



# THE INFLUENCE BUSINESS

*Raise your level of influence*

## PERSONAL IMPACT AND INFLUENCING

### Overview

This is a highly practical programme for **up to four** senior participants and tailored entirely to their personal requirements. They start with a **half-day** group programme where they explore some of the key behaviours of what 'good' might look like for them as individuals. This is then followed by **one-to-one coaching** sessions, generally each lasting **2 hours**. With the two coaches, this programme can be completed in one day.

Impact and the ability to influence can be raised through adopting behaviours that have the desired effect on the other person. We all have the ability to change and this programme seeks to help participants adopt or bring to the fore their own behaviours in an authentic manner. To change behaviours requires the confidence to do so, which this programme provides through the group programme and ongoing coaching.

### Aim

To maximise individuals' positive impact in pitches, presentations, meetings and interviews.

### Outcomes

Participants will be able to:

- Tailor their communication style to suit the situation and the audience
- Demonstrate increased self awareness regarding positive and negative aspects of their communication style and develop appropriate strategies
- Show increased personal authority and gravitas
- Inject greater energy, emphasis and persuasive power in their spoken communications
- Show heightened awareness and control over body language and speaking style

### Methodology

The group session involves a coach and an actor/coach-facilitator, both of whom are available for the one to one coaching sessions. The group session will start with a simple scenario to be agreed with you (possibly around a pitch) with participants paired off to present to the 'client' (actor and other pair). Video review captures the behaviours of the team; learning points are discussed. Building on the feedback to date, the teams change places, re-brief and present for the second time.

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