



Cognizant



IMPACT & INFLUENCE



Create first impressions, engage in purposeful conversations, build trust with internal and external clients

Solution:

How to build, deepen, extend and sustain strong client relationships

Client engagement starts from how an individual understands customer needs, articulates it for the team, solves the client query and proceeds towards building a lasting relation. It brings the formal systems that companies use to life by putting each person's questioning, listening, envisioning and consulting skills under the spotlight. We will also include the ability of leaders to motivate, develop and inspire team members to deliver the services. The model is a red thread to the learning journey-



A

- CLARIFY:** Have a distinctive look and feel
- EMBODY:** Align to the company, show integrity
- CONTACT:** Be proactive , transmit energy, first impression count

C

- FIRST DATE:** Discover the other person, make a lasting impression
- FLIRTING:** Build rapport, encourage chemistry
- COURTING:** Work together, add value
- COMMITMENT:** reach for another level

T

DEVELOPING

- TRUST:** -Developing credibility, reliability, intimacy and self orientation
-Troubleshooting
- PARTNERSHIP WITH TEAM MEMBERS** : Develop and involve team members who enable service to the client
- LOYAL FRIEND:** Mutual commitment, the client's first choice and port of call.

Learning Objectives: Impact and Influence. Post the workshop, participants will:



Think

- First impressions are important, I need to be consciously aware of my impact on others
- Every interaction, presentation is a moment of impact, I will make them count
- I need to be clear with my aim to have purposeful conversations
- To collaborate with my team, I need to increase my level of communication and build relationships
- Building personal connect with the clients is the key to their experience with Cognizant
- I can only delivery good results if I consciously motivate and develop my team members.



Feel:

- **Confident** about making an impact in communication
- **Excited** about unlocking others potential
- **Prepared** to have purposeful conversation
- **In control** of my nerves
- **Motivated** to develop others in my team.



Be more able to:

- Build trust and increase confidence
- Have compelling conversations
- Talk effectively and persuasively
- Create impact in communication
- Use listening, probing and rapport with internal and external clients
- Manage performance gaps and act as a coach

Impact and Influence: Day 1 (with 14 participants per consultant per batch)

Narrative	Session	Session details	Methodology
Participants get ready and energized for the day. The purpose is to ensure that they are comfortable in their skin. MLA facilitator and participants get acquainted with each other.	Warm up exercises Brief Encounter	<ul style="list-style-type: none"> Welcome Love Game will be played to divide the participants in 4 group Maynardleigh & participant Introductions 	Theatrical warm ups
	Context Setting	<ul style="list-style-type: none"> 1 Billion \$! How would you reach there? What skills will become relevant in order to reach this? This workshop will focus on your and your team's ability to Impact & Influence! Participants share experiences where they were able to extend relationships with a service provider. Introduce ACT! 	Experiential Context setting
ATTRACT			
We are always being seen and present our personal brand.	Party Mingling On and Off modes Masks	<ul style="list-style-type: none"> ON = When you know you're being seen and having to represent your personal brand. OFF = Those unguarded moments when you are being watched and you re not aware of it. 	<ul style="list-style-type: none"> Experiential activity Group insight
First impressions are important. We need to be constantly aware of our impact on others during our first interaction.	The first impression	<ul style="list-style-type: none"> What creates the first impression How internal customers or clients see you on first meeting. How we would like to be seen; how we fear we are seen; and how we are actually seen. Feedback on first impressions (connection to DISC) 	Facilitator led
We all have our own personal brand we communicate. Who am I? what do I stand for to attract client/stakeholder?	Personal Brand	<ul style="list-style-type: none"> People are expected to have distinctive individuality that has a special contribution to make. So we Explore: Why you? What's your point of view? What are your opinions. What's the point of you? What's your purpose. Where do you take a stand? Participants prepare a point of view presentation(what do I care about? What is important to me?) 	<ul style="list-style-type: none"> Worksheet exercise Individual presentations.

