



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 seldom sufficient and 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 in real situations under pressure.
 - Small numbers for workshops resulting in individual focus and bespoke solutions.
 - Corporate actor associates where participants benefit from 'client' interaction and practising a conversation in a realistic though totally safe context.
 - Video review playing a key role in inspiring confidence.
 - Associates coming from different business backgrounds, matched to 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 though not exclusively 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.

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