our Founder's distinguished career includes Presidential Service, engagements with royalty, esteemed embassies, and some of the world's most prestigious luxury hotels and resorts.

Having trained at three of the world's most prestigious butler schools and having proudly served royalty, presidents, kings and queens, as well as some of the most powerful individuals globally, our Founder brings unparalleled expertise that positions TIBI as a truly distinctive institution in the field.

The International Butler Institute does not focus on image; it focuses on true substance and measurable outcomes.

As a result, our program is widely recognised as the most comprehensive and in-depth Butler formations in the world - by a significant margin - and stands among the longest structured Butler programs globally, with an intensive 10-week duration.

While most institutions focus solely on teaching, we place an uncompromising emphasis on professional positioning and post-course placement strategy.

For TIBI, training is only complete when it

translates into real professional opportunity.

Moreover, The institute offers the most competitive tuition structures worldwide relative to the length, intensity, and depth of the program.

At The International Butler Institute, participants truly maximise their return on investment to a degree that surpasses any comparable program worldwide.

*The International Butler Institute goes much further
as it is not a traditional school.*

Our mission is clear: To craft the finest Butler in the world.

For this reason, TIBI offers far more than technical instruction.

It delivers a profound personal transformation, where students, from the very first day, are treated as professional butlers and rigorously trained to think, act, behave, and live according to the standards of the world's most exceptional private service professionals.

*Attending TIBI means embarking on a deeply demanding, highly disciplined,
and extremely intensive journey.*

*One specifically designed to truly prepare you to serve the wealthiest and most
influential individuals on the planet.*

José Roblès
FOUNDER

The International Butler Institute places its Butlers in:



Royal Families



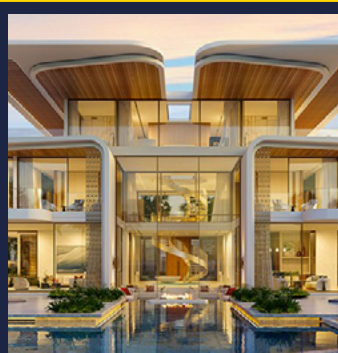
Presidencies



Heads of State
private households



UHNW, VVIP, & HNW
families worldwide



Top celebrities
worldwide



Embassies



The Royal Appointment



THE ROYAL APPOINTMENT ACKNOWLEDGMENT

Royal Acknowledgment Honouring Exemplary Service.

The International Butler Institute has the distinct honour of having been officially appointed by a Royal Court in the Middle East – an exceptional recognition that reflects a longstanding commitment to delivering service of the highest order to both the Royal Family and the Royal Household.



This distinguished appointment stands as an official and formal acknowledgment of the Institute's unwavering dedication to excellence across direct service, advanced training, and elite recruitment, consistently upheld by both the organisation and its Founder over the years.

Such recognition embodies a rare and highly selective level of trust, reserved exclusively for those who have demonstrated absolute professionalism, proven reliability, and the unique capacity to operate seamlessly within the exacting expectations of royal environments.

Royal Acknowledgment Honouring Exemplary Service.

For those unfamiliar with the term, a Royal Appointment is an official recognition granted by a royal household to institutions that have provided exceptional service or expertise.

It is far more than a ceremonial title.

It is a symbol of trust, excellence, and impeccable standards – reserved exclusively for those whose professionalism have proven to be truly outstanding.

Receiving such a distinction reflects a unique level of professional credibility acknowledged at the highest levels of official & diplomatic society.

It demonstrates that the service delivered meets the exacting standards required by royalty themselves.

Distinctive Advantages: Elevating Our Participants to Royal Standards & Beyond

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It demonstrates that the service delivered meets the exacting standards required by royalty themselves.



*A Royal Appointment stands as the highest guarantee
of trust, reliability, and security for every individual trained
under its authority.*





Our Priority Focus



OUR PRIORITY FOCUS

Affordable Excellence, First. Truly Redefining World Class Butler Education.

At The International Butler Institute, we truly challenge the status quo of traditional butler education, which often comes with exorbitant costs without justifiable reasons.

Many butler schools impose hefty fees due to large overhead expenses, mainly related to maintaining proprietary households and facilities.

These costs ultimately fall on the students without delivering true, technical & professional long-lasting value.

At TIBI, we take a radically different approach:

Removing unnecessary costs that neither create lasting value for participants nor immediately elevate the professional standards they achieve through the Grand Butler Program.



Focus on Long-Term Real Value. Not on Momentary Extravagant Costs.

Our focus is solely on what truly matters: crafting the best butlers in the world. We invest our resources exclusively in what directly contributes to this objective – nothing else.

We move away from costly fixed assets and adopt a flexible model based on resources that are available only when truly needed, ensuring profound cost efficiency while maintaining the highest possible standards of training.

By following this principle in an obsessive and uncompromising manner, we are able to provide an unparalleled education at a fraction of the traditional cost.

Rome. Affordability, First

Located in Rome, one of Europe's most cost-effective major cities, The International Butler Institute offers an educational experience that is both unique and affordable.

The city's lower cost of living enables our students to enjoy a high-quality lifestyle without the financial burden typically associated with other European cities.

Spending two months in Rome costs no more than €1,500, all-inclusive, making it possible to receive longer & more comprehensive Butler training, for much less.

The Result: Longer Training, Better Preparation. At Unmatched Prices.

Our unique approach ensures that students receive the most extensive and thorough educations available worldwide at the most competitive and reasonable price.

TIBI's commitment guarantees that our students receive unmatched training, completely free from the all-too-common disappointment caused by the poor cost-quality ratios mostly found in expensive professional training programs.

With TIBI, candidates are completely removed from this risk and fully protected from it.



“The International Butler Institute guarantees that the overall value of the Grand Butler Program will significantly exceed its cost, ensuring that each candidate will be fully satisfied with their investment decision.”





Why Choose Us

WHY CHOOSE US

Delivering True Valuable Results. Nothing Else.

The International Butler Institute proudly upholds its credibility and reliability through two key principles: Expertise and Integrity. These values guide everything we do and shape the standards we expect from our participants. They represent the foundation upon which our prestigious worldwide reputation is built and continue to profoundly define the spirit and philosophy of our Institute.



The Art of Expertise: We Truly Know Our Craft

With 38 years of private service experience, our aim is to deliver the world's finest high-end butler training, with a strong focus on top-tier competence and technical mastery.

Our trainers have served royal families, official households, presidencies, palaces, heads of state residences, VVIP and UHNW households, as well as billionaire mega-mansions.

What truly sets us apart is not only our extensive background in private service, but also our deep expertise in butler training itself for over 20 years, and having mastered the craft across three different butler schools,

This unique combination of professional experience and Butler training expertise

represents the greatest guarantee The International Butler Institute offers to its participants.

The Sense of Integrity: We Truly Deliver What We Promise

At The International Butler Institute, we stand firmly by our commitments.

We ensure that prospective students clearly understand that we deliver exactly what we promise, based on the information presented on our website.

While this may seem obvious, our extensive experience has shown that many butler training programs often fail to deliver what they advertise.

At TIBI, this will never happen.

We guarantee that the entire program will be delivered exactly as outlined. But most importantly, we make true exceptional efforts to support the successful professional placement of our graduates.

This is possible because we offer the Grand Butler Course only once per year.

At The International Butler Institute, we say what we do.
And above all, we do what we say.





Grand Butler Course

THE GRAND BUTLER TRAINING

The Longest, The Most Complete, The Most Technical Butler Program in the World Even From Afar.

The International Butler Institute training program is specially designed to provide the maximum professional exposure and deliver the finest butler skills in the world.

All aspects – without any omissions – of the butler position, household management, and personal assistant roles in high-end contexts are comprehensively addressed through an impressive syllabus of 400+ topics and a 23-chapter program.

As a result, our candidates enter the circle of the world's most elite, highly trained private service professionals.

By limiting our intake to only a small number of participants and offering the program just once per year, we are able to guarantee an absolute unrivalled level of individual attention throughout the entire training journey.

Indeed, The International Butler Institute will never run repeated editions throughout the year, as this always leads to routine delivery, a decline in quality, and highly diluted focus.

In order to remain the best in the world, our program must never become repetitive.

Every cohort receives the full energy, preparation, and strategic focus of our faculty. Each module is delivered with maximum commitment, intensity, and dedication

Precisely because the Grand Butler Program is taught only once annually

At TIBI, scarcity is a deliberate strength that directly benefits our participants and protects their return on investment.

Upon completion of the training session, our butlers are perfectly prepared to work in the most competitive private service contexts globally, including royal households, heads of state residences, presidencies, royal palaces, UHNW & VVIP billionaires' mansions, embassies, luxury chalets, and super yachts, as well as in the most prestigious hotels and resorts worldwide.

Additionally, the program opens doors to personal assistant roles for celebrities, and thanks to the comprehensive managerial module, it also offers access to estate management and multiple residence management positions.

The TIBI Guarantee

Unlike many butler schools worldwide that promote extensive programs yet fail to deliver them entirely - or even deliver only a fraction of what is promised - The International Butler Institute guarantees that every module, every subject, and every component of our curriculum is taught in full, exactly as presented - without any omission & without compromise.

Fast Fact

- 10-week program duration
- Only 1 session per year (October - November)
- Extremely intense & highly demanding
- 400+ topics in the butler syllabus
- 15 instructors
- 8 professional field trips
- 100% hands-on & practical orientation
- 8 days high-end professional exposure in 5-star luxury hotel
- Access to post-course professional placement tracks
- Access to the Royal Palace Professional Exposure

Tailor Your Training to Fit Your Schedule

For those unable to commit to the full 10-week Butler Program, we offer **flexible participation options**:

- **Two-year access:** Split into the first half and second half of the program.
- **Multiple intake sessions:** Up to 4 intakes, each providing around 13 days of training.
- **Single Chapter participation:** Available with a minimum of 3 Chapters.

These options allow participants to tailor their training schedule based on personal availability & interest.

That said, we highly recommend full program participation to ensure the maximum return on investment for both your career and your time.

For more information about these flexible options, please contact us directly at management@internationalbutler.institute



The Program



THE BUTLER PROGRAM

Definitely Professional, Meticulous,
Fascinating.
Absolutely Unique.

THE ART OF BEING A WORLD-CLASS BUTLER

- Understanding what luxury truly is and why the butler is the highest epitome of it.
- Understanding the concept of ultra-luxury service.
- Methods & tools for acquiring a great butler mindset.
- The strong ethical values every world-class butler must possess.
- Methods & tools to develop a strong service orientation.
- Knowing the golden rules that distinguish a world-class butler.
- Developing the 10 essential qualities that every great butler must have.
- Personal hygiene & perfect grooming for excellent personal branding.
- Uniform & clothes management rules to convey superb professionalism.
- Practicing the mirroring procedure professionally.
- The essential tools a world-class butler should carry.
- Building and knowing the Butler's magic box.
- Adopting excellent body language, precise posture, and correct gestures to stand out without saying a word.
- The 3 different standing positions for a professional butler.
- How to walk in a very distinguished manner.
- How to sit correctly with your employer.
- How to speak like a great butler: the expressions, words & sentences to use.
- How to speak like a great butler: the expressions, words & sentences to avoid at all costs.
- Speech training techniques for powerful oral presentation.
- Understanding the extreme power of a smile.
- How to easily master your ego at all times.
- Motivation techniques & support tips when facing stressful & challenging moments.
- The importance of always maintaining tact.
- The crucial art of attentive listening in private service.
- The 3 rules for being a butler that truly stands out.
- How to handle discretion professionally at all times.
- How to conduct yourself professionally when the butler is off duty.

- Subtle practices to enhance your professionalism.
- Tips & tricks from 35 years of experience to become a world-class butler.

PRIVATE HOUSEHOLD ADVANCED MANAGEMENT SKILLS

- The management vs. leadership dilemma.
- Understanding what management is all about.
- The essential rules for professional communication with your staff.
- The importance of having a good MBWA (Management by Walking Around) approach for the butler.
- How to provide feedback to your staff effectively.
- Time management best practices to accomplish more in less time.
- The art of making perfect decisions.
- How to properly brainstorm with your staff for household management improvements.
- The art of motivating people for long-term success.
- The art of organizing meetings that truly matter.
- How to delegate properly & efficiently.
- How to be instantly creative.
- Super-efficient tips & methods for overcoming stress.

CREATING A WONDERFUL PRINCIPAL RELATIONSHIP

- What billionaires, UHNW (Ultra-High-Net-Worth), VVIP and top celebrities want/need/expect from the butler.
- How to determine if the employer is the right fit for you.
- Understanding the appropriate role of the butler between the principal and the staff.
- How to address your employer correctly for the first time each morning.
- How to address your employer correctly for the last time each day.
- How to maintain professional communication with your employer throughout the day and the correct English way to bow.
- How to organize an efficient working relationship with your employer.
- How to establish a solid structure between Mr and Mrs to avoid interferences.
- How to interact professionally with the principal's children.
- How to handle your employer appropriately throughout the day.
- Understanding and correctly applying the cycle of service.
- The art of protecting your principal's image.
- How to say no to your employer with the utmost elegance.
- What a butler should never do and always refuse to do for their employer.
- What a butler should never accept to do for their employer.
- How to deliver bad news to your employer with elegance.
- Managing the principal's complaints in an extraordinary manner.

- How to properly handle a drunken employer.
- How to deal professionally with marital disputes between Mr and Mrs
- How to respond when the family invites you to dinner with them.
- How to handle situations when the principal wants the butler to have a drink with them.
- How to manage situations where the employer asks the butler to cook if it wasn't part of the agreement.
- Understanding the differences between observations and opinions.
- Managing daily arrivals and departures of the principal to and from the household.
- Practicing the luxury welcome umbrella exercise.
- The art of quickly reading your employer.
- The crucial importance of always having a prepared script.
- Implementing the principal's book to enhance household management.
- Preparing for the principal's annual household review meeting.
- How to maintain strict etiquette at the table when invited.
- The proper procedure for presenting a gift on the principal's birthday.
- The art of creating a unique special dish dedicated to your employer.
- Best practices for building a wonderful relationship with the principal.

HIGHLY EFFICIENT PRIVATE HOUSEHOLD STAFF MANAGEMENT

- Best practices for hiring household staff professionally.
- Perfect techniques and procedures for interviewing candidates.
- How to organize an efficient on-boarding process for new staff members.
- Norms for addressing staff in a formal household.
- How to conduct a household morning briefing.
- Organizing a professional monthly meeting with your staff.
- How to properly organize an annual assessment and MBO (Management by Objectives) procedure with your staff.
- Day-to-day staff management best practices in the household.
- Ensuring effective communication with your staff.
- How to organize a brainstorming session to enhance communication.
- How to motivate the staff to perform well and continuously improve.
- Perfect rules for giving professional feedback when necessary.
- Implementing rules and values for disciplining staff correctly.
- How to address a staff member who creates issues and resolve the situation.
- Implementing a "black book" to track staff issues in the household.
- How to handle conflicts between staff members professionally.
- How to manage a situation when a staff member is caught stealing.
- The art of dismissing staff professionally when required by the employer.
- How to manage a staff member who wishes to resign.

