

# PERSONAL IMPACT



Effective communication with external stakeholders like the Government and CII members to ensure smooth flow of operations, make an impact in interactions and present with passion and conviction

# TABLE OF CONTENTS

1. The Mandate	Page 3-4
2. The ABC of Personal Impact	Page 5
3. The Approach	Page 6
4. The Diagnosis	Page 7
5. The Design	Page 8
6. The Journey	Page 9
7. Personal Impact Profile	Page 10
8. The Pre- Read	Page 11
9. The Debrief Call	Page 12
10. Learning Outcomes	Page 13
11. The workshop	Page 16
12. ProgressIT (Optional)	Page 17
13. The Investment	Page 18
14. T&C	Page 19
15. Contact Us	Page 20

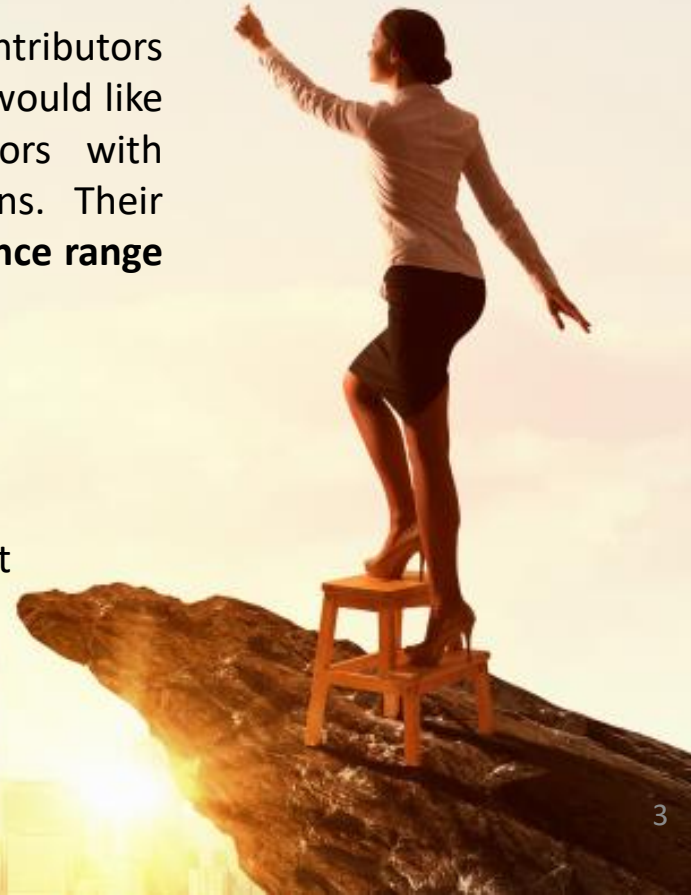


# THE MANDATE

## The Situation

The firm is taking a team of 30 managers and 10 individual contributors on a 3-day offsite to develop the strategy for next 5 years. You would like to conduct an intervention with 10 individual contributors with background in consulting, training and Marketing-promotions. Their average age is between **25-35 years** with a **professional experience range of 5-12 years**. You would like to work with them on:

- Their ability to express themselves freely.
- Developing a sense of self awareness.
- Be able to articulate effectively
- Presentations need to be done while creating personal impact
- Soft skills need to improve along with appearance



# THE MANDATE

## **The Problem**

The observations from Senior leader and success of the last workshop (managers) has promoted the idea of doing a similar intervention for the selected audience. Couple of challenges faced are:

- Confidence: having the right knowledge, excellent quality of work and a decent work ethic, there might be people who need handholding and more confidence to speak in public, make their presence felt, have more structured communication and build relationships with peers
- Self Awareness: Someone who is very confident, is expressive and has been doing a brilliant job at work might be too modest and feel unsure of accepting appreciation and acknowledgement

## **Opportunity**

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

- The target group may not come across as very professional
- They may be looked at as people without any polish

Since the managers of target audience has already gone through a similar intervention, you would like them to also take value out of this workshop.

## **The Need**

CII wants Maynard Leigh to provide them with a practice based solution to help address these areas of concern. The learning intervention should focus on improving their communication, being confident and impactful while presenting, articulate better, express freely and have a strong presence while interacting with external stakeholders. A journey will be drafted with a 2 day workshop.

