



## COMMUNICATING WITH IMPACT

**Effective communication** within internal teams as well as external stakeholders to ensure smooth flow of operations, **make an impact** in interactions and speak with **passion and conviction**



PENGUIN  
RANDOM HOUSE  
INDIA PVT. LTD.

maynardleigh  
associates

# Your Need As We Understand

## Situation

The participants' profile consists of **10 professionals** of **Managerial levels** i.e. at the **AM/M/Sr.M** positions, who are all individual contributors working in Marketing, editorial, design and digital marketing, people functions. The average age of the target audience is between **23-32 years** with a **professional experience range of 2-7 years**. While these professionals are smart and intelligent, the teams need the following:

- Editorial – Needs to be able to pitch effectively to authors and internally as well
- Marketing - Be able to work well and effectively with numbers
- Design – Need to focus on providing information to copy editorials on time without delays
- Digital Marketing – To focus on getting the books up on digital media and publicizing it on time

## Problem

On the basis of informal discussions, observation from the leader and failure of a few published books, issues being faced by the target audience are:

- Lack assertiveness
- Ownership/Zeal is missing
- Low confidence levels
- Lack of effective communication within teams

## Implication

If the above mentioned issues are not looked into, the following implications might arise:

- The Right book might go out and the Wrong book might come in
- Delay in timelines given to the authors
- Loss of credibility with authors due to ineffective communication if the end result is not what they had imagined or expected
- As a result of not adhering to timelines marketing is delayed due to the slow design process of books
- Delay in processes due to ineffective communication between teams

## Need

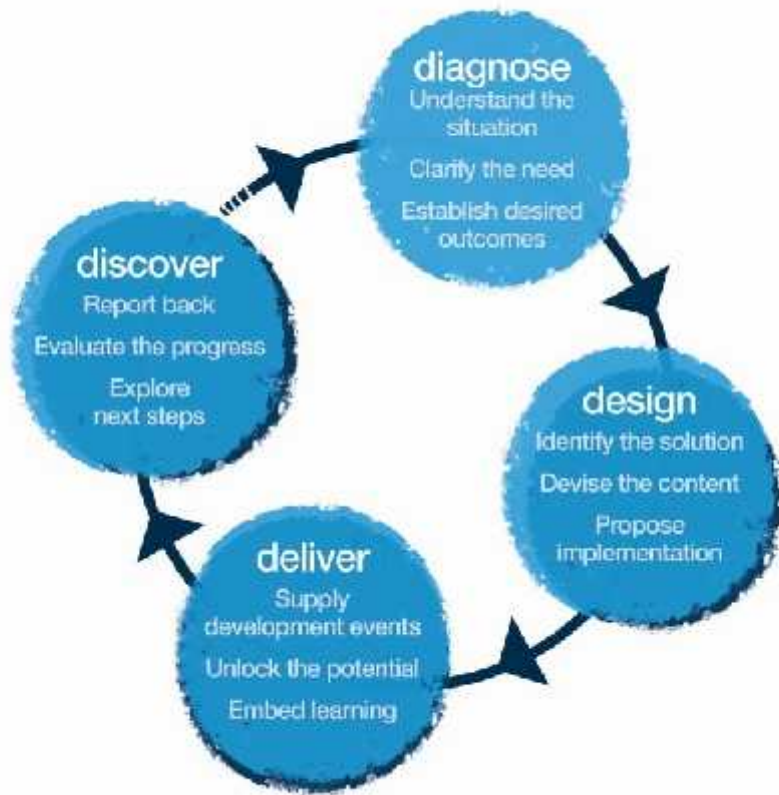
Penguin Random House wants Maynard Leigh to provide them with a practice based solution to help address these areas of concern. The learning intervention should be a one-day long to be continued by a follow up session and focus on improving their communication, being confident while giving statements and become more process oriented so as to facilitate smooth publication of content with a keen eye for detail. Measurement of the outcome of the workshop will be done during the mid year performance discussion and immediate feedback from the participant's managers.

