

# Charm offensive

*A new course aimed at Budapest's lonely hearts provides clients with 50 ways – or more – to meet their lover*

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Wondering why one ostensibly confident and successful businessman couldn't achieve the same kind of impressive results with the ladies, Kornélia Tóth set upon a course of action to get to the root of the problem. And having soon discovered that many men endure such a predicament in a world in which work sometimes takes precedence over personal lives, she developed the "Randiguru Tréning" program to develop the dating skills of lonely professionals.

"It was obvious that [the man in question] was talented, intel-

ligent and attractive, and he also spoke several languages. I thought there might be another problem lurking beneath the surface, so I looked for what that might be," says Tóth.

Further propelled by her own experiences, Tóth, who also runs a training school for models and Kornélia **Produkción Iroda**, an event organizer and hostess and model agency, set out to find some teachers and then put together a program.

"We assessed that he was communicating poorly with women, was rushing around too much,



Tóth

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## ROMANCE

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and wasn't able to concentrate sufficiently on the feelings and emotions of another person," says Tóth.

"This particular man's problems turned out to be fairly typical, she adds.

"Men can be successful, confident and masculine in the work environment," says Tóth. "But, for some, as soon as they step out of this familiar environment – which as managers they might have control over – they lose their confidence."

For some men, it's hard to adjust to a society in which more and more women are the ones doing the chasing.

"Men were earlier seen as the hunters, and many men today are uncomfortable with stronger females," she adds.

For others, on the other hand, the pursuit of career, wealth and its trappings divert their attention from being suitably romantic.

"People often let their careers take over, and are more worried about where their next mobile phones and cars are coming from," Tóth says. "Before they know it, they wonder why they're alone and finding it difficult to meet the right person."

### Appearances count

Tóth's clients range from 19 to 50 years of age, and include a broad mix of professionals and university students. Of the 100 or so people that have signed up for the Randiguru course, men far outnumber women, although Tóth says the latter have also benefited from taking heed of the tutors' advice and consultation.

"One female client came to us when she was in a faltering relationship. She didn't feel she was being treated as a woman by her partner," recalls Tóth.

After three consultations, the woman said her partner changed completely.



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"We taught her to talk about things, to be patient and not hysterical, and also to pay more attention to her appearance, and she got a completely different response from her partner," she says.

A team of between five and seven teachers delivers the training at three locations in Budapest. The team covers a wide range of skills related to charming the opposite sex. The training includes psychological preparation and psychotherapy, as well as personality analysis. Also, stylists are on hand to help improve physical appearance, while lessons in etiquette are available to sharpen one's manners.

The course syllabus, developed by Tóth and her team, also draws on professional literature. Tips are often sent out to students by SMS. Coaching is also provided to enable participants to choose more suitable and conducive date locations, as student and tutor alike assess the pros and cons of various options. Emphasis is placed on understanding the opposite sex.

Another practical feature of the course is that each course element is put to the test

in a real-life situation, such as in a bar or disco, getting the student to learn when and how to "make a move."

While Tóth says a trainer will never say "no" to a student's choice, providing the student is prepared to engage with the object of their desire, they tend to encourage them to pursue someone realistically within their reach. The tutor encourages the pupil to talk to a potential partner, and then gauges the reaction. Afterwards, they offer further advice on how to make a more effective approach, if that's what is needed.

"If it's a long-term relationship that's sought, we encourage finding someone from within the same age group," mentions Tóth.

Laci, a manager in a building firm, has been taking the training for one and a half months, and while the instruction is still ongoing, he says he's learned many new things that better equip him to deal with romantic life.

From paying more attention to his clothing to understanding more about himself,

the training has enabled Laci to become more confident, and to ultimately understand the woman's point of view.

"All men know something about women, but not necessarily the right things," says Laci. "And it's important to know that each woman is different."

Tóth stresses that one aim of the training is for the participant to suffer fewer rejections from the opposite sex, but not to train people to become masters of instigating short-term flings. The focus is rather on how to establish long-term, meaningful relationships.

### Individual touch

Training sessions involve a maximum of seven people, although most attendees favor individual tuition.

"One-to-one coaching is favored," says Tóth. "Hungarians like to sort things out alone, and are reluctant to reveal they might have problems in this area."

The amount students pay depends on how much tutoring they require, she adds.

While Tóth says she does not believe she has any serious Hungarian competitors, she has observed since launching her program that courses in flirting and seduction have become more common. However, she claims that none of these rivals deal as effectively as Randiguru with how to solve problems between existing partners.

While Randiguru Tréning is conducted primarily in Hungarian, English is another language option, notes Tóth.

The course developer tends to rely on word of mouth from satisfied customers to promote her product. As for guarantees, there is no diploma or official certificate, but Tóth compares her approach to that of a language school in which the school does all it can to facilitate learning to help students cope better in the outside world.

"It's unfortunate that so many middle-aged people are scared of the opposite sex," Tóth says. "Our aim is reduce the amount of unhappy, lonely people out there."