# ABC OF PERSONAL IMPACT

Actors have been known for ages to have **'Star like quality'** which leads them to exude confidence and move an entire auditorium full of people. They have an inherent ability to **use a wide range of emotions** to be able to make the audience feel what the script demands of them.

Our directors knew that "The inner substance speaks much louder and clearer than the outer masks" Hence, they would spend most time having the actor connect with the character, its thoughts, its body and spend little time on the schematics, costumes etc.

## Aim

Every communication has a purpose.

What's the impression you want to leave your audience with?

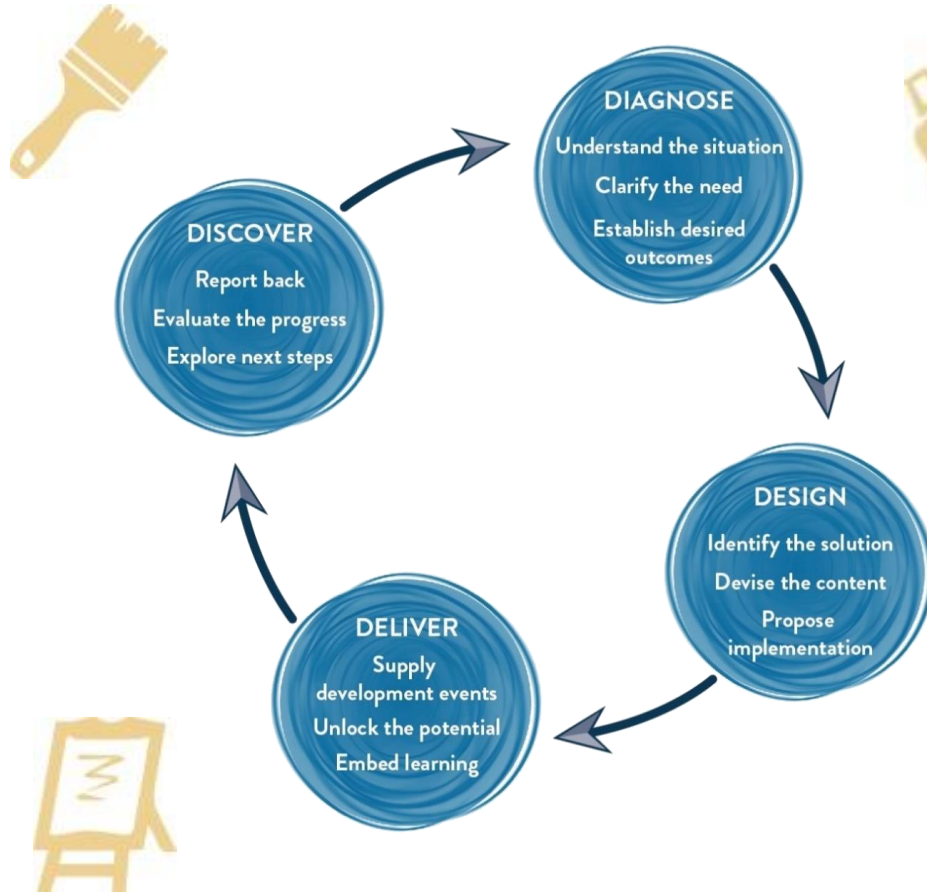
## Chemistry

- Focus of attention
- Building relations
- Emotional and social intelligence
- Impact in your interactions & presentations.

## Being yourself

- Are you bringing your whole self or are their parts of your personality behind
- Using your natural charisma and gravitas

# THE APPROACH



## The Methodology

We use Interactive theatrical exercises along with Psychological and L & D tools

# THE DIAGNOSIS

We propose to also spend one day in your office to meet few target participants and their managers. All the combined inputs will be incorporated into the design and make it more relevant.

We would need information on:

1. Their current work flow and what their day looks like
2. Current State – what enhances their ability to make an impact
3. Gaps observed while communicating in public forums
4. What are the challenges faced by them to make an impact while interacting with stakeholders
5. What becomes challenging about making an impact while presenting
6. Gathering facts, examples and anecdotes



# THE DESIGN



Post the diagnosis, we get into the design phase of the learning intervention.