- How to organize an efficient reward system for your staff.
- The correct way to train your staff with maximum efficiency.
- The importance of introducing department flexibility and how to do it properly.
- How to inspect staff professionally before each event with perfect tact.

FIRST CLASS HOUSE MANAGEMENT PROFESSIONAL ORGANIZATION

- Understanding what truly makes a first-class house manager.
- The proper behaviour to establish one's authority.
- Best practices and tips to follow when starting in a new household.
- Defining a perfect household management organization method.
- How to prepare zoning of the household for better planning and management.
- Understanding the importance and necessity of checklists and SOPs to guarantee quality consistency.
- How to implement a standard operating procedure (SOP) professionally from start to finish.
- Organizing a highly efficient waste management system for a perfect green footprint.
- Implementing the Butler book, guest book, menu book, visitor book, maintenance book, and pantry book.

LUXURY HOUSEHOLD MANAGEMENT DAY-TO-DAY BEST PRACTICES

- The first thing a world-class butler needs to do in the morning.
- How to conduct a professional morning briefing with your staff.
- Opening & closing a door with Royal household standards.
- How to enter a room professionally as a world-class butler.
- How to answer the household telephone correctly and take messages with elegance.
- How to behave when you meet your employer in the household corridors.
- How to conduct yourself professionally when on duty in a salon and the principal enters.
- Best practices for running errands properly for your employer.
- Professional procedures to use when contractors are present in and around the household.
- How to close the household at the end of the day as a first-class butler.
- Best practices for excellent day-to-day luxury household management.

THE ART OF EFFICIENT HOUSEKEEPING MANAGEMENT FOR PRIVATE HOUSEHOLDS

- The importance of choosing proper cleaning tools and products.
- Understanding the 5 basic rules for delivering professional housekeeping.
- Practicing housekeeping cleaning procedures in a live laboratory.
- How to properly vacuum in a private household.

- Gaining expertise in the right cleaning methods for specific items.
- The art of making a bed with Royal Household standards.
- Understanding the importance of scent management in a private home.
- Superb tips for using essential oils within the household.
- How to manage laundry & dry cleaning operations.
- How to establish an efficient annual housekeeping special cleaning plan.

HOUSEHOLD MANAGEMENT SPECIALIZED TASKS & SPECIAL OCCASIONS

- How to balance menus perfectly while avoiding common mistakes.
- Professional procedures for conducting a highly efficient inventory process.
- Best practices & special tips for caring for antiques and jewellery.
- How to care for and polish silver like a top professional butler.
- The art of managing a fine wine cellar & exclusive spirits collection.
- How to handle the principal's fine cigar humidor with utmost care.
- The art of managing contractors in a private household from start to finish.
- How to take care of pets beautifully on behalf of your employer.
- How to organize a new household move with great style and efficiency.
- How to present your staff to your principal in a new household.

THE GREAT ART OF LUXURY GUEST MANAGEMENT

- Knowing the different types of personalities the butler encounters.
- The utmost importance of having an elegantly written script.
- Answering the phone correctly like a top-class butler.
- Answering the door to create a wonderful first impression for your guest.
- How to handle a visitor waiting to meet your principal.
- How to make a visitor feel truly welcome and comfortable.
- How to escort the visitor to the principal and introduce them properly.
- Proper behaviour once the visitor has been introduced to your principal.
- How to professionally manage a visitor leaving the household.
- How to handle an unexpected guest visit professionally.
- How to manage an unwanted guest visit with tact.
- How to respond to a guest asking for medicines.
- How to address a visitor smoking in the household when it is not allowed.
- How to handle a situation when a guest pries into your employer's affairs.
- How to manage a guest seen stealing within the household.
- Procedures to follow when an item is stolen from the household.

- How to manage a late-night departing guest with tact.
- How to deal professionally with a drunk guest.
- How to handle a guest who has broken valuable items.
- How to ask a guest to leave the house gracefully.
- How to accept a gratuity from a guest with decorum and elegance.
- 10 superb tips & tricks to amaze your guest splendidly.

MANAGING GUEST & GENERAL DINING ORGANIZATION

- How to communicate effectively with your principal when attending a party.
- How to introduce a guest arriving late to dinner.
- How to manage special diets when serving a meal.
- How to tactfully handle a greedy guest.
- How to discreetly remove a drunken guest from the dinner table.
- How to assist a guest who feels ill at the table.
- Proper service protocol when a guest leaves for the restroom.
- How to propose toast speeches that make a superb impact.
- Best practices & tips for a perfect pre-dinner briefing.
- How to conduct an effective post-event debriefing to improve quality.
- How to maintain a dinner book like a world-class butler.
- How to set up a cellar book and guest history records.
- How to prepare a luxurious intimate dinner experience.
- How to serve guests with utmost elegance during cocktail parties.

THE GRAT ART OF TABLE PREPARATION

- Initial Preparation of the dining room
- The Art of Positioning the Table into the Room
- How to lay a table cloth properly on the table
- The Art of ironing a table cloth
- The Science of Perfect cover distance: Math principles
- Understanding the Elegance of Table Symmetry
- The principle of cover sampling
- The Ritual of China & Silverware Placement
- Measurements checks of covers
- The Art of Napkin Presentation
- The Art of Candlelight Table Atmosphere and how to manage properly candlelights
- The Art of Table decoration

THE GRAT ART OF TABLE SERVICE

- Attending the Guests with grandeur & decorum
- Royal Procedures for installing the guest at the table
- The Precision of Butler Service Movements
- The Art of Formal Plate Service, Silver service, Butler Service, Russian service
- The Royal Ballet of Table Service: Serving guests with Buckingham Palace style
- Synchronized entrance & exits in the dining room
- The great Art of SPOOM service
- Reordering the table after the household visit
- The Priority of Silent Service
- The Psychology of Guest Comfort at the Table
- The Art of Anticipating Guests' Needs
- The Ultimate Standards of World-Class Butler Service
- Concluding table operations for a wonderful evening

PROFESSIONAL SERVICE OF FINE WINE & PRE-DINNER COCKTAILS

- How to carry different types of trays professionally as a first-class butler.
- The art of cocktail garnishing & decoration to impress your guests.
- How to serve cocktails and pre-dinner drinks with utmost standards in a formal household.
- How to serve canapés & amuse-bouche with style.
- How to open and serve a bottle of champagne like a first-class butler.
- How to open and serve white and red wines like a professional sommelier.
- How to open a bottle of wine without a bottle opener.
- How to remove a cork that has fallen into the bottle.
- How to decant fine wine with candlelight like a real professional sommelier.
- The rules to follow before serving wine to your guests.
- Methods for serving wine with style and perfect decorum.
- The art of serving champagne directly at the table.
- How to serve brandy with a flame to impress guests.
- Best practices for wine management in a luxury private household.

ORGANIZING HIGHLY ENTERTAINING EVENTS IN A PRIVATE HOUSEHOLD

- The greatest secret for event success that a butler must know.
- How to find a theme that deeply resonates with your principal and their guests.
- Optimal planning & professional timeline setup.
- Engineering an official event order to ensure smooth execution.
- How to organize a themed event from start to finish that truly captivates.
- The two things to always monitor during an event.
- Focusing on 10 crucial parameters that even top butlers can overlook.
- How to conduct a highly efficient staff briefing before the event.
- Animation, rhythm, and happenings: the delightful ingredients for a WOW event.
- How to manage the event's conclusion with grace: two things to always know.
- Best practices when working with an external catering company.
- Event financial management control & final considerations.
- How to conduct a post-event meeting that enhances the household experience.
- How to organize a wonderful Christmas season in a luxury household.
- How to organize an Easter luxury picnic with Royal household standards.
- How to host a high tea party in the style of the world-famous Ritz Hotel in London.
- How to organize a BBQ party that will earn compliments for your principal.
- Best practices and tips for perfect event organization from life experience.

PROFESSIONAL KITCHEN OPERATIONS & OPTIMAL FOOD PROCESS

- Organizing operations & processes for food & beverage purchasing.
- Optimal parameters to maintain a strong relationship with suppliers.
- How to purchase food & beverages correctly at the market.
- Professional procedures to follow when receiving food in the household.
- How to stock using the FIFO system to prevent waste.
- How to monitor your stock to prevent theft.
- How to address issues when stock control reveals discrepancies.
- How to create & maintain an efficient professional relationship with the chef.
- Managing professional weekly meetings with the chef.
- Implementing the menu book in the household.
- Important rules for managing the kitchen perfectly.
- Rules to ensure a hygienic & clean kitchen daily.
- How to organize an efficient kitchen cleaning schedule.

- Understanding and preventing the causes of food poisoning.
- How to respond when a guest suffers from food poisoning.
- Cooking a full English breakfast from start to finish for your employer.
- The cooking experience: preparing a full meal for your employer.
- Practicing emergency & money-saving cooking techniques.
- How to reuse leftovers properly in a private household.
- The correct procedure for donating leftover food to charity.
- How to fold a plastic bag like a real butler.
- Best practices for food & beverage ordering, stocking, controlling, planning, & cooking.

ROYAL OVERNIGHT GUEST MANAGEMENT IN A PRIVATE HOUSEHOLD

- Understanding the importance of learning guests' preferences before arrival.
- Professional procedures for inspecting a room as a world-class butler before guest arrival.
- How to welcome a visitor at the airport or train station with great style.
- How to welcome guests staying overnight with Royal household standards.
- The art of unpacking guest luggage with utmost care.
- How to deliver a wonderful in-room guest concierge service.
- How to perform a room check during the day.
- How to provide luxury valeting services for guests before a formal event.
- How to wait in the room & escort guests at dinner time.
- Correct evening turndown service procedures.
- Professional late-night escorting procedures in a private household.
- How to elevate the service provided to overnight guests instantly.
- How to serve an early morning tray & breakfast for an overnight guest.
- The art of packing a suitcase for your guest with Royal standards.
- How to conduct a professional room inspection before guest departure.
- How to create a delightful departure experience for your guests.
- The visitor's book: a traditional element in any great household.
- How to manage situations where a guest forgets something in the household after departure.
- The butler's tasks after the guests' departure.

THE GREAT ART OF VALETING WITH ROYAL STANDARDS

- Norms & procedures for entering & behaving in the principal's room.
- How to properly prepare and deliver the first morning tray.
- How to wake up your principal with utmost elegance.

- How to serve the breakfast tray in the bedroom like a world-class butler.
- How to handle encounters with naked individuals & other potentially embarrassing situations.
- The art of ironing the daily newspaper like a butler.
- How to prepare a morning bath perfectly for your employer.
- Ideas for creating a luxury bath menu for your principal.
- Professional procedures for preparing your employer's clothes for the day.
- Practicing various tie knots.
- How to make a tie knot directly on your employer.
- How to properly tie a bow tie for your employer.
- How to assist your employer with critical situations in the dressing room.
- Discovering the art of gentleman's shoelaces.
- How to fold pocket handkerchiefs professionally.
- How to roll an umbrella the English way and present it to your principal.
- How to polish shoes to a mirror shine for your principal.
- How to present a professional royal shoe shine.
- The correct procedure for checking your principal's presentation before a formal event.
- The correct procedure for handling accessories for your principal upon household departure.
- Best practices for luxury valeting when traveling with your employer.
- How to create a perfect hotel bathroom display for your principal.
- How to make a bed with true Royal standards.
- Top advice for providing royal valeting service to your principal.

THE PROFESSIONAL WARDROBE MANAGEMENT & EFFICIENT ORGANIZATION

- How to organize a wardrobe for your employer like a world-class butler.
- How to check, fold, and place clothes properly in the principal's wardrobe after being worn.
- Best practices for conducting an efficient seasonal wardrobe inspection.
- Organizing a highly efficient wardrobe inventory system.
- The art of ironing clothes for your employer correctly.
- Gaining expertise with handmade shirts, shoes, and custom-made suits.
- Secrets for delivering ultra-white business shirts to your employer.
- Clothing repair techniques for emergencies & critical situations.

THE ART OF TRAVELING AS A WORLD-CLASS BUTLER

- Understanding what UHNW & VVIP clients are looking for.
- How to create truly enjoyable travel experiences for UHNW individuals.
- Time management & travel planning for successful trips.
- Key aspects to monitor when planning exclusive travel experiences.

- Professional procedures, tips & tricks for renting a private jet.
- How to rent a super yacht for your employer.
- Managing luggage logistics professionally during multi-country journeys.
- Preparing a world-class travel plan for your principal & their family.
- The correct procedures to follow before leaving the household.
- Best practices when the butler travels with the employer.
- Proper behaviour and procedures to follow when in a hotel with your employer.
- The importance of understanding cultural diversity and developing personal awareness.
- Efficient emergency management when traveling with the family.
- How to care for the household when the principal and family are traveling abroad.
- Best practices for luxury private travel management.

LUXURY CAR FLEET MANAGEMENT & THE ART OF CHAUFFEURING

- Best practices for properly maintaining antique & collection cars.
- Scheduling & planning car fleet maintenance efficiently.
- Precautions when handling high-end sports cars on behalf of your employer.
- How to inspect the car before a departure like a butler.
- The essential items every butler should carry in the car.
- Understanding the first-necessity seat concept and how to organize it.
- How to stand by the car correctly for departures & arrivals.
- How to assist your employer in entering a luxury car.
- How to help a lady exit the car while maintaining her dignity.
- Knowing and practicing official car protocol & etiquette.
- The art of chauffeuring: driving your employer as per Rolls-Royce standards.
- Managing security protocols & procedures within the car.
- How to properly handle taxis and rented cars.
- Best practices for luxury car management in a private household.

HIGHLY DISTINGUISHED ETIQUETTE & ROYAL PROTOCOL

- Understanding the differences between etiquette & protocol.
- Knowing the various uniforms & official attires.
- How to correctly address guests with formal titles and those belonging to nobility.
- How to shake hands properly without making mistakes.
- The art of formally introducing people to each other.
- How to behave with expertise when meeting & speaking to royalty.
- How to walk professionally alongside high-end dignitaries.
- How to behave at the table from start to finish when having lunch & dinner with officials.

- How to excuse yourself tactfully when involved in an official setting.
- How to behave correctly when crossing paths with your principal on the household stairs.
- The correct car etiquette rules to follow internationally.
- Proper etiquette for walking down the street with a man and a woman.
- Tactful restaurant etiquette when entering, dining, and leaving.
- Best practices & tips for excellent etiquette around the clock.
- Understanding the Chief of Protocol's crucial role and responsibilities.
- Knowing the different types of official visits between countries.
- Understanding official state visit protocol rules.
- Correct display of flags according to protocol.
- Proper seating arrangements in cars & horse-drawn carriages according to royal protocol.
- Royal & presidential ceremonial: organizing an official state banquet from start to finish.
- Proper positioning for photographers.
- Practicing official toastmaster announcements at a royal banquet.
- Setting up the official welcome line.
- Understanding & practicing the official protocol order for table seating.
- Professional best practices for presidential & royal protocol.