## Proposed Solution – Communicating With Impact Workshop

The current scenario demands engaging the participants in a workshop that shall help unlock their potential and address the problem areas that have been discovered. We thus recommend a **1 day personal impact workshop** during which the participants can hope to learn the following:

- **Ownership/Zeal:** Take ownership and responsibility of the work assigned
- **Build Confidence:** Convey your ideas with conviction and quality
- **Effective Communication:** Be able to communicate clearly and ensure timely communication
- **Improve TAT:** Be able to reduce delays by adhering to deadlines

## Our Approach – The 4D Model



We would start with a further **diagnostic** conversation with different participants in your organization . We may also run an online profile to gauge the feedback for individuals to then **design** experiences delivered using theatre methodologies in the workshop along the lines indicated in this proposal.

The experience for the leaders would be **delivered** by an experienced MaynardLeigh facilitator. We pride in creating unique experiences which would help the team connect back to their behaviour's at work and otherwise.

We would recommend a **discovery meeting** with you after the workshop has been completed in order to get feedback on the themes and issues that were uncovered.

**maynardleigh**  
associates

## Our Approach – The 4D Model – Diagnose

### Diagnose

We would want to spend time to undertake some pre-work in conversing with the participants, which would enable us to customize the solution for your exact needs:

#### Requirements:

- Telephonic conversation with 6 participants(1 each from Marketing, Editorial, Design, Digital Media, People and Legal) – half hour sessions each
- Telephonic conversation with 1 or a few Managers who manage either of these participant groups

#### Our Curiosity:

- Current State - what's working, areas of strengths, challenges, etc.
- Current scenarios of internal communication between teams(Design, Marketing, Editorial, Digital)
- Gather anecdotes, examples & situations relevant for the workshop
- Get to know their work flow and day to day responsibilities
- Relationship shared with authors



## Our Approach – The 4D Model – Design

### Design

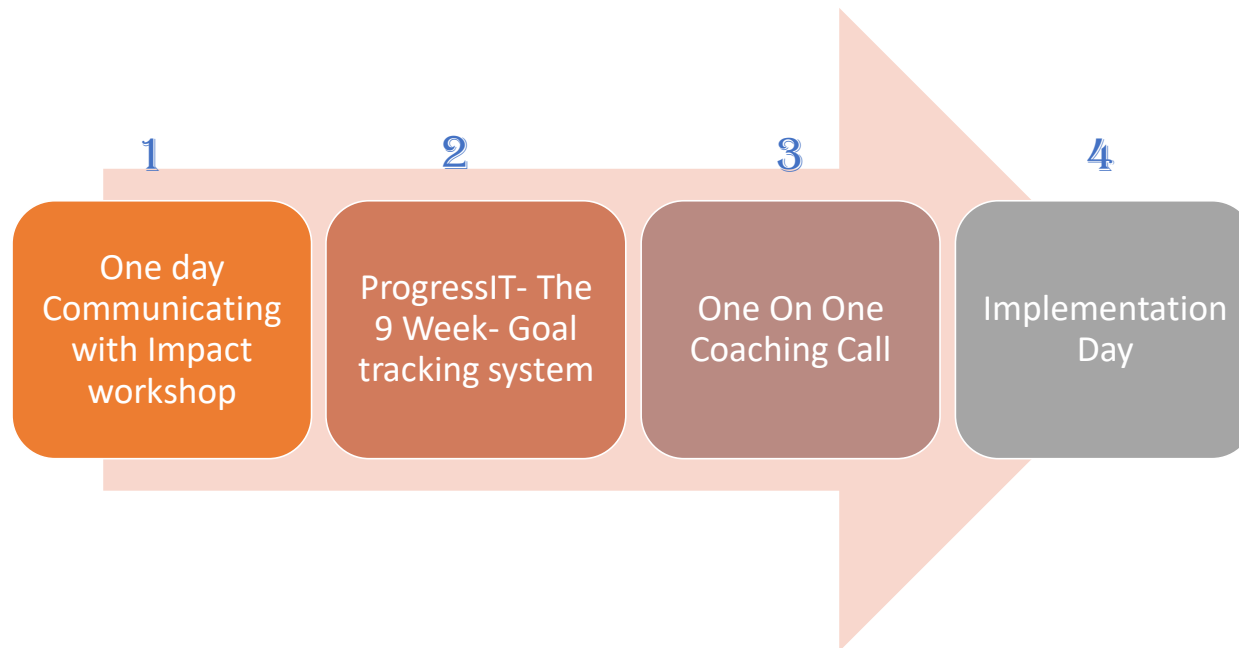
Post the diagnosis we shall get into designing a customized delivery solution for your participants and we shall aim to provide the following 3 things:

**Diagnosis report:** A report is generated which would reflect the outputs from Diagnosis (The identity of the participants would be confidential).

**Design Customization:** The consultant will design the final objectives and customize the content of the learning intervention. Modules of the workshops are designed, activities are mapped to the examples, new handouts are drafted based on the content.

**Design Presentation:** The final objectives and design of the learning intervention are presented to the learning partners/stakeholders via skype/call/in person

## The “Communicating with Impact” Journey



## At the end of the journey participants should...



### ***Think:***

- By clarifying the aim of my interaction, I am aware of the impact I would like to create on the other person
- To establish my credibility with the authors, I will be proactive in my communication
- To manage relationships with internal and external stakeholders, I need to keep my focus of attention on them.



### ***Feel:***

- **Comfortable and assertive** in communicating across teams
- **More present** to gauge gaps while pitching for a book
- **Equal** while interacting with authors/clients



### ***Be more able to:***

- Confidently pitch to the authors based on the available content
- Assert my reasoning for the actions that I shall undertake
- Proactively communicate in case of delay in meeting timelines
- Gain buy-in and create impact through increased personal charisma



## Step 1

# Communicating With Impact Journey – Day 1

Narrative	Session	Session Details	Methodology
Getting acquainted with each other	Welcome and Warm up	Getting the participants in a PLAY state, ready to dive in and Experience!	Theatre exercise
A highly engaging activity that helps one understand their own behaviours' around communication and their impact thereof.	Communication DNA	A fun game on identifying communication strengths and areas of development ( Looks deceptively simple but tests the water very easily !!) Practical insight on how communication impacts the results	Team Game
Seeing our patterns of communication identifying the emotions they lack/or not able to express comfortably.	Emotional Expression	How important it is to be able to emotionally express ourselves & convey a message appropriately	Participants in pairs expressing around 20 - 25 emotional statements (based on sad, glad, mad & afraid).
Status and assertiveness are not dependent on job, position, class, it can be used flexibly, depending on the moment to moment purpose. Any uncomfortable conversation has elements of courage and consideration. We need to constantly move towards balancing the two.	Status or Assertiveness	Mind-body-breath are connected. Any one of these affects the other two. Just changing your body, voice, eye contact, pace, can affect the level of confidence you feel. Just learning to tweak these can make you a status expert. Or Exploring states of being submissive, passive aggressive, aggressive and assertive through a role play with multiple responses.	Theatre exercise
Stepping in other person's shoes and creating empathy towards them.	Empathy: Character Profile	What is going on in the other person's world? Exercise on "Character Profile" or need want desire	Participants divided into two groups. Facilitator led discussion
Even before you head for an interaction, you have an absolute clarity about the change to be suggested	Clarifying the AIM	Clarifying the objective. What is the purpose of any communication (written or Oral) What could positive outcome look like Working with purpose & performance objectives	Participants in pairs enacting scenarios (based out of work life like case lets OR can be given by the facilitator
Capable in influencing outcomes of meetings/discussions. Comfortable in influencing people and teams. Building rapport with stakeholders	Chemistry (Using Meeting Simulation)	Attention-Choosing where to focus. Focusing attention on the other person or people. Interdependence-Working creatively in partnership and collaboration with others.. Rapport-Mirroring and developing sensitivity to others, Developing empathy, Understanding the other person.	Facilitator psychodrama Participant exercises