**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.



# THE PROPOSED JOURNEY



01. Personal  
Impact  
Profile



02. One-On-One  
Debrief  
Call



03. Two  
Day  
Workshop

# THE PERSONAL IMPACT PROFILE

## Online Assessment:

Each participant will choose up to 5 of their “supporters”: line manager, 2-3 colleagues/ interviewer, 1 direct reportee complete an online assessment which will have a set of questions regarding their Personal Impact. They will each need to take out approximately *12 to 15 minutes* to complete this assessment.

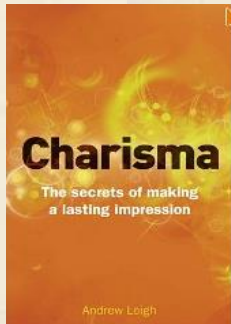
This MLA (PI) profile gives valuable feedback on ten key behaviors, to see how many colours one is using from his/her palette.



# THE PRE-READ

## Objectives:

Maynard Leigh has a rich heritage of producing some of the best selling publications capturing our philosophies, detailing how we inspire greater impact. **Charisma Effect** is one such publication, now translated in over 30 countries. A simple to read book unraveling the secrets of making a lasting impression.



Participants receive a copy of this book before the workshop to study relevant chapter/s corresponding to areas identified as their **strengths/development needs** from the **Personal Impact profile**.

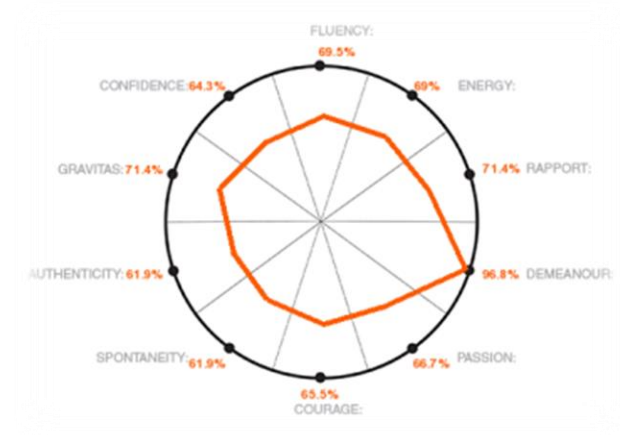


# PROFILE DEBRIEF CALL WITH CONSULTANT

## Need of this call:

A call with the consultant to discuss the profile, interpret results, decipher statistical facts and free form comments. This is to create a clear vision towards the personal development of the participant during the workshop. On the call, the participants will identify their **strengths and three areas they need to develop**.

Duration: 45 Minutes.



# TENTATIVE LEARNING OUTCOMES

The objectives are based on **think + feel + act = performance**

Based on research done in instructional design that points to the fact that wholesome learning occurs when cognition (thinking) aligns with emotion (feeling), which then need to align with the sensorial or kinesthetic (new actions or what a person does differently after experiencing the learning)



- I now understand the importance of executive presence
- By clarifying the impact I want to have, I have more chance of meeting it
- I am making an impact at every moment- consciously and unconsciously
- Everything makes an impact- my dress, entrance, body language, voice
- I have the tools to impress and establish credibility/ authority
- Every interaction, presentation is a moment of impact, I will make them count
- I will use my personal impact be more inspirational



- **Confident** in leading conversations
- **More aware & assured** about myself
- **More present** to my audience
- **Connected** to your own true self
- **Equal** with people around me
- **Capable** in influencing outcomes of meetings/discussions



- Express my opinions and points of view Convey gravitas and natural authority
- Increase ability to gain buy-in and create impact through increased executive presence
- Impress and establish credibility by developing a signature voice for customer and team interaction
- Build relationships with clients, seniors and peers