PROFESSIONAL SECURITY-MANAGEMENT & BODYGUARDING TECHNIQUES

- How to develop the right mindset for security management.
- The 2 greatest secrets for high-performing security management.
- General security norms for the household, the principal, & their family.
- Fire precautions & conducting evacuation drills professionally.
- How to implement emergency procedures that make a real difference.
- How to administer first aid during an emergency.
- How to handle a household intrusion professionally.
- How to manage a situation when under the threat of a weapon.
- How to properly inspect a car before entering.
- Best security practices for inside the car and when driving.
- How to walk beside your principal when responsible for their security.
- Managing close security when the principal entertains outside the household.
- Basic body-guarding techniques that every butler should master.
- Professional security management when traveling with your employer.
- How to implement security measures while staying in a hotel.
- The importance of maintaining good relationships with local emergency services.
- Best practices & top advice for dealing professionally with security matters.

THE BUTLER AS A CELEBRITY PERSONAL ASSISTANT

- Understanding the lifestyle, habits, and expectations when working with a worldwide celebrity.
- Answering the telephone professionally on behalf of your principal.
- How to handle insistent phone calls professionally.
- Proper management of complex diaries for the celebrity.
- Planning travel itineraries & tours for maximum comfort.
- How to book a hotel room for your employer in a professional manner.
- Best practices for ensuring a smooth arrival experience.
- Proper procedures for conducting an initial hotel staff briefing.
- How to present and book local activities for your employer.
- Organizing professional meetings and their logistics for your principal.
- Procedures & protocols for taking & releasing meeting minutes.
- How to manage press & media relationships professionally.
- How to write an impactful press release.
- Hotel departure management: essential tasks to complete.
- The 2 hidden secrets of being a high-performing celebrity assistant.
- Common pitfalls to avoid when working with high-end celebrities.
- Pitfalls to avoid when dealing with the entourages of worldwide celebrities.
- How to maintain and protect the image & glamour of the celebrity at all times.
- How to wrap a gift with elegance and attention to presentation.
- Best practices and top tips for managing the role of a personal assistant.

ADVANCED PRIVATE HOUSEHOLD FINANCIAL MANAGEMENT

- Review of ethical considerations when managing billionaires' finances.
- How to manage the principal's finances with the right mindset and values.
- Understanding what a household budget is and its purpose.
- Recognizing the need for a budget in the household.
- What to do if the employer does not want a budget.
- How to review & manage the annual household expenses professionally: dividing them into 5 macro-categories.
- Strategies & best practices for reducing annual household expenses.
- Focus on the factors that strongly influence the household budget.
- Understanding the different types of budgets in a household.
- How to create a professional budgeting template with top-level standards.
- How to create and manage the household budget daily.
- Professional procedures for a thorough monthly budget review.
- Forecast management for adjusting the budget according to current trends.
- How to present monthly expenses to your employer like a world-class butler.

- How to manage budgeting operations for multiple residences, yachts, & private jets.
- Focus on a single crucial budgeting point that many top-level butlers overlook.
- The 10 parameters to observe when creating a perfect household budget.
- Managing petty cash, pocket money, & credit cards on behalf of your employer.
- How to handle tips/gratuities in the household budget properly.
- Best practices for private household budgeting from 35 years of experience.

THE ROYAL BUTLER & ARTIFICIAL INTELLIGENCE

- Understanding the strategic role of Artificial Intelligence in ultra-luxury private service.
- Integrating AI without compromising emotional intelligence, intuition, and human connection.
- Mastering the balance between advanced technology and timeless Royal service standards.
- Ensuring absolute discretion and data confidentiality in all AI applications.
- Supporting high-level decision-making in dynamic environments using AI insights.
- Managing household staff and operations with AI-driven efficiency.
- Using AI as an invisible tool to elevate service excellence and precision.
- Building advanced AI-driven intelligence profiles for principals and guests.
- Anticipating guest needs through predictive AI systems.
- Enhancing guest experience through hyper-personalization powered by AI.
- Creating AI-powered pre-arrival briefings and operational plans.
- Managing travel planning and logistics through AI-assisted systems.

WORLD-CLASS BUTLER RECRUITING & POWERFUL PERSONAL BRANDING

- How to prepare a high-impact CV for the high-end private domestic industry.
- Best practices & top tips for writing a superb cover letter.
- Enhancing your LinkedIn profile to attract the best potential employers & worldwide agencies.
- How to create a professional profile binder that will leave a lasting impression.
- How to ace high-level job interviews and secure the position through impactful personal branding.
- The unique secret that nobody has ever shared for achieving 100% job success.
- Smart rules & methods for negotiating your salary with tact and care.
- How to ask for a raise from your principal in the perfect manner.
- Best practices & rules for collaborating effectively with high-end domestic recruiting agencies.
- The best advice for building a stunning career in the butler profession.
- Recruiting best practices & hot tips from 35 years of experience.



The TIBI Method



THE TIBI METHOD

Truly Hard.
Highly Disciplined.
Lifelong profoundly Rewarding.

Far Beyond Anything You've Ever Experienced

At The International Butler Institute, we go far beyond traditional training.

TIBI is not a school; it's a true professional context from the very first minute.

Participants are immediately immersed in a highly demanding environment that mirrors the expectations of luxury service, where they are challenged to think, act, and react 24 hours a day like a world-class Butler.

From day one, you will be required to

demonstrate the mindset, energy, and dedication needed to excel in this elite profession.

The TIBI method pushes you to go far beyond the ordinary, to test your limits, and drastically step far outside your comfort zone.

This is not a program for the faint of heart.

It demands extraordinary energy, total commitment, and a willingness to give your truly best every single second.



A Real-World Experience

From the very first day, you will be assigned a Principal – portrayed by our Head Instructor, who will act as a UHNW client whose expectations will constantly challenge you and whose requests will often seem impossible.

Serving your Principal will require discipline, precision, and absolute accountability.

Because the role is performed by our Head Instructor – someone who has personally served UHNW individuals for decades – you will experience the most realistic and demanding training environment possible.

You will learn how to anticipate needs, respond to complex requests, and solve high-pressure situations exactly as they occur in real private service environments.

In order to meet these expectations, you will lead and coordinate a team, taking full responsibility for their performance and

ensuring seamless operations at all times.

You will also interact with real guests, face authentic service challenges, and handle demanding situations with composure and professionalism. Finally, you will be responsible for the impeccable preparation of your Principal's environment: arranging rooms, executing turndown service, and maintaining the highest standards of detail, presentation, and refinement.

In addition, you will be entrusted with daily organisational responsibilities for which you will be fully accountable. Your performance in these tasks will directly influence your daily evaluation and overall rating.

At The International Butler Institute, every responsibility flows from one central mission: serving your Principal with absolute excellence.



For the Very Best, Only

The goal is simple: to craft the finest Butlers in the world.

The TIBI Method is designed exclusively for those who aspire to the highest standards of excellence.

It is clearly not for everyone.

Our Grand Butler Training is truly intense, with long hours and a relentless pursuit of excellence.

Mediocrity is neither accepted nor tolerated.

The environment is highly competitive.

Only the most dedicated, driven, and talented individuals will truly thrive within the TIBI environment.

If you have the ambition to be the best and the willingness to work harder than ever before, then the TIBI Method is your path to becoming a world-class Butler – a Butler truly beyond any category.



The Field Trips

THE FIELD TRIPS

Utmost Luxury.
Unique Experiences.
Uncompromising Professionalism.

The International Butler Institute is proud to partner with some of the world's most prestigious luxury brands - typically found only in the great capitals of the world - in order to further enhance the exceptional learning experience of our Grand Butler Training. The deep trust these brands place in our Institute stands as a clear testament to the reliability, credibility, and professionalism of our butler training. The field trips perfectly complement the already highly practical and hands-on content of the Butler Training.

Eight field trips are organised during each session of the Grand Butler Course. All the field trips listed here are guaranteed to be delivered by The International Butler Institute to the students. Each experience lasts several hours, featuring technical demonstrations and opportunities for direct interaction through question-and-answer sessions. We consider these field trips as true extensions of the classroom, expecting our participants to behave like senior professional butlers during these invaluable experiences. The field trips are conducted using luxury private coach.



Prestigious Institutional Visit (Subject to Official Availability)

Subject to the availability of the official institutional schedule, participants may have the exceptional opportunity to visit the institutional seat of the Presidency of the Italian Republic.

This visit may include an introduction to the extraordinary organisation behind state banquets and official presidential receptions, with insights from the professionals responsible for the preparation and coordination of these prestigious events.

The experience offers participants a rare glimpse into the standards of protocol, precision, and ceremonial excellence required when hosting heads of state, ambassadors, and international dignitaries.

This represents a truly unique opportunity – an exclusive experience offered only by The International Butler Institute and unmatched by any other butler school in the world.



Field Trips during the Grand Butler Training:

- Visit to a very high-end tailor, considered one of the best in the world.
- Visit to Ferrari & Bentley high-end car showrooms.
- Visit to The St. Regis Hotel, renowned for its world-class butler service.
- Visit to Louis Vuitton luxury boutique.
- Visit to the world's most renowned tie shop.
- Visit to The Waldorf Astoria Hotel, one of the world's most incredible hotels, featuring a unique real art collection.
- Visit to a 3-star Michelin restaurant & meeting with the top-rated Maître in the world.
- Visit to the most famous luxury silver shop in the world.

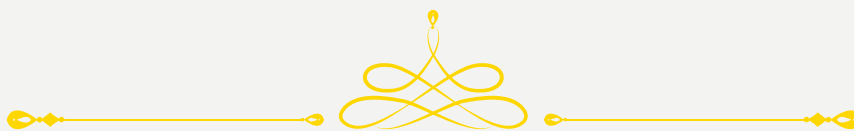


THE GRAND BUTLER TRAINING EXCLUSIVE PARTNERS





Placement



PLACEMENT OPPORTUNITIES

Exceptional Placement Services.
Unique in the World of Butler Training.
Without Equal.

Prestigious Career Opportunities from Around the World

At The International Butler Institute, we are deeply committed to ensuring that our graduates are not only expertly trained but also successfully placed in some of the most prestigious roles worldwide. Our single annual intake and limited number of participants allow us to dedicate significant time and resources to this crucial stage, providing a level of placement support unmatched by any other butler school globally. We constantly receive job opportunities from around the world and maintain direct connections with discerning clients seeking top-tier butlers for exclusive positions. Through this network, we connect our graduates with exceptional opportunities in royal households, luxury estates, UHNW private residences, and elite service environments across the globe, ensuring the best possible match between candidate and position.



Beyond Job Offers: Three Professional Pathways

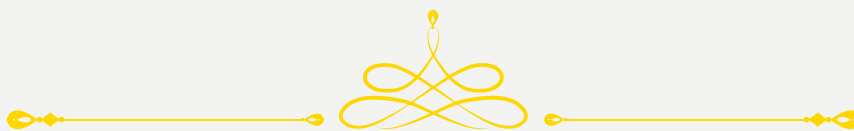
At The International Butler Institute, our commitment to our participants goes far beyond simply connecting them with job opportunities. Upon completion of the Grand Butler Program, participants are introduced to three carefully designed professional pathways, created to accelerate their professional development and expand their career opportunities within the luxury service industry. Each pathway has been carefully designed to match different professional profiles, ambitions, and levels of technical readiness, allowing participants to pursue the direction

that best aligns with their strengths and long-term career objectives. Participants interested in exploring these exceptional opportunities will find detailed information in the following pages of this section. With this structured approach to post-program development, The International Butler Institute goes far beyond the traditional role of a training institution. To our knowledge, no other butler school worldwide has developed such comprehensive professional pathways designed specifically to support graduates in launching their careers at the highest level of the profession.

While no one can guarantee specific placement outcomes, our commitment and integrity drive us to work tirelessly towards achieving this goal. It is important to stress that placement is never an obligation, but much rather offered in the spirit of goodwill and professional support. Given the exceptional quality of the placement opportunities, and in recognition of the significant effort and resources invested in facilitating them, a success fee is requested from participants once a position has been successfully secured.



These pathways include a 6-Month Internship within the Butler Department of prestigious luxury hotels, the Villa Management Pathway for UHNW private residences, and the highly exclusive Royal Palace Exposure.



ROYAL PALACE CROSS EXPOSURE

Professional Exposure in a True Royal Palace.
A Once-in-a-Lifetime Opportunity.
Only At The International Butler Institute.

Following the successful completion of the Grand Butler Course, an extraordinary professional opportunity awaits a select number of the most outstanding candidates.

These exceptional individuals may be offered a renewable one-year placement within a Royal Palace in the Middle East, serving directly the Royal Family in one of the most prestigious private service environments in the world.

Thanks to the internationally recognised prestige of The International Butler Institute, combined with our unparalleled standards in

the preparation of elite service professionals, we are honoured to be the only institute in the world entrusted with offering such a remarkable opportunity.

This exceptional placement represents far more than a professional assignment.

It stands as a powerful testament to the credibility, excellence, and trust that define our institution and the exceptional calibre of the butlers we prepare.



This exclusive opportunity includes:

- Professional Assignment Under the Direct Authority of the Royal Household.
- Direct involvement in official Royal events.
- Opportunities for international travel to other Royal residences, including private yachts and private jets, with all related costs fully covered.
- Access to certified training, including Yacht Service Certification, in case of need
- Final Certificate of Participation issued and signed by the Royal Palace.
- Round-trip flights to and from the Royal Palace included.
- Full board and accommodation provided in a private single room with en-suite bathroom, within a five-star compound.
- Monthly discretionary pocket money allowance of \$4,000 USD.
- European-led management team structure.

Conditions of Access

- Participation in this program is not included in the cost of the Grand Butler Course.
- The fee covers all organizational, administrative, vetting procedures, and support services managed by our Institute.

Due to the nature of this high-profile placement, all candidates must undergo:

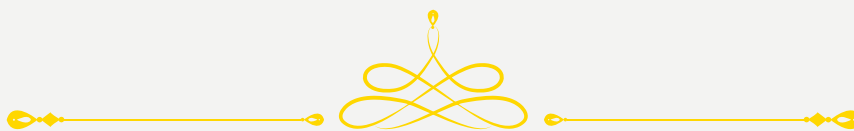
- A detailed personal evaluation and vetting process conducted by the Royal Palace.
- Comprehensive medical examinations, both certified and conducted on-site.
- Candidates are also required to obtain private health insurance and repatriation coverage prior to departure.

Reserved Only for the Very Best

Access to this globally unique program is strictly reserved for the most promising and dedicated candidates of the Grand Butler Course.

It represents an extraordinary opportunity to begin a career in a field where access is typically granted only after many years of experience, positioning the candidate from the outset on a career trajectory that opens the doors to the most prestigious clients in the world, significantly enhancing their market value and earning potential while making them highly sought-after professionals within the private service industry.

For the most outstanding performers, long-term employment opportunities may be offered by the Royal Palace, providing exceptional prospects for career growth and continuous professional advancement.



