

# THE INFLUENCE BUSINESS

*Raise your level of influence*

## DEVELOPING PERSONAL IMPACT AND PRESENCE

### Overview

This interactive, experiential **half-day** programme for up to **6 participants** will give you practical techniques to help you build your presence and impact. You will learn ways to increase your gravitas and credibility and positively enhance how you are seen by others.

As an executive, confident communication skills and personal impact are vital in developing a strong personal brand. The ability to project a confident, authentic presence will help you influence others and enable you to sell yourself and your ideas more effectively. This programme will focus on what you can do to develop your impact and influencing skills to make a great first impression and build greater confidence when managing relationships.

In the world of professional services, being technically competent is assumed. However, to be successful, you need to be remembered for the right reasons and also for what you can offer others. Having an engaging presence and strong personal brand are two of the most important contributors to your ultimate success.

### Aim

To help you enhance your personal impact and presence.

### Outcomes

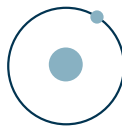
At the end of the programme you will:

- Understand what makes charismatic leaders stand out
- Know how to enhance your Communication, Gravitas & Image
- Know how to project the right image for your audience
- Explore the impact of body language on yourself and others
- Understand the meaning of 'gravitas' and how you can enhance yours
- Understand how high status behaviours are manifested
- Learn how to project confidence and gravitas when it matters.
- Understand the importance of EQ when managing self and others
- Learn how to engage with others, build rapport and leave a memorable impression
- Discover new strategies for influencing others
- Understand how to define your 'brand promise'
- Know how to communicate your brand message
- Have practical ways to increase the reputation and reach of your brand

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### **Methodology**

The session will be interactive with a mixture of tutorial, thought provoking discussions and exercises. Delegates will come away with practical tools and actions. The programme will reference Patsy Rodenburg's work on developing an authentic personal presence and will focus on the skills and behaviours associated with charisma and impact.

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