# TENTATIVE DESIGN

## DAY 1 (10 PARTICIPANTS PER CONSULTANT)

Session	Session Details	Methodology	Outcome
Party Mingling	<ul style="list-style-type: none"> <li>Participants move around having conversations around what is Personal Impact and what it means to them.</li> </ul>	Experiential	Getting Comfortable, understanding the scope of PI
Introduction	<ul style="list-style-type: none"> <li>Welcome and context setting</li> <li>Maynardleigh &amp; participant Introductions</li> <li>Permissive Encouragement – Play &amp; Express yourself"</li> </ul>	"Theatrical warm ups Experiential Context setting"	
ON-OFF Modes & Masks	<ul style="list-style-type: none"> <li>"ON = When you know you're being seen and having to represent your personal brand.</li> <li>OFF = Those unguarded moments when you are being watched and you're not aware of it.</li> <li>Masks - Holding on to our individuality and being appropriate to people around us."</li> </ul>	"Leader & participants offer insight"	"Awareness of what works and what needs Improvement People notice the impact everywhere"
First Impressions	<ul style="list-style-type: none"> <li>How individuals want to be seen? How they fear they are seen?</li> <li>Appearance, posture, stature, speech, image and style.</li> </ul>	Participant Sharing with the leader	"Make a good first impression Articulate adequately in all channels (virtual and in person)"
Communication Model (55,38,7)	<ul style="list-style-type: none"> <li>Discussion on the importance of Non Verbal Communication.</li> </ul>	Using your body holistically to communicate, experientially shared by facilitator	How do you communicate effectively?
Moment of Impact	<ul style="list-style-type: none"> <li>A quick sharing of a moment when we were able to create impact and identifying what helped create it.</li> </ul>	Storytelling, In pairs	Wearing masks - does it help create impact or dilutes it? .
Personal Branding & Impact Introductions	<ul style="list-style-type: none"> <li>Creating a Personal Brand. Personal image gets portrayed inside out.</li> <li>Re-doing the entrances and introductions to create specific Personal Impacts.</li> </ul>	Group Discussion	Be aware of one's personal brand
Prepared communication	<ul style="list-style-type: none"> <li>Participants present their 1 minute introduction. They will be asked to come prepared with this before the workshop.</li> </ul>	Participant presentations.	Choosing to make an impact <sup>14</sup>

# TENTATIVE DESIGN –

## DAY 1 (10 PARTICIPANTS PER CONSULTANT)

Session	Session Details	Methodology	Outcome
Feedback	<ul style="list-style-type: none"> <li>• "Each person receives feedback from the group and the leader</li> <li>• Analysis of each person's strengths and areas of improvement</li> <li>• Introduction to the A, B &amp; C of creating impact."</li> </ul>	Leader & participants offer insights	"Awareness of what works and what needs improvement"
Video Feedback	<ul style="list-style-type: none"> <li>• "Participants get a chance to see themselves and consolidate learning points from feedback.</li> <li>• They evaluate themselves using the filter of A, B &amp; C"</li> </ul>	Video play back in the room	"Self awareness, Validation of feedback, Focus on areas of development, Self realization"
Issues List & Buddy Up	<ul style="list-style-type: none"> <li>• "Based on the experiences above participants narrow down on the 2-3 things they need to work on in order to increase their impact.</li> <li>• Coaching pairs are made."</li> </ul>	Discussion with coach and putting issues on a flipchart	
Style Audit	<ul style="list-style-type: none"> <li>• Impact comes from Care, Flair and Aware</li> <li>✓ Care = Demonstrate that you value yourself</li> <li>✓ Flair = Express your self, be creative, voice quality, personal style</li> <li>✓ Aware= Make sure your clothes are appropriate</li> </ul>	Discussion leading to Role Plays	Appreciating differences in style and how appearance impacts on our audience.
A = AIM	<ul style="list-style-type: none"> <li>• What is your AIM/ Purpose? (To realize the importance of being clear about our AIM. The clearer and more specific we are, the more likely we are to achieve it.)'</li> </ul>	Leader & participants offer Insight	Communicate to involve others. Be more confident and assured
B = Be Yourself	<ul style="list-style-type: none"> <li>• It's not only about WHAT we communicate. It's also about HOW we communicate.</li> <li>Preparing all your resources to create a Personal Impact –</li> <li>✓ MIND – Centering Technique and building awareness</li> <li>✓ BODY – Preparatory exercises for keeping the energy flowing</li> <li>✓ BREATH – Taking care of anxiety</li> <li>✓ VOICE – Helps in pitching with impact and</li> <li>✓ EMOTIONS – Supports in getting along with variety of people</li> </ul>	<p>Rehearsals</p> <p>Coaching</p> <p>Experiential activity</p>	Establish credibility/ authority. Communicate with assertion and confidence.
Closing	Homework	Completion"	