UHNW VILLA MANAGEMENT

An Exclusive Professional Fast Track Program

The most outstanding graduates of the Grand Butler Course may be invited to join the Professional Fast Track Program, an exceptional opportunity designed to accelerate their entry into the world of private service. Participants are entrusted with responsibilities as Under Butlers, working under the guidance of experienced veteran butlers within some of the most prestigious private villas in Italy and internationally, hosting ultra-high-net-worth

guests, members of royal families, prominent business leaders, and internationally recognized figures.

Operating within these demanding environments allows graduates to apply everything learned during the Grand Butler Course, rapidly developing operational maturity and professional credibility – precisely the attributes employers seek in the private service job market.



A Fully Immersive Professional Experience

The Professional Fast Track Program is not an observation period.

The experience is a phase of strong operational involvement where participants are fully engaged in the daily management of luxury service environments.

During their assignments, participants operate within luxury villa environments where they assist the Head Butler and coordinate small, highly selected service teams responsible for delivering flawless guest experiences.

Every detail, from guest arrival to departure, must reflect the highest five-star standards.

Under the daily mentorship and periodic supervision of their Head Butler, participants refine their discipline, service precision, and leadership skills in real operational conditions, transforming theoretical excellence into true professional mastery.

By the conclusion of this experience, participants will have developed a solid command of the role of Assistant Head Butler, positioning them confidently for the next professional step toward Butler roles, and for more experienced candidates, potentially Head Butler responsibilities.

Conditions, Benefits & Career Opportunities

The Professional Fast Track Program runs from April to October and requires a minimum commitment of six months, ensuring participants gain a credible and meaningful first professional experience.

Participants benefit from:

- Accommodation provided throughout the duration of the assignments.
- Meals included during guest service periods
- Monthly pocket money allowance, depending on the assignment and property.
- Possibility of gratuities, depending on guest satisfaction and service performance.
- Direct exposure to influential clientele, UHNW guests, celebrities, and royal families, strengthening professional maturity.
- The possibility of being invited back for future seasons based on outstanding performance.
- The opportunity to build valuable professional connections within the luxury private service sector.
- A final Service Certificate issued by the hosting company, confirming the successful completion of the professional assignment.



A Once-in-a-Lifetime Opportunity

The Professional Fast-Track Program is a truly unique opportunity in the world of butler training - one that you will not find at any other butler school.

No other institution offers its graduates the chance to gain real, high-level experience, working directly with UHNW clients and royal families, under the guidance and mentorship of elite professionals.

For many graduates, The Professional Fast-Track Program allows them to be noticed and often directly hired by influential UHNW clients.

6 MONTH LUXURY HOTEL INTERNSHIP

A 6-Month Professional Butler Internship

At The International Butler Institute, excellence does not stop at the classroom. Selected participants may be offered the opportunity to undertake a 6-month professional internship within the Butler Department of some of the most prestigious 5-star luxury hotels and resorts in the world.

These placements are located in major luxury destinations across Europe, the Middle East, Italy, Switzerland, the United States, and Asia, offering participants exposure to the highest

standards of international hospitality.

This is not a simple internship, but a truly structured professional immersion inside real luxury environments where the standards of service are exceptionally demanding.

The objective of this placement is to allow participants to acquire highly valuable and measurable operational experience, serving as a decisive bridge between The Grand Butler Course and their professional career.



Not Theory. But Full Operational Immersion.

This is not an observational internship.

Participants will be fully involved in the operational life of the Butler Department and work directly within the service structure of the hotel. During the internship, participants may be involved in: Guest welcome and suite preparation according to 5-star standards

Personalized in-room service coordination
Management of Butler guest requests
Liaison between departments (Housekeeping, F&B, Concierge, Front Office)

Support for VIP protocol and special guest arrivals
Daily luxury service delivery under professional supervision
Interaction with demanding international clientele.

Through this intensive immersion, participants experience the true rhythm and expectations of luxury service while refining the professional reflexes and operational discipline developed during the Grand Butler Course.

Financial & Logistical Conditions

Depending on the hosting property, the internship may include:

- Accommodation provided by the hotel
- Full or partial board (meals included)
- Monthly pocket money
- In some cases, accommodation may be replaced by a higher pocket money allowance
- Insurance coverage fully compliant with applicable labour regulations
- All placements are organized in accordance with the relevant legal and professional frameworks.



A Strategic Gateway to UHNW & VVIP Private Service Through Luxury Hospitality

A 6-month internship in an iconic hotel & resort Butler Department represents a highly prestigious addition to a professional CV.

Indeed, it fully demonstrates the ability to operate within demanding luxury service environments significantly strengthening a candidate's competitive profile in the private service job market.

This experience offers several key advantages:

- A prestigious 6-month luxury hospitality experience that significantly enhances the participant's CV competitive profile
- A powerful first professional reference for those at the early stage of their career
- International exposure allowing participants to improve professional maturity, language skills and intercultural communication
- A formal professional certificate confirming the completion of the internship
- Direct exposure to UHNW clientele, creating potential opportunities within private households
- The possibility of employment opportunities following the internship for outstanding performers

Although carried out within a hotel environment, this experience represents a concrete and highly relevant first step into the world of private service. It allows participants to develop the operational excellence required by UHNW principals, while progressively bridging the gap between hospitality and private household service. As such, it stands as a powerful stepping stone toward a career in private service, accelerating and maximizing access to one of the most exclusive and competitive sectors worldwide.



Frequently Asked Questions

Welcome to The International Butler Institute's FAQ section.

We believe in operating with the utmost transparency and integrity, providing clear and detailed answers to your most pressing questions.

Explore this section to deepen your understanding of our programs, standards, and unique perspectives.

We aim to ensure that every inquiry is addressed, offering you clear insights into how we truly uphold excellence and efficiently support your journey toward world-class service.

Dive in and learn more about what sets us apart.



STRATEGIC INTRODUCTORY QUESTIONS

Why was The International Butler Institute created?

Training Butlers has become trendy, attracting many amateurs who are motivated primarily by financial gain.

It is extremely rare, almost impossible, to find a Butler school that offers true levels of excellence derived from the real-world experience of its staff. The International Butler Institute was created to fill this gap.

Furthermore, many companies exploit this trend by charging totally unjustified fees.

As our pricing demonstrates relative to the value and duration of our programs, it is clear that we do not focus on business.

We focus on delivering the best Butler training in the world, with the utmost integrity, at the most competitive price, maximizing value for our students and ensuring a strong return on their investment.

When did you start The International Butler Institute?

We formally founded the Institute in 2024, but we've been in the Butler field, Presidential & Royal private service since 1989, providing service in some of the most prestigious Palace, Embassies

and private households in the world. Furthermore, we've spent the last 18 years in high-end training activities for the luxury hospitality business.

Since then, we have trained over 3,500 participants in our hospitality management courses, including hotel Butler service, with graduates currently working in over 35 countries worldwide. The International Butler Institute is the natural outcome of these two prominent areas of expertise we have gained over the last 35 years. Despite our recent formal establishment, our huge & extensive, globally unique experience in private service makes us already one of the world's leading authorities in Butler training.

Isn't a school with more years of existence automatically better?

Longevity can be an interesting characteristic for a Butler School.

However, in our experience, it is far from being a sound guarantee of quality.

Indeed, many older schools have become completely stagnant for years, showing no progress in further improving their programs or trying to maximize value for money.

In fact, it is extremely common for organizations over time to completely stop dedicating obsessive attention to the quality of their offerings, that is

typically present in the very first stages of any new entity.

Programs mainly continue by inertia, providing a progressively lower level of efficiency and attention for participants, edition after edition, especially in schools with multiple intakes throughout the year.

In any case, we're very far from being new to the private service sector.

We build on decades of elite private service experience at the highest levels of the industry, even at a Presidential & Royal levels, since 1989. Moreover, for the past 15 years, our founder have directly trained high end Butlers worldwide, even for Royal Households, UHNW individuals and prestigious embassies.

With the formal establishment of The International Butler Institute, we solely brand and present exactly what we have been successfully delivering for years: world-class Butler education with unmatched precision, deep expertise, and an obsessive focus on our participants' professional success.

Therefore, despite our recent establishment, virtually no Butler school in the world can match our decades of prestigious experience in the private service sector or our proven expertise in crafting world-class Butlers. TIBI is built on a foundation of real-world excellence that few, if any, institutions can rival.

Who recognizes The International Butler Institute?

The International Butler Institute is widely recognized as a benchmark institution by all major domestic staff recruitment agencies worldwide, thanks to the professional credibility and unparalleled expertise of its founder.

The flow of job opportunities from our esteemed clientele, including Royalties, UHNW individuals, VVIPs, and mega-wealthy clients, serves as the clearest evidence of our strong credibility and international acknowledgment.

The Royal Appointment, which we will discuss shortly, and the exclusive possibility for graduates to be placed within a royal household at the conclusion of their training, are further irrefutable proof of the Institute's unmatched standing and

market acknowledgment in elite private service.

The numerous royal households, particularly in the Middle East, as well as presidential offices that have contacted us – both to train their staff and to recruit our graduates – provide further undeniable proof of TIBI's unmatched credibility, global recognition, and leadership in elite private service education.

To conclude, the numerous daily requests received by our Institute from leading international luxury brands, iconic hotels worldwide, luxury train operators, private aviation companies, and superyacht companies – seeking bespoke training, consultancy, and service excellence programs – are a testament to our unrivalled expertise and the trust placed in us by the pinnacle of the global luxury industry.

Finally, the numerous requests from participants around the world to join the Grand Butler Course organized by The International Butler Institute, are a clear demonstration of the trust, recognition, and esteem that our Institute commands.

At TIBI, we firmly believe that credentials from purely academic institutions hold little relevance for a school dedicated to developing elite high-end professionals.

In contrast, the recruitment industry places the highest value on our 35 years of hands-on expertise, proven excellence, and exceptional track record in training and placing top-tier talent.

I saw you have a Royal Appointment. What exactly is it?

We are honoured to hold a Royal Appointment granted by a prestigious reigning royal household. For those unfamiliar, a Royal Appointment is an official recognition by a royal family, awarded to institutions that provide exceptional service or expertise.

It is a symbol of trust, excellence, and impeccable standards, reserved for those whose professionalism and dedication are truly outstanding.

Receiving this distinction is not just a title.

It reflects a level of prestige and credibility that is acknowledged at the highest levels.

Indeed, it demonstrates that our programs, methods, and training meet the exacting standards

expected by royalty themselves.

This endorsement provides our students with unparalleled assurance.

By learning under a school recognized with a Royal Appointment, they are guaranteed to gain knowledge, skills, and insights that are trusted, tested, and celebrated in the most demanding private service environments in the world.

In short, a Royal Appointment is far more than a prestigious and unique recognition.

It represents a hallmark of elite quality, unparalleled value, and the ultimate guarantee of excellence and reliability for anyone aspiring to a career in high-end private service.

How does your program compare with the one in the Netherlands?

Our founder and Head Instructor attended TIBA (The International Butler Academy) in the Netherlands in 2024.

We hold TIBA in high regard, recognizing it as a premier institution in butler training with a long standing reputation.

Having participated in the very final session led by TIBA's original founder before his definitive retirement, after TIBA was acquired by a Chinese fund, our founder gained invaluable insights into private service through his presence in this last opportunity – insights that we consider essential and have carefully preserved in our own program. Indeed, our training mirrors the same high standards, vision, approach, methods, and content, while further refining and enhancing them in light of our founder's 35 years of experience, ensuring an unmatched level of excellence in the world.

However, it is evident, as an objective public fact, that our program goes much further – offering a deeper, more comprehensive, and thoroughly researched training experience, designed to meet an unmatched standard in butler training.

The investment difference between the two options is highly significant: with us, it amounts to less than 50%, all-inclusive, even covering meals and accommodation budget for two months, not included in the fee, for a program that is two weeks longer.

This is certainly not the objective of a high-level butler program, where the focus must remain on

mastering elite private service standards, professional competencies, and true operational excellence.

At The International Butler Institute, we have deliberately chosen the opposite path.

What truly matters is access to the right equipment and professional environments at the right moment and only when genuinely required – not maintaining expensive facilities at all times, whose operational costs are, in the end, financed by the students themselves.

During the program, our students are exposed each week to a far broader variety of professional settings, which prepares them significantly better than training in a single, always-identical environment.

Our students have access to various presidential suites, professional kitchen facilities, and multiple high-level hospitality environments, ensuring they gain hands-on experience across different real world scenarios during practical training sessions. This diversity of settings strongly enhances adaptability, precision, and confidence – essential qualities for operating at the highest level of private service.

Furthermore, this ensures that every single hour of the program is truly dedicated exclusively to the development of professional competencies that create tangible career value.

What ultimately defines a successful career is not the setting in which one trained, but the competencies mastered and carried for a lifetime – precisely what discerning clients are truly looking for.

Training in a private household is often little more than a marketing tool, accompanied by significant hidden constraints that may strongly and adversely affect participants and their return on investment.

How is TIBI different from other Butler schools?

The International Butler Institute is highly different from any other existing Butler School in the world under five distinct aspects, which are as follows:

A Truly Unique Program in Depth:

Our curriculum surpasses any other by an extraordinary margin, setting an unrivalled benchmark of excellence that leaves all

competitors far behind.

Simply put, there is no other Butler training program that even comes close – all while remaining more cost-effective than other top schools.

An active Royal & Presidential-Level Faculty

Unlike many other Butler schools led by individuals with little or no real-world private service experience – a far more common practice than one might think – we stand apart by offering exceptional technical expertise through a faculty truly unmatched in the industry.

Our instructors bring experience from Buckingham Palace, Royal Households, and Presidential service, combining over 350 years of hands-on, high-level private service expertise. It is important to note that our instructors are all active professionals, bringing real and current value to their teaching.

Integrity and Commitment:

This is an extremely important point – arguably the most important.

At TIBI, we deliver the program exactly as presented – a simple claim, yet one that many other schools fail to honour in practice.

We go far beyond mere training, placing the participant's success at the very centre of our approach and prioritizing real, effective placement.

Access to exclusive experiences in Royal Palaces and high-profile private households clearly demonstrates the unparalleled commitment and professionalism that TIBI delivers to its students.

True Personalized Attention and Placement:

Thanks to our exclusive single annual intake, we are able to maintain the highest standards of quality and provide deep, personalized attention, ensuring effective placement efforts for every graduate.

This level of support and focus would be clearly impossible with multiple intakes throughout the year.

Course Cost and Value for Money:

For a guaranteed program of this depth, breadth, and duration – 10 weeks – with a faculty of this calibre and an obsessive focus on placement activities, the price charged by TIBI is truly unparalleled worldwide.

This reflects our exceptional care for participants, providing a level of training that is among the highest globally while remaining competitively priced.

Indeed, many other Butler schools charge fees that are not reflected in the actual content or quality of the training, charging huge costs such as direct staff, household maintenance, and other expenses as insurances, not directly linked to pedagogical value.

At The International Butler Institute, we do not do this.

Our participants pay only the real content value they will effectively receive, and nothing else.

Together, these five aspects make The International Butler Institute truly stand apart, setting it in a class of its own among Butler schools worldwide.

Which is the major weakness of Butler courses worldwide?

