



THE INFLUENCE BUSINESS

Raise your level of influence

'HOW WE DELIVER'

We work with individuals, talent groups and at conferences to help raise peoples' gravitas and level of influence so they can sell themselves, their ideas and their services more effectively.

We start on the assumption they are technically good at their job. Unfortunately, for client facing professionals, whether they are facing internal and external clients, technical ability alone is frequently sufficient and it is seldom a differentiator. Our training and coaching is designed to help them differentiate themselves and their organisation successfully and stand out from the crowd.

There is little in the communications and influencing world that is fundamentally new and probably no single behaviour or skill that by itself will totally influence a client. Acknowledging this, we aim for your people to leave our training with a number of 'one percenters' which, when combined with others can really tip the balance. We reinforce this with ongoing follow-up support in the form of short videos that focus on key elements of the programme they attended.

So why should you work with us?

Our clients tell us that... *When The Influence Business works with us, something really does change the next day!*

What you will get:

- Greater gravitas and impact through attending our programmes.
 - Most workshop programmes delivered in a half day session.
 - Short follow-up videos to reinforce key programme points as ongoing programme support.
 - Highly practical and enjoyable programmes with participants acquiring not only new skills but crucially, the **confidence** to use them for real.
 - Small numbers for workshops resulting in individual focus and bespoke solutions.
 - Actor associates where participants benefit from 'client' interaction and practising a conversation (the majority of our programmes).
 - Video review playing a key role in inspiring confidence.
 - Our Associates come from different business backgrounds, matched to our your needs.
 - One-to-one coaching; small, bespoke workshops; and short, high impact programmes for conferences and events.
- Programme areas are around:
- o Networking
 - o Winning more work
 - o Impact and confidence
 - o Presenting
 - o Negotiating
 - o Promotion interviews
 - o Leadership

We work with a broad range of Professional Service firms, mainly in Europe and the Middle East in the legal, financial and construction sectors. Examples are: (*Legal*) - Clifford Chance, Clyde & Co, Baker & McKenzie, Cleary Gottlieb, DAC Beachcroft, White & Case. (*Consultancy*) - KPMG. (*Accountancy*) - Crowe Clark Whitehill. (*Real Estate Investment*) - Patrizia. (*Construction and Project Management*) - Sir Robert McAlpine. (*Revenue Management*) - RMS.

The Influence Business Ltd St James House 3 Kensington Square London W8 5HD UK

E info@TheInfluenceBusiness.com T +44 870 428 8191 M +44 7947 308274 W www.TheInfluenceBusiness.com

REGISTERED IN ENGLAND NO 5860154 REG. ADDRESS 3 DERYN COURT WHARFEDALE ROAD PENTWYN CARDIFF CF23 &HB VAT REG. NO 892 187094