# TENTATIVE DESIGN –

## DAY 2 (10 PARTICIPANTS PER CONSULTANT)

Session	Session Details	Methodology	Outcome
"Hello! & Recap"	"Recap of Day 1 A quick sharing of takeaways from the first day."	Trainer led	Context.....RECAP from DAY1
Emotional Expression	The importance of being able to emotionally express ourselves & convey a message appropriately	Participants in pairs expressing around 20 - 25 emotional statements (based on sad, glad, mad & afraid).	Being able to identify the emotions they lack/or not able to express comfortably.
Status	"Improving Stature Feeling high status and exhibiting high self esteem. Exhibiting confidence."	Role Plays.	Exhibiting high self esteem
Chemistry Interdependence	"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"	"Capable in influencing outcomes of meetings/discussions Comfortable in influencing people and teams. Building rapport with stakeholders"
Performing Quality Pieces	They present a 2-3 min piece on what quality means for them using a song, poem, prose, speech from a play etc. ( asked to come prepared ). They need to choose/create a piece they find inspiring.	Coaching in creative partnership Insightful feedback .	Creates a climate of trust in which people want to do their best.
Choosing Goals &Closing	<ul style="list-style-type: none"> <li>•Participants finalize what they will START doing, STOP doing &amp; CONTINUE doing.</li> <li>•Participants to carry their laptops and use ProgressIT (Ref: Next slide) to finalize three goals which they will work on, on the basis of the bottom 3 competencies in their PI Profile.</li> <li>•Goodbyes</li> </ul>	Finalizing goals that each participant would work on.	



# GOAL TRACKING PROGRESS IT (OPTIONAL)



## ProgressIt® (**Kirkpatrick L3 Evaluation**)

is a powerful on-line support system that provides follow through after a course, a workshop or learning event. We use this innovative service to:

- I. Finalize three goals which the participants will work on, on the basis of the bottom 3 competencies in their PI Profile.
- II. Show line managers what their colleagues have learned and report on the business results from their new learning
- III. Enable Human Resources departments to offer evidence of specific business gains stemming from a particular learning experience.
- IV. Assign supporters to these participants who will give feedback for a period of nine weeks.

ProgressIt® tackles these with a **nine-week** support service and a report at the end summarizing progress.

# THE COMMERCIAL

## Diagnose & Design (For the whole Intervention)

Half Day Diagnostic Interviews  
Half Day Design

INR 44,000/-  
INR 44,000/-

## Delivery (for each batch of 10 participants)

<u>Activity</u>	<u>Investment</u>	<u>Total Amount</u>
Personal Impact Profile	IINR 1000 X 10	INR 10,000
One on One Coaching Call	INR 7000 X 10	INR 70,000/-
Professional Fee for delivery – Personal Impact Workshop	INR 70,000 Per Day per consultant X 2 Day X 1 Consultant	INR 1,40,000/-
Books- Charisma Effect, Folders, Books, Presentation DO IT NOW cards	INR 750 X 10	INR 7,500/-
ProgressIT: Online goal tracking system (OPTIONAL)	INR 500 X 10	optional
Total Investment for 10 participants		INR 3,15,500/-
Cost per participant		INR 31,550/-

# COMMERCIAL T&C

- Client is responsible for providing venue, conference facilities, AV equipment.
- Travel outside Delhi NCR - Air, stay & airport/ venue cab transfers will be taken care of by Life strategies and will get it reimbursed on actuals
- Travel inside Delhi NCR - at Rs. 12.00 Per Km.
- Not inclusive of applicable taxes ( As per GST guidelines).
- 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, 2019
- Contracts, legal & accounting paperwork (including billing & payments) will be in the name of "Life Strategies Humancare Pvt. Ltd."



"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be."

- Rosalynn Carter

For further information please connect with:

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