Without any doubt, the most significant weaknesses of most Butler training programs around the world – even among the most prestigious ones – lies in their excessive focus on knowing *how to be* rather than knowing *how to do*. It may sound very surprising, but this is mostly always the case.

Indeed, many Butler schools operate on the assumption that technical skills can be learned anywhere, while discipline, commitment, attitude, and mindset cannot.

As a result, their programs frequently dedicate a disproportionate amount of time to the concept of *savoir-être*.

While this dimension is certainly important, it should never replace the acquisition of concrete operational skills.

The ability to know how to behave should normally be expected as a basic prerequisite for candidates applying to a serious Butler school – particularly those institutions that truly select their participants.

For this reason, it should be assessed during the selection process, rather than becoming the central focus of the entire training program.

The limited technical depth found in many Butler programs – often reflected through their instructors and training staff – further reinforces

this tendency: it is far easier to teach behaviour and posture than to transmit real professional skills.

This also explains why many Butler training programs show a clear disproportion between the their advertised curriculum and the actual duration of the course.

In fact, a significant portion of the training time is often dedicated to personal development rather than to the acquisition of concrete operational competencies.

At The International Butler Institute, we take a fundamentally different approach.

Indeed, the reality of the private service industry must be acknowledged:

Employers take attitude for granted.

What they truly pay for today is a Butler who knows how to perform the job immediately and competently from the very first day.

For this reason, our priority is the development of operational excellence.

The Grand Butler Program is structured as one of the most technical and practice-oriented Butler trainings in the world, placing a strong emphasis on the acquisition of real professional skills required in demanding private service environments.

At the same time, *savoir-être* is not ignored.

On the contrary, it is continuously developed but throughout a highly technical program through discipline, rigorous standards, and real-world service situations.

While many programs emphasize how a Butler should appear, TIBI focuses on ensuring that a Butler truly knows how to perform.

What is the single greatest differentiator of TIBI compared to other Butler schools?

Without any doubt, the greatest differentiator is the post-program work we undertake to support each participant's professional placement.

This is unquestionably, by far, the most significant structural weakness affecting the Butler schools worldwide.

Indeed, most institutions focus solely on training, yet completely fail to provide any meaningful support when it comes to entering the private

service industry.

The reality – rarely stated openly – is that breaking into this sector is difficult.

It is highly competitive, mostly relationship-driven, and deeply selective.

This is precisely why many Butler schools do not even attempt structured placement support – it represents a substantial investment of time, effort, and financial resources, often seen as economically inconvenient or counterproductive to their business model.

Unfortunately, completing a Butler course without structured placement support often results, quite

frankly, a wasted investment.

Operating a Butler school without prioritizing professional placement is equivalent to completing only half the mission.

At The International Butler Institute, we have deliberately chosen the opposite path.

Placement is not an accessory – it is the priority of priorities.

This is precisely why we often say: our work is not simply to train – but to make our graduates work.

While no serious institution can ethically guarantee employment, we truly dedicate substantial time, effort, and strategic focus to supporting our graduates.

Our single annual intake allows us to devote real attention to this process.

The Royal Palace project is a concrete demonstration of this philosophy in action.

It reflects our commitment to real-world exposure, credibility, and tangible professional pathways.

Most schools do not even attempt this level of engagement.

At The International Butler Institute, we consider it a fundamental responsibility and deep respect for our participants and their investments.

Ahead of placement, what else truly differentiates TIBI from other Butler schools?

Beyond the elements already discussed, two fundamental aspects set TIBI apart and make it uniquely effective:

The longest and most comprehensive program in the world:

Our 10-week course is unparalleled in length and depth, offering a level of technical training and practical immersion that no other school can match.

An unparalleled faculty drawn from Royal and Presidential households:

Most schools cannot afford to hire multiple external experts due to their cost structure, so they rely mainly on internal staff – or even the founder – to teach the majority of the program.

At TIBI, we take the opposite approach.

We place strong emphasis on external instructors, with every teacher bringing real, high-level experience from Royal Palaces, Presidential households, and elite private service.

These two elements – program length with a faculty of unmatched practical experience – ensure that TIBI delivers a level of quality, career impact, and professional readiness that no other Butler school can offer.

I noticed you have only a single intake per year.

Why is that?

Our focus is on delivering extreme educational quality combined with true dedicated guidance into the professional world.

Indeed, at The International Butler Institute, we consider as our task not only to train, but above all – and as a top priority – to ensure participants are effectively placed in the private service sector afterward.

To truly fulfil this objective, it requires substantial time, considerable effort, and long hours of dedicated attention to each student.

This is the only way; it cannot be done differently.

Having a single intake is, therefore, a deliberate choice, designed to fully support this objective. While we could offer multiple intakes per year, doing so would inevitably compromise quality. Indeed, it is simply not possible to maintain the highest standards of Butler training in the world – or, even worse, to provide truly meaningful and highly effective placement support – when resources are spread across multiple intakes.

At TIBI, our approach protects and maximizes each participant's return on investment, ensuring that every student receives our full attention, dedication, and the professional opportunities they deserve.

We put the participant's success first.

Schools that run multiple intakes often need to do so to cover huge operational costs, particularly when courses are held in private households.

This inevitably shifts their focus from the student to mere revenue.

By limiting ourselves to a single annual intake, we remain completely immune to these financial pressures; ensuring that every participant receives our full attention, support, and commitment to their professional placement.

How can I determine if a Butler school is of good quality?

It's very much simpler than one might think and depends only on two key points:

The CV quality of the school's management. This is, without question, the single most crucial and determinant factor.

Many so-called prestigious butler schools are, in reality, a poor guarantee of professional training. In fact, some are run by individuals with little, and even in some cases, absolute no real-world experience in private service, lacking the essential knowledge to provide effective instruction. Shockingly, even well-known institutions are sometimes led entirely by former students who, immediately after completing the course, were promoted to instructors or general managers without ever having worked professionally as butlers, not even for a single hour.

This practice puts participants at a real disadvantage, calling into question the actual value of the training offered.

Aspiring butlers should be extremely cautious. Indeed, a deep training value comes only from substantial expertise & hands-on experience.

Before enrolling, always deeply verify on the official website that instructors have a proven professional track record in the private service industry.

It is essential confirm whether they have substantial real-world experience working as professional butlers.

Without it, even the most prestigious school is nothing more than an empty title – completely incapable of preparing students for the demands and realities of a true world-class butler career. Teaching should only be undertaken after gaining extensive practical experience, ensuring participants receive the highest quality training possible.

Placement and Real-World Impact:

Equally crucial is verifying whether alumni of the school are actually employed in the private service sector shortly after completing the program, rather than many years later. Immediate placement is the true measure of a school's effectiveness and the real return on a student's investment.

Many competing institutions claim prestige, yet fail completely to deliver measurable career outcomes.

Indeed, students leave with certificates but no real access to employment, leaving their investment wasted.

The rule here is very simple:

A Butler school's role is not to train participants but to ensure their placement in the industry. If the school fails to do this, it fails in its mission. The participant receives no return on their investment.

This is absolutely non-negotiable.

Be careful to distinguish between those who had prior experience before the course and those who built their careers afterward; only the latter can accurately reflect the school's true effectiveness.

A school's value is proven not by marketing or titles, but by the placement success of its graduates.

Again, if alumni are difficult to locate, it is a clear warning that the institution does not deliver on its promises and cannot be trusted to prepare you for a true, world-class butler career.

Why is it so difficult – almost impossible – to find independent opinions about long-established butler schools on Internet?

The answer is simple – and alarming.

Schools that offer post-course placement often use this as leverage to ensure that participants cannot speak freely about their experiences.

Indeed, almost all online reviews are hosted on the schools' own websites, carefully curated & selected to present only positive feedback.

These reviews shall not be considered crystal-clear testimonials; they are much rather marketing tools designed to create a sense of excellence.

They do not reflect the true experiences of students, and relying on them is dangerously misleading.

True transparency and honest assessment are never displayed to protect the school's reputation, leaving prospective students blind to the reality of the training they are about to pay for.

This is why it is always difficult – almost impossible – to find honest opinions.

The only way to obtain a serious and reliable assessment is to contact people who have actually attended the course and speak with them directly, using LinkedIn or professional networks.

However, not just anyone should be contacted.

To get the most real & efficient feedback, there are specific guidelines that should be followed.

Anyone who follows these simple steps will gain the clearest and most accurate understanding of the school's true quality, safeguarding their investment.

First of all, always contact at least three alumni from different editions of the course, and never fewer, to avoid any bias or risk of incomplete feedback.

The individuals contacted should not have completed the course too recently, minimum 2 years ago,

in order to ensure an objective and non-emotional perspective.

This also allows for an informed assessment of the school's placement results, if any.

They should also be of a certain maturity, at least

35 years old, as it is far too easy to impress a 20 year-old with no professional background. These individuals should already be established in the private service industry after completing the program, because only professionals with real-world experience can accurately judge the quality and usefulness of the training.

Thus, the only way to truly judge a butler school is to speak directly with independent, experienced alumni who completed the course at least two years ago and are now free from any placement expectations toward the school. If a prospective student has difficulty locating alumni to contact, it simply indicates that the school does not provide the most basic results or transparency.

Is a more expensive school a sign of better training?

This is a common misconception – and it is completely false.

From our experience dating back to 1992, it is entirely possible to pay very high fees for low-level

training simply because you are paying for a brand name or for additional services (such as housing and meals) that do not directly enhance the actual quality of Butler training.

In most cases, high fees are the result of programs conducted in private households, where the highly substantial upkeep cost – such as insurance, mortgages, staff salaries, utilities, maintenance, and operational expenses – must be passed on to the students.

These costs have nothing to do with the true depth or effectiveness of the training itself.

We firmly believe that students should invest only in high-quality learning content, professional expertise, and measurable career outcomes – not in maintaining an extravagant setting that adds no value to their professional preparation.

The TIBI program's cost is significantly lower than any other global Butler programs.

What about the quality?

We fully understand this concern and are pleased to address it with complete transparency.

Our mission is definitely to provide the best Butler training in the world, focusing exclusively on that objective.

For this reason, we have deliberately eliminated all costs that do not add meaningful & decisive value to the quality of the training itself.

In particular, we have removed the most expensive one:

Venues and lavish amenities that serve primarily as marketing tools rather than as true game changers for the participant's long-term professional development.

What truly matters is not where you learn, but what you learn.

At TIBI, we focus exclusively on substance.

We prioritize the skills, knowledge, and practical expertise that define a world-class Butler.

We have invested where it truly matters:

Top-tier training content, highly experienced instructors, and exclusive field experiences that directly strengthen professional competence.

This unwavering commitment to content over appearance is why our Butlers consistently rank among the most highly qualified and sought-after professionals in the world.

At TIBI, students do not pay for electricity, mortgages, insurance, heating, staff, or any of the countless hidden costs that proprietary facilities impose.

Every dollar our students invest goes exclusively into the training content they actually receive ensuring maximum value, professional impact, and a true return on investment.

We never charge for appearances or extravagance that do not enhance real learning.

While others may place revenue & profit at the centre of their model, we highly prefer to place the participant's long-term success at the centre of ours.

Many Butler schools offer their training inside private households. Why doesn't TIBI do the same? What constraints does this model represent for the participants?

Training in a private household may seem appealing.

Unfortunately, it always results in significantly higher tuition costs due to household maintenance and upkeep, which are inevitably passed on to students, making the program price inaccessible without adding any useful content value beyond just the location.

Indeed at TIBI, we had the opportunity and even visited several private households for potential training, but we firmly decided against it.

Opting for this approach would have raised the cost to around €12,500 per person, which we deliberately chose to avoid.

We do not want our participants to pay for fuel, insurance, mortgages, electricity, or other operational expenses that add no real value to their training.

Moreover, it is widely known that many Butler schools offering training inside private residences require students to perform a highly significant amount of household maintenance tasks, such as daily cleaning, routine upkeep, and even organizing and managing cohort lunches and dinners.

This drastically reduces the number of truly valuable training hours delivered.

Based on our experience, this time allocation can easily exceed 50% of the overall program meaning that more than half of what is presented as training is, in reality, operational support for the property rather than structured professional education.

Your program is often copied by other Butler schools. What do you do about this?

We take pride in the fact that our program is frequently copied worldwide – a testament to its status as the most comprehensive and meticulously designed in the industry.

Legal actions against these imitations would be costly and would inevitably force us to raise our prices, which we are committed to avoiding for the benefit of our students.

Instead, we rely on the discernment of prospective participants to recognize that any similar program is likely a poor imitation created by less reputable individuals.

Students can be confident that any program resembling ours was copied from TIBI, not the other way around.

Indeed, at the time our program was launched online, no other Butler school offered even 10% of its content in terms of depth and volume.

This fact has been formally verified and assessed on the exact date our website was launched.

The issue is not copying per se, but the ability to execute and deliver it effectively – something only true professionals can do.

We trust that discerning students can easily distinguish true professionals from amateurs, and in doing so, make the choice that ensures genuine expertise and value.

Why is The International Butler Institute located in Italy?

The Institute is based in Italy because it is where the founder resides; however, it could have been established anywhere.

That said, Rome offers unique advantages that no other Butler school worldwide can match, creating immediate and measurable value for students.

The city is easily accessible from any continent, making it an ideal location for international students.

Rome offers one of the most affordable costs of living among major European capitals – often up to 50% lower than many Northern European countries – helping participants protect their budgets while still enjoying a premium lifestyle and world-class surroundings.

While in Italy, participants are strongly encouraged to take Italian language lessons.

Indeed, spending two months fully immersed in the culture can elevate your Italian well beyond basic proficiency – adding a meaningful advantage to your CV and strengthening both personal and

professional capabilities.

Rome is also a way of living admired and envied by millions of visitors every year.

It combines prestige, elegance, and an unmatched cultural atmosphere, alongside the full range of services that only a capital city can offer.

This allows participants to take full advantage of an extraordinary city during their free time, enriching their experience even outside the classroom.

With all major international brands, participants have access to exceptional opportunities for field trips, real-world exposure, and training experiences that simply cannot exist in a small or remote location.

During their stay, students become deeply familiar with one of the world's top luxury destinations – Italy – which is consistently among the preferred locations of their future UHNW employers.

This experience allows them to deliver a uniquely informed level of service, and to stand out for the quality, precision, and cultural intelligence they bring to every future assignment.

Finally, Italy has become one of the countries with the highest concentration of ultra-high-net-worth individuals (UHNWIs) for tax residence.

Following recent favourable government policies, an increasing number of wealthy individuals are relocating from London, Monte Carlo, Switzerland, and other locations to Italy.

This positions students at the very heart of a growing worldwide centre of luxury and private service opportunities, providing unparalleled access to high-level employment prospects and career development.

Ultimately, however, it is not the location alone that defines your experience:

It is the expertise of the instructors.

It is the precision of the training.

It is the time invested.

What is the overall budget a student should plan for when attending your institution?

The total budget is:

€4,900 for tuition

€1,500 for room and board over two months

€400 for the butler uniform.

For a total cost of: 6.800€

This is significantly more affordable (~50%) than the costs in many other Butler School, without ever compromising on the quality of education.