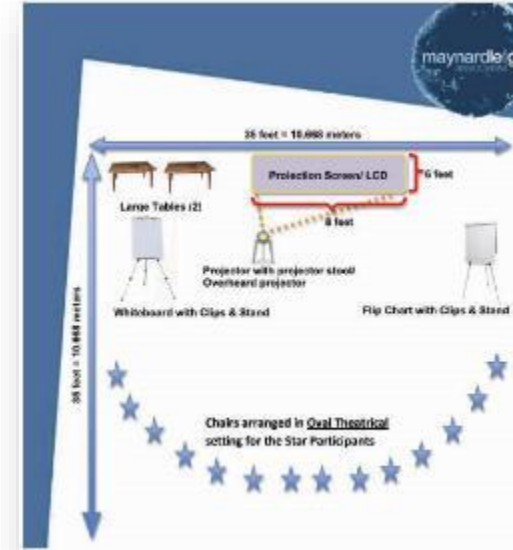
Impact and Influence: Day 1 continued....

Narrative	Session	Session details	Methodology
CONNECT			
Understanding the consultative approach. What does it take to truly become a partner versus a service provider.	SPIN Model Introduction	<ul style="list-style-type: none">Understand what's the story- Get to know the situation, problem, implication and need to provide the Solution. Having consultative approach.	Facilitator led presentation. Participant exercises.
To be able to add value to the client, another level of interaction is required where we listen, probe carefully to be able to get past the generic tone of pitching.	Listening, Probing & Developing Rapport	Share a routine Story! What am I listening for: to respond, OR to help & understand? Bridges and Barriers to listening. Human Library The only way this book will open, if you ask the right questions. Mirroring Mirroring in thoughts, feelings, action, tone and status.	A series of quick exercises led by the facilitator.
The kind of questions we ask in the first meeting, establishes the relationship and opens up business opportunities	SPIN	Participants work in pair and role-play a short first meeting between a possible client and consultant.	Facilitator led presentation. Participant exercises.
Homework	SPINS / PPSAAO Pitch	Participants prepare a pitch - using SPINS (Situation, Problem, Implication, Need and Solution) OR PPSAAO (Push, Pull, Support, Anticipate, Answer and Offer).	Facilitator led presentation. Participant exercises.

Workshop design : Impact and Influence: Day 2.

Narrative	Session	Session details	Methodology
Participants get ready quickly reviewing what they have learnt from the previous day	Recap from Day 1	Theatrical warm up Play & Express yourself	
CONNECT			
	SPINS / PPSAAO Pitch	Participants pitch - using SPINS (Situation, Problem, Implication, Need and Solution) OR PPSAAO (Push, Pull, Support, Anticipate, Answer and Offer).	Facilitator led presentation in groups.
TRUST			
Assuming positive intent in people is imperative. We create a lot of obstacles ourselves when there aren't any. Most often it's the inability to assume positive intent that comes in the way reaching our destination.	Spy	Powerful way to uncover that we live in assumptions and our subjective reality may be guided by our perceptions. A total shake up experience for participants.	Game
To create TRUST amongst the team, we need to establish, credibility, reliability, intimacy and keep our self orientation flexible	TRUST formula	<ul style="list-style-type: none">• The foundation of any new relationship is trust. How does one build a solid foundation?	Team Activity. Group Presentations
How do we work in our teams. How we communicate verbally and non verbally- and what's the impact?	Skip Game	Why constant, factual and developmental feedback is essential. It is imperative to create a culture where there is permission to fail. The activity also brings out the natural feedback pattern of the leader and provides good opportunity for them to communicate effectively to manage the team.	Experiential
How do you give feedback to your team without emotional vomiting? Forming partnerships with the team.	Feedback formula	A simple tool to give feedback to your team members	Done in pairs
People record their commitment videos sharing the goals they will complete		<ul style="list-style-type: none">•Commitment videos• Goodbyes	

Ambience



We love alternative ways of setting up a workshop! Creating an atmosphere where the participants feels absolutely comfortable and 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 leaders to work with one MaynardLeigh consultant.

Let's work in partnership to create impact & unlock potential



For further information please connect with:

Contact	Jigyasa Sharma/ Steeve Gupta
Email	jigyasa@maynardleigh.in / steeve@maynardleigh.in
Telephone	+91 9717922445/ +91 9560192443