## Step 2

### **Progress IT - Online goal tracking**

- A nine week support service for people on learning events
- Participants choose behavioural goals from their development event
- E-mail reminders seek participants' updates on progress
- Records "best opportunity to make progress next week"
- Participants record what they've learned
- Produces a Business Benefits Report

## Step 3

### **One on One Coaching Call**

- 45 minute coaching call between consultant and participant
- Participants share their challenges and successes while implementing the goals
- They rehearse, get feedback and learn tools which would take their performance to the next level

## Step 4

**Implementation Day.** The participants come back in the workshop space to share obstacles faced while implementing the learnings from the workshop. These are then explored using role plays, forum theatre techniques etc. with the intention of exploring possibilities & creating tangible ways of addressing the challenges/obstacles.

## Commercials and Terms & Conditions

<u>Diagnose &amp; Design (For the whole Intervention)</u>		
Half Day Diagnostic Interviews + Half Day Design ( creating report, customizing design, presentation of design)- 1 day worth of investment		INR 66, 500/- (One time charge)
<u>Delivery (for each batch of 10 participants)</u>		
<u>Activity</u>	<u>Investment</u>	
Professional Fee for delivery – Personal Impact Workshop	INR 66,500 Per Day per consultant X 1 Day X 1 Consultant	INR 66,500/-
One on One Coaching Call	INR 6200 X 10	INR 62000/-
Professional Fee for Implementation day ( <b>Optional</b> )	INR 66,500 per day per consultant X 1 day X 1 consultant	INR 0/-
Total Investment for 10 participants		INR 1,95,000/-
Cost per participant		INR 19,500/-

- Client is responsible for providing venue, conference facilities, AV equipment.
- Travel outside Delhi NCR - Air, stay & airport/ venue cab transfers to be taken care by the client.
- Travel inside Delhi NCR - at Rs. 12.00 Per Km.
- Not inclusive of applicable taxes (service tax @ 15.00%).
- A commercial contract will be signed before the execution of the project.
- 50% of cancellation fee will be charged on any cancellation or postponements that occur within 3 to 20 working days of the confirmed date of delivery.
- 100% of cancellation fee will be charged on any cancellation or postponements that occur within 0 to 2 working days of the confirmed date of delivery.
- The above commercials are valid till the 31<sup>st</sup> March 2018
- Contracts, legal & accounting paperwork (including billing & payments) will be in the name of “Life Strategies Humancare Pvt. Ltd.”

## Room Layout Required



We love alternative ways of setting up a workshop! Creating an atmosphere where the participants feel absolutely comfortable, yet challenged. In this workshop, the use of theatre, team games and experiential methodologies are essential ingredients, hence we'd require ample place to move around and make noise.

Please book a space with ample natural light (Yes, we want sunlight streaming in) and no fixed furniture for the participants to work with Maynard Leigh consultant.

## Things Required at the Venue

For the workshop, we will need the below mentioned:

- LCD projector and projection screen
- UPS Power Back-up for Laptop, LCD projector & Laptop speakers
- TV with Remote for Video playback (Day 1)
- External speakers (for laptop connectivity). The external speakers should be loud enough for music playback
- White board & White board markers (2 blue, 2 black, 2 green)
- Flip chart and Flip chart stand with suitable clips
- Color pens (Normal sketch pens - about 30)
- Notepads and pens (for participants)
- Blu-Tac (This substance is used to stick things, posters or paper on the wall)
- 20 A4 Size normal and drawing sheets
- 2 tables for the consultant( one will be used for the projector and the other for keeping the handouts)



*THANK  
YOU*