We are committed to providing high-quality education without imposing prohibitive costs, ensuring that our participants receive top-tier training that truly makes a difference.

Would you recommend me to attend The International Butler Institute?

We will never ever push anyone to attend our Butler training.

Indeed, integrity is one of our founding principles as previously explained, and we do not deviate from it under any circumstances.

The Butler profession is demanding.

It requires genuine passion, discipline, emotional intelligence, and long-term commitment.

It is not a career path for everyone – and it should never be presented as such.

This extensive FAQ section exists to clearly explain our differences and our four added values: A program that is unique in the world in terms of depth and structure,

A faculty unmatched in real Royal and Presidential-level experience,

A genuine and structured focus on placement,

A cost structure that is arguably the most competitive globally for this level of training.

Beyond this, there is nothing to add.

The decision must belong entirely to the participant.

Our advice is extremely simple:

Observe everything carefully.

In our experience, many Butler schools – even well-known ones – do not withstand even a superficial critical review when examined objectively and critically.

We are, of course, available to help candidates

assess whether TIBI is the right fit for their background, personality, and aspirations. Indeed, in some cases, we have advised individuals not to enrol.

That is part of our integrity.

Unlike many institutions, we will never attempt to convince someone to join our program.

The right candidates recognize value without pressure.



PRE-ENTRY GENERAL ENQUIRIES

Do I need prior experience to attend this course?

No prior experience is strictly necessary. However, previous experience in the service industry – particularly in luxury hospitality and related sectors – is highly beneficial. Experience in sectors related to UHNW environments is also considered a strong advantage.

Any solid professional background can be relevant and functional for a Butler role, especially positions involving responsibility, direct contact with clients, discretion, and service-oriented functions.

Roles that require precision, accountability, and high interpersonal standards are particularly valuable foundations.

What truly matters is having a professional presence, proficiency in foreign languages, the ability to work effectively under pressure, meticulous attention to detail, emotional discipline, and a genuine ambition to build a career in private service.

Technical skills can be taught.

Character, mindset, and long-term commitment cannot.

I'm over 50.

Is it too late to enter the private service industry?

Not at all.

The private service industry deeply values maturity and life experience.

In fact, for roles involving high levels of responsibility – such as managing household staff, overseeing valuable assets, handling finances, safeguarding jewellery collections, antiques, and works of art – employers often prefer candidates with seniority and personal stability.

Contrary to common assumptions, principals favour mature professionals, even if they are new to the Butler role itself.

The level of trust required in private service is extraordinary.

Managing estates, teams, confidential information, and high-value assets demands emotional balance, discretion, judgment, and composure – qualities that are typically strengthened with age and real-life experience.

This profession is particularly well-suited for individuals seeking to build a second or even third career built on responsibility, refinement, and trust.

Many candidates attending Butler schools worldwide are well into their 50s and 60s, and age is often considered an asset rather than a limitation.

In private service, credibility, reliability, and maturity outweigh youth.

What matters most is professionalism, discipline, adaptability, and the genuine desire to operate at the highest standards of excellence.

Is it possible to meet someone from The International Butler Institute?

Absolutely.

We welcome prospective students who wish to visit us in person.

However, we strongly recommend scheduling your visit during our annual intake.

This allows you to truly see, feel, and experience the level of professionalism first-hand.

Most importantly, you will have the opportunity to speak directly with current participants – an essential and genuinely valuable element that no website can replace.

We kindly ask that all visits be scheduled in advance to ensure we can dedicate proper time and attention to you.

Outside of the annual intake period, we are available for Zoom or Teams meetings.

These online meetings are intended to address specific questions not already covered on our website, ensuring that the conversation provides real value for both the prospective student and our team, while avoiding unnecessary use of time.

For online meetings, we consider it a fundamental prerequisite that the entire website has been thoroughly read, understood, and carefully reviewed beforehand.

We believe in transparency, efficiency, and mutual respect for time.



THE BUTLER CAREER

Why being a Butler ?

We've identified 10 compelling reasons why a career as a butler is an extraordinary choice, blending prestige, adventure, and unique opportunities like no other profession.

Prestige and Glamour

Imagine working in the most luxurious homes and estates worldwide, serving royalty, celebrities, and business tycoons, while being part of a profession that exudes prestige and exclusivity.

Travel the World in Style

As a butler, you could find yourself jet-setting to the world's most exclusive destinations – private islands, luxury resorts, and historic estates – experiencing places few people ever see.

Access to Unique Experiences

You'll be part of incredible events and exclusive gatherings, from high-profile galas to intimate family celebrations, offering a front-row seat to the lifestyles of the world's elite.

Unmatched Earning Potential

With specialized skills and a high level of professionalism, butlers are rewarded with impressive salaries, bonuses, and perks, including luxury accommodation and travel benefits.

An Exciting, Dynamic Career

Every day is different, full of challenges and excitement – whether you're managing staff, organizing events, or ensuring flawless service for your principal.

Become Part of an Elite Circle

Working as a butler gives you direct access to influential figures, allowing you to build connections with prominent personalities and expand your professional network.

High Job Security

With the growing demand for trained professionals in luxury households, becoming a butler ensures strong career stability and the possibility of long-term employment.

Continuous Learning and Growth

The role of a butler offers endless opportunities to refine your skills in management, protocol, and

etiquette, constantly elevating your level of service excellence.

The Satisfaction of Making a Difference

As a butler, you are the person behind seamless experiences, anticipating every need and ensuring your employer's comfort and satisfaction – your contribution truly matters.

Join a Legacy of Excellence

Step into a tradition of elite service that dates back centuries, where you uphold the highest standards of luxury, making a lasting impact in the world of high society.

These reasons make the journey of becoming a butler not just a career choice but an extraordinary lifestyle decision.

Do female Butlers exist?

Absolutely.

Female Butlers have a long and distinguished history in private service, and in today's world, their presence is increasingly sought after.

Women often bring exceptional emotional intelligence, empathy, and refined attention to detail, qualities that are highly valued and sometimes less common among their male counterparts.

From managing sophisticated estates to accompanying principals on global travel, female Butlers are often chosen for roles where elegance, tact, and exceptional organisational skills are paramount.

With the right training, a female Butler can enjoy a truly international career, commanding top-tier positions with outstanding remuneration and prestige.

What are the career prospects for a female Butler?

The career opportunities for female Butlers have never been brighter.

In the ultra-luxury service market, their skill set is truly in high demand.

In certain countries, cultural traditions dictate that only women – and not men – may serve in such highly personal roles, making the female Butler the exclusive and most suitable choice.

Moreover, many female principals – particularly independent businesswomen, high-profile celebrities, and ladies of distinction – express a strong preference for a female Butler.

How much does a Butler typically earn?

Starting salaries for junior Butlers are around \$50,000 net per year and can quickly rise with dedication and experience.

A Butler with a few years of experience can earn approximately \$100,000 net, and it's not uncommon for Butlers to earn \$200,000 net or more annually.

Salaries vary based on responsibilities, location, family culture, and, above all, the commitment of the Butler.

Additional perks may include bonuses, a car, private medical insurance, pension plan and housing.

Which roles can I access after completing the TIBI program?

Upon graduation, a variety of positions may be available depending on your age, maturity, professional background, and course performance.

Potential roles include:

Under Butler

Butler

Travelling Butler

Head Butler

Household Manager

Estate Manager

Gentleman's Gentlemen

Personal Assistant

Personal Companion

Private Administrator



THE INTERNATIONAL BUTLER INSTITUTE EXPERIENCE

Where does the theoretical part of the Grand Butler Program take place?

The theoretical component of the training takes place in a modern 4-star international hotel, offering spacious, well-lit rooms and a calm atmosphere ideal for focused learning.

The hotel features a large training room exclusively dedicated to our program, ensuring a professional and comfortable environment for all classroom sessions.

It is also conveniently located just a 10-minute walk from the main residence, allowing extremely easy access with minimal commuting time.

In addition, students have access to various hotel facilities – including suites and kitchen areas – to conduct realistic, hands-on practical exercises that closely reflect real-world working environments.

Where does the practical part of the Grand Butler Program take place?

The technical program is hosted in what is likely one of the finest five-star palace in the city, conveniently located near the educational venue, offering an unparalleled blend of learning and luxury.

This setting has been carefully selected to immerse participants in an environment of absolute luxury and exclusivity, providing a training experience that mirrors the highest standards of the industry. Participants will have access to luxurious suites, fine dining spaces, and other high-end facilities, ensuring a fully immersive and realistic learning environment.

Hands-on exercises include suite setup and preparation, dining-room operations, and mastering luxury service protocols and standards of excellence.

To truly grasp the exceptional nature of the upcoming experience, a curated selection of

photographs has been provided to showcase the extraordinary settings and activities that participants will immerse themselves in.

These visuals not only highlight the opulent surroundings but also emphasize the unparalleled level of professionalism participants will be trained to uphold, ensuring they emerge fully prepared and confident to excel in their future roles.

Will participants also have the opportunity to conduct practical exercises in private residences?

Absolutely yes.

As part of the program, participants will be brought to ultra-luxury private residences for dedicated practical training sessions, allowing them to experience first-hand the environment in which high level private service is actually performed.

This exposure is essential for developing the adaptability required when operating in private estates.

These sessions take place in an exceptional historic residence of over 3,000 square meters, located in the heart of Rome's historic centre.

The property represents one of the most remarkable examples of aristocratic architecture from the Renaissance period and offers participants a rare opportunity to train in a setting that reflects the true scale and sophistication of prestigious private households.

The residence has hosted numerous historical figures over the centuries and retains architectural elements of extraordinary significance, including monumental staircases carved from single blocks of marble and richly decorated interiors that evoke the refined atmosphere of European aristocratic life.

Within this residence, participants will conduct selected practical exercises designed to replicate real private service situations, allowing them to develop confidence and professionalism in an

authentic environment.

Training in such historic and prestigious surroundings provides a unique experiential dimension.

Can a world-class Butler be trained from scratch in 10 weeks?

Absolutely, yes.

Naturally, this requires a high level of commitment from participants and an equally intensive pace from the Institute.

Indeed, from the very first hour, the program begins at full pace.

There is absolutely no wasted time.

Moreover, the training is physically & mentally extremely intensive.

Participants are often required to remain in class later than scheduled, to complete additional practice sessions, or to dedicate part of their days off to assignments or preparation.

This intensity is simply the price to pay for absorbing the vast amount of content included in our Grand Butler Official Program, designed to craft the best Butlers in the world.

The effort required during these ten weeks is truly substantial – but the technical skills and professional credibility gained will remain with participants for the rest of their careers.

While it is entirely possible to reach elite Butler standards within 10 weeks, it must be clearly stated that shorter programs are generally inadequate for achieving this level of professional preparation.

Programs of shorter duration inevitably leave important areas of necessary training uncovered. A 10-week program represents the ideal balance: long enough to deliver comprehensive, world class training with no omissions, while remaining compatible with a reasonable period away from professional or personal commitments.

With such an extensive program, isn't there a risk of covering topics superficially?

No, there is absolutely no such risk.

The leadership of The International Butler Institute possesses more than 25 years of experience in delivering high-level technical instruction.

All program topics are meticulously divided to ensure that each subject receives the appropriate amount of time and attention.

This meticulous approach prevents unnecessary time wastage and maintains a strong focus on delivering only the information that truly makes a difference.

By carefully allocating dedicated time to each subject, we ensure both depth and breadth of coverage, while avoiding any superficial treatment.

What is the daily schedule like at The International Butler Institute, and what activities do participants engage in?

A typical day at The International Butler Institute begins at 8:30 AM with a daily briefing, during which the objectives and priorities of the day are clearly outlined.

The main lessons take place from 9:00 AM to 1:00 PM, with a 15-minute morning break at 10:30 AM.

From 1:00 PM to 2:00 PM, participants enjoy their lunch break.

Afternoon lessons continue from 2:00 PM to 6:00 PM, including a 15-minute break at 3:30 PM.

Depending on the training activities of the day, the schedule may occasionally be extended when necessary.

At 7:00 PM, the day concludes with a debriefing session, during which the activities of the day are reviewed and the objectives for the following day are presented.

The day typically finishes around 8:00 PM.

This schedule may occasionally be adjusted due to practical exercises, external training activities, field trips, or special visits.

On a rotating basis, each participant will take responsibility for managing the group, allowing them to develop essential managerial and leadership skills.

At other times, participants will be assigned the role of Private Butler, which may involve round the-clock responsibilities, including weekends, in order to closely replicate real private service conditions.

Due to the demanding rhythm of the training, participants are encouraged to rest well before the start of the program and be fully prepared, both physically and mentally.

What is a typical week like at The International Butler Institute?

The program runs from Monday to Saturday, compressing the equivalent of 10 weeks of work into just 8 weeks.

The minimum workload is six full days per week, and may occasionally extend to seven days when required by the training schedule.

Each day involves approximately 12 hours of intensive and practical learning, making the program an exceptionally demanding experience both physically and mentally.

This rigorous structure is designed to prepare participants for the realities and expectations of a professional Butler's life.

Sundays are often used by participants to prepare assignments, review the material covered during the week, and organise essential aspects of their personal life.

During the Grand Butler Course, the rhythm of the program naturally requires a very disciplined lifestyle.

For this reason, the program is not compatible with nightlife or an unstructured routine.

Participants are expected to maintain a strict personal discipline and a healthy lifestyle in order to remain fully focused and ready to perform at the highest level throughout the training.

Do I have to attend the Grand Butler Course every day?

Yes, daily attendance is mandatory.

Our objective is to train the best Butlers in the world.

For this reason, every element of the program has been carefully designed to contribute meaningfully to the development of the participant's professional competence. Nothing in the curriculum is optional or superfluous.

For this reason, absences are permitted only for serious medical reasons, usually supported by a medical certificate.

Any absence may negatively affect the participant's final rating, as the evaluation system is based on continuous daily performance.

These rules exist exclusively in the interest of the participant, ensuring that each graduate receives the full benefit of the program and reaches the professional standards expected in world-class private service.

Is The International Butler Institute like a military boot camp?

Discipline is essential for delivering true five-star Butler service.

The TIBI environment is intentionally demanding, rigorous, and highly disciplined - qualities that are necessary to shape world-class professionals.

These standards are not temporary.

They become lasting professional habits that participants continue to carry with them throughout their careers, allowing them to stand out to employers, progress more rapidly, and build prestigious careers in private service.

For these reasons, The International Butler Institute places great emphasis on instilling a strong sense of discipline in its students.

However, discipline never means a lack of care or humanity.

We remain constantly attentive to the well-being of our participants, understanding that moments of difficulty can naturally arise during such an intensive program.

The TIBI leadership is always present to support and guide participants when needed.

We also believe in maintaining a healthy and positive atmosphere.

Indeed, we know how to share moments of humour and, occasionally, small moments of relaxation may be organized – but only once the group has fully understood and embraced the professional standards and behavioural code expected at TIBI.

Ultimately, discipline is always combined with support, respect, and dedication, ensuring that participants develop not only the technical skills, but also the mindset required to become world class Butlers.

