



THE INFLUENCE BUSINESS

Raise your level of influence

PROMOTION INTERVIEWS

Overview

This **one and a half day programme** is designed to help those in the partnership selection or promotion process identify and present their personal business cases - why they rather than someone else should be selected. The programme concentrates on uncovering their personal and professional qualities and presenting them in a manner that clearly demonstrates the benefit of their selection. While valuable to all, it is especially welcomed by those presenting to committees in a foreign language and of a different culture.

The programme comprises three parts:

- A two four-hour one-to-one coaching session to tease out their personal business case.
- A half-day Advanced Presentation Skills programme, either one-to-one or in a small group to develop the fundamentals of presenting their case.
- A half-day one-to-one session where participants present their business case to 'the committee' (the coach). This is videoed and may be repeated several times. It also includes the practical experience of handling questions.

By really understanding the personal value they can bring to a proposal, this programme also helps participants sell themselves much more effectively to clients.

Aim

To uncover and develop their personal business case for promotion, including partner selection; to develop the ability to present their case in a relaxed, authentic and confident manner so that the selection committee (or client) will see them at their natural, relaxed best and buy into both them and their proposition.

Outcomes

At the end of the programme participants will:

- Understand and have identified what makes them an attractive proposition
- Have greater influence when presenting
- Present more confidently, knowing that they do so with poise, credibility and conviction
- Get to the point more quickly
- Engage more with their audience, holding their attention
- Read and adjust to audience non-verbal signals
- Structure their message more effectively, making powerful use of relevant, personal examples
- Understand the value that good speaking notes can make
- Handle questions with confidence



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Methodology

This programme uses a mixture of training and coaching and benefits from extensive video review.

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