Will I learn the British style of being a Butler?

Absolutely, yes.

It is an extremely important aspect that employers deeply value and actively seek, yet it has unfortunately been largely forgotten by many modern Butler schools.

The classic British Butler style – including posture, manners, language, etiquette, and professional conduct – is a core component of our Grand Butler Training.

Participants learn not only the traditional forms of address and behavioural codes, but also the subtle elements that define British service excellence: how to walk, speak, move, manage presence, anticipate needs, and handle unexpected situations with composure and discretion.

Our teaching approach is deeply influenced by the British tradition of private service.

The founder of The International Butler Institute was personally trained in 1992 by Sir Ivor Spencer at the renowned English Butler School in London. He later completed the prestigious Royal Toastmaster Course, further deepening his understanding of the ceremonial and service traditions associated with the British Royal Household.

In addition, our Head Instructor is a specialist in British Royal service standards, bringing decades of expertise connected to the traditions of the British monarchy.

Through this combination of experience, heritage,

and rigorous training, participants are introduced to the authentic principles that have shaped the most respected Butler tradition in the world.

What is the theory-to-practice ratio in the Grand Butler Course?

The objective of the Grand Butler Program is clear:

to craft the best butlers in the world, capable of operating with a high level of competence from day one.

For this reason, the program places a strong emphasis on the acquisition of practical skills. Approximately 70% of the training is dedicated to practical exercises, while 30% is devoted to theory. Even the theoretical component, however, is highly pragmatic.

It is drawn from more than 35 years of real-world private service experience, offering participants insights, techniques, and professional wisdom that can only come from decades of work in the field. This approach ensures that participants graduate not only ready to work from their very first day, but also equipped with a depth of practical understanding that would normally take many years of professional experience to acquire.

In addition, one out of every three training days takes place in real operational environments rather than in a classroom, allowing participants to practice their skills in authentic settings.

The Grand Butler Program is further enriched by a full week of professional exposure within the Butler department of a luxury hotel, providing direct experience of high-end hospitality operations.

Together, these elements create a training experience designed to accelerate professional maturity, strengthen technical competence, and significantly enhance career opportunities within the global private service industry.

Will there be an opportunity to serve real guests during the course?

Absolutely.

The training program includes several practical sessions where participants will have the chance to serve real guests during formal dinners and events. This hands-on experience is designed to simulate the most realistic scenarios possible, allowing students to apply their skills in a true luxury service environment.

Is it possible to be involved in external events?

Yes, absolutely.

Participants may have the opportunity to assist at exclusive external events, such as gala evenings for prestigious fashion brands, Michelin-starred restaurant award ceremonies, and other high-profile functions.

These experiences offer valuable exposure to the luxury service industry, allowing students to apply their skills in real-world, elite settings.

In which language is the Grand Butler Course taught?

The Grand Butler Course is conducted entirely in English.

Participants must therefore possess a high level of comprehension and communication, both in listening and speaking, in order to successfully follow the program and actively participate in all aspects of the training.

If a participant's English level is insufficient, we strongly discourage enrolment, as it would ultimately work against the participant's own interests.

English is the official language of the program, and participants are required to communicate exclusively in English during training hours.

Are mobile phones allowed during the course?

Unfortunately, no.

Mobile phones are not permitted during training hours.

This rule reflects the standards of the Butler profession, where the ability to maintain complete focus and undivided attention is essential.

A professional Butler must be fully present, attentive to detail, and entirely dedicated to the task to be performed.

For this reason, participants are expected to maintain the same level of focus and discipline throughout the Grand Butler Course.

Do I need a laptop and/or a calculator to attend the Grand Butler Course?

Absolutely, yes.

Participants are required to bring a modern laptop computer for assignments, research activities, and the preparation of the final presentation.

The computer must also have a complete office software package installed (such as Microsoft Word, Excel, and PowerPoint, or equivalent programs).

Tablets are not accepted as substitutes.

The laptop must be brought every day, together with its power cable, as it will be used regularly throughout the Grand Butler Course.

In addition, participants are required to bring a handheld calculator, as mobile phones are not permitted during training hours.

This is particularly necessary for the seminars dedicated to household management and budgeting, an essential component of the Grand Butler Course that most Butler schools simply do not address.

How many trainers are involved in the Grand Butler Course?

Each session of the Grand Butler Course involves 10 expert trainers, led by the Director of the program.

In addition, we regularly invite distinguished guest speakers – professionals working in Royal and Presidential households – who share their experience, insights, and professional standards directly with participants.

This represents a level of faculty diversity that is significantly greater than that of most Butler training programs worldwide, which are often limited to instruction by the founder or a small internal team.

All assignments are later shared with participants through our platform, forming a valuable technical knowledge base and a unique professional reference resource that participants can continue to use throughout their careers.

Are teaching materials included in the course cost?

Absolutely yes.

All necessary teaching materials are provided as part of the Grand Butler Course.

However, due to the confidential and professional nature of the training, these materials are strictly intended for the personal use of participants.

Any form of public distribution, sharing with third parties, or reproduction of the materials is strictly prohibited.

Are there assignments during the Grand Butler Course?

Absolutely yes.

A number of professional assignments are an integral part of the curriculum and contribute to the participant's final evaluation, in addition to a final major assignment.

These assignments represent a significant workload, and participants are strongly advised to begin working on them immediately after they are assigned.

They are designed to develop deep technical expertise that can later be referenced on a participant's professional CV.

The Institute can also confirm and validate this work reinforcing its professional credibility.



PERFECT GROOMING & UNIFORMS

What personal grooming and presentation standards are required during the program?

Truly perfect grooming is a fundamental element of the Butler profession and an essential part of the training.

Butlers operate in environments where impeccable presentation, discipline, and attention to detail are non-negotiable.

For this reason, participants are required to maintain the highest personal grooming standards at all times during the program.

The minimum grooming standards include:

- Daily shower and impeccable personal hygiene
- Impeccable oral hygiene is required, and participants are expected to maintain it throughout the day.
- Hair kept very short and neat for men
- Beard perfectly shaved or impeccably maintained
- Fingernails kept extremely short and perfectly clean
- White undershirt must be worn under the dress shirt
- Clothes changed daily and aired properly each day after use
- All garments must be perfectly clean, pressed, and free of stains
- Shoes must be perfectly polished to a mirror shine only
- No visible tattoos
- No bracelets, jewellery, or accessories
- No piercings
- Perfume or fragrance must be extremely discreet

For female participants:

- Hair must be neatly tied back
- No nail polish
- Makeup must remain extremely discreet and professional

- The same grooming discipline applies as for male participants

The Institute reserves the right to deny access to training activities for the entire day to any participant who arrives without meeting these standards.

Such incidents also negatively impact the participant's performance rating.

These standards are not merely aesthetic.

They reflect the discipline, respect, and precision required in world-class private service.

Do I need to wear a specific uniform during the Grand Butler Training?

Absolutely, yes.

Participants are required to arrive at the school already dressed in their full uniform each day. Maintaining a cohesive professional appearance is an essential component of Butler training and reflects the standards expected in private service. The minimum uniform requirements for attending the Grand Butler Program are as follows:

For male:

- 2 navy blue suits (not striped), two-button style
- 2 White pocket squares
- 5 white dress shirts (without collar buttons)
- 3 discreet club-style ties
- Black leather belt
- Black leather dress shoes – no laces
- High black socks

For female:

- 2 navy blue suits (skirt or trousers), two-button style
- White pocket squares
- 5 white shirts
- 3 discreet blue scarves
- Black belt
- Black pantyhose
- Black closed-toe shoes with low heels – no laces

What are the requirements for purchasing the butler uniform?

All participants are required to purchase a traditional Butler uniform prior to the start of the program.

The uniform should be identical to the one worn by our Head Instructor in the photo featured on our website, with the exception that it must be paired with a standard white shirt, the same for daily training use.

Such uniforms can easily be sourced online.

The garment must be of high quality and perfectly tailored to the participant's physique, and a visit to a tailor for proper adjustments may therefore be necessary.

The same uniform model applies to both male and female participants.

The average cost for a Butler uniform of the required standard is approximately €400.

White gloves will be provided by the Institute.

Beyond practical training purposes, the uniform also allows participants to perform exercises in fully realistic conditions.

More importantly, it enables the Institute to produce professional photographs and videos for each participant's professional portfolio, ensuring a level of presentation and visual credibility for future employers that places our graduates in a distinctly higher professional category.



THE FIELD TRIPS EXPERIENCE

Can you give more details about the field trips included into the Grand Butler Program?

Field trips are an integral and structured component of the program, providing participants with direct, hands-on exposure to the luxury goods and environments they will inevitably handle in their professional careers.

Each Grand Butler Program includes eight official field trips – one per week following the first two weeks – fully integrated into the curriculum.

During these visits, participants are exposed exclusively to some of the world's most prestigious brands, typically found only in major global capitals, ensuring direct immersion in the highest standards of international luxury.

These are not informal visits, but structured classes that form part of the evaluation process and are assessed during examinations.

These experiences offer exclusive lessons, live demonstrations, and privileged access to industry professionals, creating meaningful connections that can support future career opportunities.

Participants gain real-world familiarity with high-end standards, protocols, and expectations that cannot be replicated in a classroom setting.

Throughout these visits, students are expected to maintain impeccable professional conduct at all times, as they are representing both themselves and the Institute.

For maximum comfort, efficiency, and punctuality, transportation is provided via luxury private coach.

during the program, we choose to invest our time in far more valuable training experiences.

Our head instructor, having attended similar excursions while at other Butler schools, found them completely lacking in practical value, despite his strong motivation to extract any potential benefit.

Such trips often prove to be nothing more than a marketing tactic, rather than a genuine educational enhancement.

Do you offer field trips in London? Is it necessary?

No, we don't include field trips to London, as globalization has made luxury shopping experiences accessible and identical in all major capitals.

Unlike other Butler schools that offer these trips



THE INTERNATIONAL BUTLER INSTITUTE DIPLOMA & CREDENTIALS

Is the diploma guaranteed?

Absolutely no.

In the best interest of candidates, the diploma is not guaranteed.

It is awarded only to participants who successfully demonstrate full competence and pass the final examinations.

This reflects the standards of a serious institution: At The International Butler Institute, a diploma cannot simply be obtained by paying a fee.

It must be earned through genuine commitment, motivation, and the real acquisition of professional competencies throughout the 10-week program. Only those participants who meet these standards will be awarded the official diploma.

Those who do not reach the required level will receive only a certificate of participation, which naturally carries far less professional value.

This policy is essential to maintaining the prestige, credibility, and market value of the TIBI diploma: Employers must be able to trust that every graduate holding our diploma has genuinely demonstrated the required level of professionalism and competence.

Granting the diploma solely to those who have genuinely earned it is the cornerstone of a serious Butler academy.

Preserving this level of rigor safeguards the reputation of the school and the credibility of its qualification.

Unfortunately, not all Butler schools uphold these standards with the same discipline – particularly when high tuition fees have been requested.

At The International Butler Institute, we do not compromise on this principle under any circumstances.

Quite simply, either a participant reaches the level expected of a world-class Butler within the 10 week program, or the diploma will not be granted.

Our highly competitive fee structure ensures that we remain completely immune to any pressure to dilute this rule.

How does the diploma rating system work?

The evaluation system at The International Butler Institute is based on daily performance throughout the entire program.

Points are continuously added or deducted based on a wide range of factors, including actions, attitude, discipline, decisions, mistakes, professionalism, commitment, motivation, teamwork, and many other behavioural and technical elements that define a world-class Butler. To obtain the official diploma, participants must reach a minimum score of 700 points out of 1,000. Clear and detailed explanations of the system are provided on the first day of training, ensuring that every participant fully understands how their progress will be evaluated and what is expected throughout the program.

Participants are able to follow their performance in real time, including their position within the class ranking.

This transparency helps maintain focus, accountability, and continuous motivation.

Is it difficult to obtain the diploma?

The required standard of 700 points is intentionally high, and achieving it requires consistent effort, serious commitment, and genuine motivation throughout the 10-week program.

However, for participants who demonstrate dedication, discipline, and a real desire to excel, obtaining the diploma generally does not represent a particular difficulty.

In practice, those who do not obtain the diploma are typically those who have chosen not to fully commit to the standards expected.

The system is designed to reward seriousness, professionalism, and continuous engagement.

If I fail the program, can I repeat the course?

Unfortunately no.

The Grand Butler Program cannot be repeated under any circumstances, even if additional payment is offered.

It is designed as a single, intensive 10-week professional program that requires full commitment from the very beginning. Participants are informed about the evaluation standards on the first day, and the assessment system is fully transparent throughout the program.

For this reason, candidates are expected to approach the program with seriousness, discipline, and determination.

Allowing participants to simply repeat the course until the diploma is obtained would weaken the value and credibility of the qualification.

At The International Butler Institute, the diploma must be earned during the program, not obtained through repetition.

Why is the evaluation system so demanding?

The evaluation system is demanding simply because the Butler profession itself is demanding.

A Butler operates in environments where precision, discretion, reliability, and consistency are non negotiable.

Managing luxury residences, staff teams, valuable assets, confidential information, and complex responsibilities requires exceptional standards.

For this reason, the evaluation system at The International Butler Institute is designed to reflect the real expectations of the private service industry.

Employers must be able to trust that a graduate holding the TIBI diploma has demonstrated not only technical competence, but also the discipline, professionalism, and mindset required for high responsibility roles.

This is precisely what makes The International Butler Institute qualification highly meaningful in the worldwide private service sector.

In other words, the rigor of the system is not a barrier.

It is rather an opportunity for the students.

How is the TIBI diploma presented?

The TIBI diploma is presented in a formal and elegant format, carefully designed to reflect the prestige and seriousness of the qualification. Each diploma is professionally printed and presented under glass in a high-quality frame, allowing graduates to preserve and display their achievement with pride.

This presentation reflects the significance of the accomplishment and the high standards required to obtain the qualification.



THE BUTLER TRAINING VALUES

What level of professionalism do participants reach by the end of the training?

At the end of the Grand Butler Program offered by The International Butler Institute, graduates are trained to the highest standards of the Butler profession, joining the ranks of the world's elite. Of this, we are absolutely certain.

We can confidently say that by the end of the program, our participants are among the best-trained butlers in the world, by a significant margin.

No other school matches the meticulous and comprehensive training we provide.

Upon completion of the program, our graduates are fully capable of operating within the most refined environments of private service, serving even the most demanding clients.

They are prepared to work in presidential palaces, royal households, and any setting that requires the highest levels of technical expertise and professional preparation.

How does The International Butler Institute ensure that participants are fully prepared for luxury private service roles?

The Grand Butler Training at The International Butler Institute is designed to prepare participants for the highest standards of the private service profession.

Through a unique combination of a comprehensive curriculum, intensive practical training, and immersive real-world simulations, the program develops both technical mastery and the professional mind-set, the two pillars that ultimately ensure success in the butler profession.

A Program Without Equal

The Grand Butler Training offered by The International Butler Institute is a program unlike any other in the world.

Every aspect of the profession has been carefully designed and integrated to ensure that nothing, absolutely nothing, is overlooked.

The curriculum is the result of decades of high-level private service experience and has been meticulously structured to cover every dimension of the butler profession with exceptional depth, precision, and absolutely no omissions.

This comprehensive approach ensures that participants receive one of the most complete and advanced butler formations available anywhere in the world.

A Strong Emphasis on Practice and Technical Mastery

At TIBI, learning is not limited to theory.

The program places a strong emphasis on technical skills and practical application.

Throughout the training, approximately 70% of the program is dedicated to practical work, with participants completing numerous exercises every day, carefully designed to develop precision, discipline, and professional reflexes.

In total, the program includes over 500 practical exercises.

These hands-on sessions allow participants to repeatedly practice the techniques and procedures required in high-end private service, transforming knowledge into real operational competence.

By constantly applying what they learn, students progressively build the confidence, technical mastery, and attention to detail required in the most demanding service environments.

An Immersive and Demanding Training Environment

The training at The International Butler Institute is intentionally highly demanding and designed to closely simulate real-world luxury service environments.

With the Head Instructor acting as the Principal, participants learn to care for, follow, and

anticipate the needs of high-profile clients around the clock.

The instructor may deliberately behave in an extremely demanding or eccentric manner, reproducing the attitudes and expectations often encountered when serving UHNW individuals and other high-profile principals.

This immersive approach creates a continuously challenging and stimulating environment that pushes participants to adapt quickly, maintain composure, and deliver exceptional service under pressure.

By facing these demanding scenarios, participants develop the discipline, resilience, and professional judgment required to manage complex requests and unpredictable situations.

The training is intense and pushes participants to their limits, but this very intensity becomes the ideal preparation for the extraordinary standards required in luxury private service.

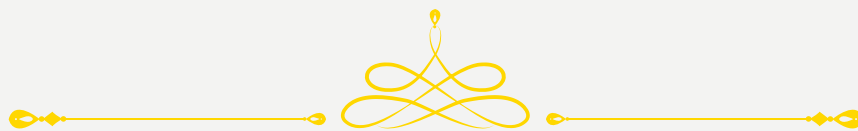
Where can trained butlers apply their skills after completing the course?

Trained butlers will have the opportunity to apply their skills in a variety of prestigious settings, including royal and presidential palaces, embassies, UHNW private residences, superyachts, private aviation, luxury trains, iconic hotels & high-end resorts, and many other luxury settings.

These opportunities can take place in some of the world's most renowned luxury destinations – from Monte Carlo, Gstaad, St. Moritz, Paris, London, New York, and Aspen, to exclusive private islands and prestigious locations across all five continents.

These environments offer a unique and refined professional experience, where TIBI graduates can demonstrate their outstanding expertise in delivering exceptional service and impeccable attention to detail.

Such opportunities allow them to thrive in some of the most elegant and exclusive settings around the world.



THE POST BUTLER COURSE PROFESSIONAL EXPERIENCES

What is the Professional Exposure in the Royal Palace?

The Professional Exposure in the Royal Palace is a highly exclusive, 3-month renewable placement offered to a limited number of top-performing graduates from The International Butler Institute. Taking place within a real Royal Palace in the Middle East, this program provides direct professional experience in service to a Royal Family, under the official authority of the Royal Household.

This once-in-a-lifetime opportunity includes round-trip flights to and from the Royal Palace, full board and accommodation in a private en-suite room, a discretionary pocket money allowance of \$5,000 per month, and the chance to be involved in official Royal events.

Selected candidates may also travel internationally to other Royal residences by private yacht or private jet.

The program is not included in the course tuition and requires an additional fee to cover organizational, medical, visa, and administrative procedures.

Access is strictly limited to the most promising candidates, subject to a personal evaluation, complete medical checks, visa approval, and proof of private health insurance and repatriation coverage.

A final certificate of participation is issued, and for outstanding candidates, future employment within the Royal Household may be offered.

This program represents an extraordinary gateway into the world of elite private service.

What is the professional Fast-track Program?

The Professional Fast Track Program is an exclusive, post-graduate opportunity offered to the top performing graduates of the Butler Course.

It provides immersive, real-world experience in managing luxury private estates and serving ultra high-net-worth (UHNW) clients.

This program serves as a bridge between academic training and a professional career in elite private service.

Key Features:

Selective Admission:

Only the most outstanding graduates are invited to participate.

Real-World Assignments:

Participants manage prestigious private villas across Italy and other international locations, catering to UHNW guests such as celebrities, royalty, and business leaders.

Leadership Role:

Graduates act as Assistant Head-Butler, leading a small, hand-picked team, ensuring service excellence that exceeds five-star standards.

To further refine adaptability and professional flexibility, the candidate may also be assigned to various villas, each presenting its own unique setting, rhythm, and expectations.

This rotational experience is designed to enhance the ability to seamlessly adjust to different environments while maintaining the highest standards of service.

Expert Mentorship:

The program includes supervision and guidance from industry experts, enhancing professional growth.

Comprehensive Support:

Accommodation are provided during the whole period.

Meals are provided during guest service periods

Duration:

The program runs from April through October, with a minimum commitment of six months to ensure substantial professional experience.

Certification:

Upon completion, participants receive a Service Certificate from the International Butler Institute, a credential that facilitates entry into the private service sector.

Career Advancement:

Exceptional performance may lead to direct job offers from clients, opening doors to long-term positions in luxury private service.

This program is a unique opportunity to transition from training to mastery, providing a significant advantage in the competitive field of luxury service.



ENTERING THE PRIVATE SERVICE SECTOR

Is it difficult to enter the private service industry?

Yes, absolutely.

Entering the private service industry can be challenging, sometimes discouraging, and often takes time.

The sector is highly competitive, with employers typically seeking candidates who already possess relevant experience and a solid understanding of the unique expectations and responsibilities of private service.

Moreover, the industry does not offer clear entry-level pathways.

Discretion, trustworthiness, and professional credibility are essential requirements, which naturally makes it more difficult for newcomers to enter the field.

However, these initial difficulties are typically limited to the early stages of a career and tend to disappear over time as the first professional opportunities begin to emerge – as they inevitably do for those who remain committed.

In fact, we believe that these early challenges can serve a positive purpose, helping to test and strengthen a candidate's true motivation to enter and succeed in the private service industry.

In any case, attending a first-class Butler school remains the essential starting point for anyone who intends to build a serious career in private service.

Unfortunately, many Butler schools do not explain these realities clearly, often leaving

candidates with the impression that employment will automatically follow graduation.

Presenting the situation this way is simply not honest.

At The International Butler Institute, we have chosen a radically different approach, consistent with our commitment to integrity.

We believe candidates deserve a realistic understanding of the profession before making their decision.

This is precisely why TIBI stands apart from any other Butler schools in the world: we actively support our participants in taking their first concrete steps into the private service industry.

To address properly these challenges, The International Butler Institute offer several Professional

Fast-Track program. Immediately after the Grand Butler Course.

Through carefully designed professional exposure opportunities, we help graduates navigate the initial stages of entering the private service sector.

Does TIBI help students find jobs?

The International Butler Institute focus is not only on training you, but also on helping you enter the private service world.

Our primary objective is to see our graduates employed, because their success ultimately becomes the most powerful testimony to the value of our program.

Indeed, the total absence of public meaningful &

transparent, not opaque, employment outcomes is often a clear indicator of the structural limitations of many Butler schools.

This is precisely one of the reasons why we operate with only one intake per year.

This structure allows us to dedicate the necessary time, attention, and effort to supporting each graduate in their initial job search.

We actively assist our graduates by matching the job opportunities we receive with their profiles and by sharing their professional profiles with reputable recruitment agencies specializing in private service.

Through our extensive professional network, we regularly receive job requests from employers seeking highly trained candidates.

While no serious institution can ethically guarantee employment, we remain deeply committed to supporting our graduates until the right opportunity emerges.

The process may take a few weeks or several months depending on the candidate's background, experience, and the opportunities available, but our objective remains constant: to help our graduates take their first step into the private service industry.

At The International Butler Institute, unlike many other Butler schools, our commitment to our graduates does not end when the program finishes. Supporting their transition into the profession is an essential part of our values of integrity, responsibility, and commitment to long-term career success.



ATTENDANCE SUPPORTING INFORMATIONS

What should participants consider before starting the course?

Due to the rigorous study program and demanding training schedule, participants are advised to arrive well-rested and in optimal physical condition to fully engage and perform at their best throughout the Grand Butler Course.

Do I need a specific visa to attend TIBI?

Visa requirements depend on individual circumstances, and we advise participants to obtain all necessary information directly from the relevant authorities.

Prospective students are responsible for complying with the immigration regulations applicable in our country.

For this reason, we kindly ask candidates not to involve The International Butler Institute in visa related matters, as these must remain a private responsibility.

What costs are not covered by the school?

All program-related expenses are fully covered by The International Butler Institute.

The only costs not included are private expenditures, such as accommodation, meals, entertainment, and personal outings.

Rome is one of the most affordable cities in Europe.

Monthly housing expenses are approximately €600 when sharing a room.

For food, you can budget around €200 per month.

Does TIBI suggests any specific Accommodation arrangements?

Yes, all participants are required to book accommodation at *RESIDENCE BALDUINA*.

Its contact details can easily be found online.

Please note that The International Butler Institute has no commercial relationship with this residence.

We recommend it purely for its practicality and proximity to the training location.

Due to the intensity of the training program, it is not feasible for participants to have long commuting times.

For this reason, accommodation located very close to the training centre is essential.

The residence is just a 10-minute walk from the training centre and offers spacious, modern rooms with private bathrooms, a study area, Wi-Fi, laundry facilities, and cleaning services upon request.

Each room also includes a fully equipped kitchen, and a supermarket is conveniently located directly just in front of the residence.

After passing the selection phase, participants will also receive information regarding the possibility of sharing accommodation with fellow course attendees, allowing them to share expenses and further reduce their living costs during the program.

What happens if I get sick before or during the course?

Will I lose my money?

No, you will not lose your money.

In the event of illness preventing attendance before the start of the program, we may offer the possibility of transferring your participation to a future course session.

However, in order to benefit from this courtesy - which must not be interpreted as an obligation on the part of The International Butler Institute - we

kindly require that the full program fee be settled in advance.

Otherwise, any deposit already paid will be forfeited.

If illness occurs during the program, participants will have the opportunity to attend the missed training days during a future session.

Should the participant prefer to repeat the entire program, this will be possible by paying the pro rata temporis cost of the training days to be repeated, together with any difference between the amount already paid and the program fee applicable at that time.

Why are surprise room checks conducted during the Grand Butler Course, and what is their purpose?

Surprise room checks will be conducted as part of the evaluation process.

All rooms must meet the standards that will be communicated at the beginning of the Grand Butler Course.

This practice is essential because, in real life, employers or their representatives may visit your residence without prior notice – and most of the time you will not even be informed that such an inspection has taken place.

The way you maintain your living space reflects not only on your professional image, but also on your attention to detail, discipline, and respect for high standards.

These surprise inspections are designed to prepare participants for the real expectations of luxury private service environments, where such evaluations will occur at any time.

This practice perfectly illustrates our strong commitment to leaving nothing unaddressed, ensuring that every aspect of professional conduct is covered in order to craft the finest private service professionals in the world, down to the smallest detail.

Does The International Butler Institute have a pledge that participants must learn?

Absolutely, yes.

The International Butler Institute has a pledge that all participants are required to learn and memorize.

This pledge is an important part of the training, embodying the values and principles of the Institute.

Memorizing the pledge helps participants internalize the high standards of service, professionalism, and dedication that are essential in the world of luxury service.

It serves as a constant reminder of their commitment to excellence throughout the Grand Butler Course and in their future roles.

Why is punctuality important during the Grand Butler Course?

Punctuality is a fundamental expectation at The International Butler Institute, as it reflects the professionalism, discipline, and commitment required from motivated participants.

It ensures the smooth running of the program and maximizes the learning experience, while preparing candidates for the demanding standards expected in professional environments.

Just as in any serious workplace – and particularly in the Butler profession – lateness is not tolerated.

Any delay has a negative impact on the participant's performance rating.

Repeated lateness may lead to disciplinary measures, and in persistent cases, may result in exclusion from the Grand Butler Course.

Punctuality at our Institute follows a strict principle:

the scheduled time plus five minutes early.

Arriving at least five minutes before the required time is considered the standard.

These are firm rules, reflecting the discipline and reliability expected in the Butler profession.

Is alcohol allowed during the course at The Royal Private Service Institute?

Absolutely not.

Alcohol consumption is strictly prohibited for the entire duration of the Grand Butler Course. This rule is essential to maintain the level of discipline, focus, and professionalism required by the program.

The intensity, rhythm, and concentration demanded by the Grand Butler Course are not compatible with alcohol consumption.

Failure to respect this rule will lead to immediate exclusion from the program.

Furthermore, the use of any illegal or narcotic substances is strictly forbidden and will also result in immediate dismissal from the course.

These standards reflect the level of professionalism, self-discipline, and personal responsibility expected in the Butler profession and in the environments where our graduates will serve.

Are there any other restrictions to respect during the course?

Yes, absolutely.

Smoking is not permitted at any time during the program, including during working hours, breaks, or field trips.

Participants who smell of cigarette smoke or electronic cigarettes will not be admitted to the Grand Butler Course sessions.

While this rule may initially seem strict, it reflects a fundamental standard in the world of elite private service.

In UHNW environments, smoking is widely discouraged, and butlers are expected to maintain a neutral and discreet personal scent at all times, ensuring that their presence never causes discomfort to the principal or guests.

In most cases, the only tolerated exception in such environments relates to the occasional handling of high-quality cigars within appropriate service contexts.

This rule also supports participants' well-being and physical readiness throughout the demanding Grand Butler Course.

In fact, some participants use the duration of the program as an opportunity to successfully stop smoking.

Participants should clearly understand that a world-class butler does not smoke.

Why don't you offer an online version of your program, like some others do?

The International Butler Institute does not offer online training – and never will.

Indeed, we do not consider online training a serious approach to Butler education – far from it. Online courses often serve primarily to artificially extend program durations – and therefore their prices – without providing any real educational value or genuine professional expertise.

At TIBI, we teach the True Art of Service, a discipline that demands hands-on, real-world practice under expert supervision.

This craft cannot – and will never – be taught online.

We fully understand the convenience that online training may appear to offer.

However, our objective is not to provide convenience, but to train the best Butlers in the world.

Furthermore, an online Butler training program carries virtually no credibility in the professional market, especially in the eyes of demanding employers in the private service sector.

A Butler education must demonstrate rigorous in-person training and real operational experience to be taken seriously.

In reality, the only perceived advantage of online programs is often their price.

However, the highly competitive cost of the TIBI program renders this argument largely irrelevant, while still delivering a level of training and professional credibility that online courses simply cannot match.

For a profession that demands excellence, discipline, and mastery of real-world service, there is no substitute for in-person training.

THE INTERNATIONAL

Butler Institute

BY ROYAL APPOINTMENT

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