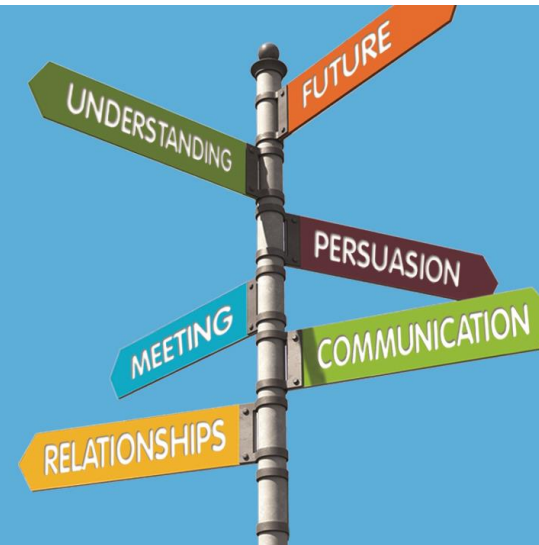


IMPACT & INFLUENCE



Influence your stakeholders, **create an impact** in interactions, communicate with **confidence**, and speak with **passion and conviction**



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Your need as we understand

Situation

There are 50 participants who work in sampling department and would be culinary consultants. Their age range is right from 24-57 years. They are coming together for a week long induction and training where one of the days you would like to work with them on 3 things:

- Influencing
- Communication
- Building connect/ Rapport

Opportunity

While few of these people are beginning their careers and some are already established, as a part of their training, there is a requirement for them to be able to:

- Build connect with their customers: While sampling, when they are have a conversation with their customers, how do they build instant connect and give them a pleasant experience. They should come across as approachable.
- Interaction with Stakeholders (internal and external): While interacting with the internal stakeholders, it is important for them to be open and honest in case they haven't understood an instruction as assumption leads to misunderstanding. With the external stakeholders, they need to understand the signals of the person sitting opposite and pause when required
- Dressing: Since they are face of the company and in touch with the customers directly, it is vital for them to dress well and professionally as they are representing Nestle.

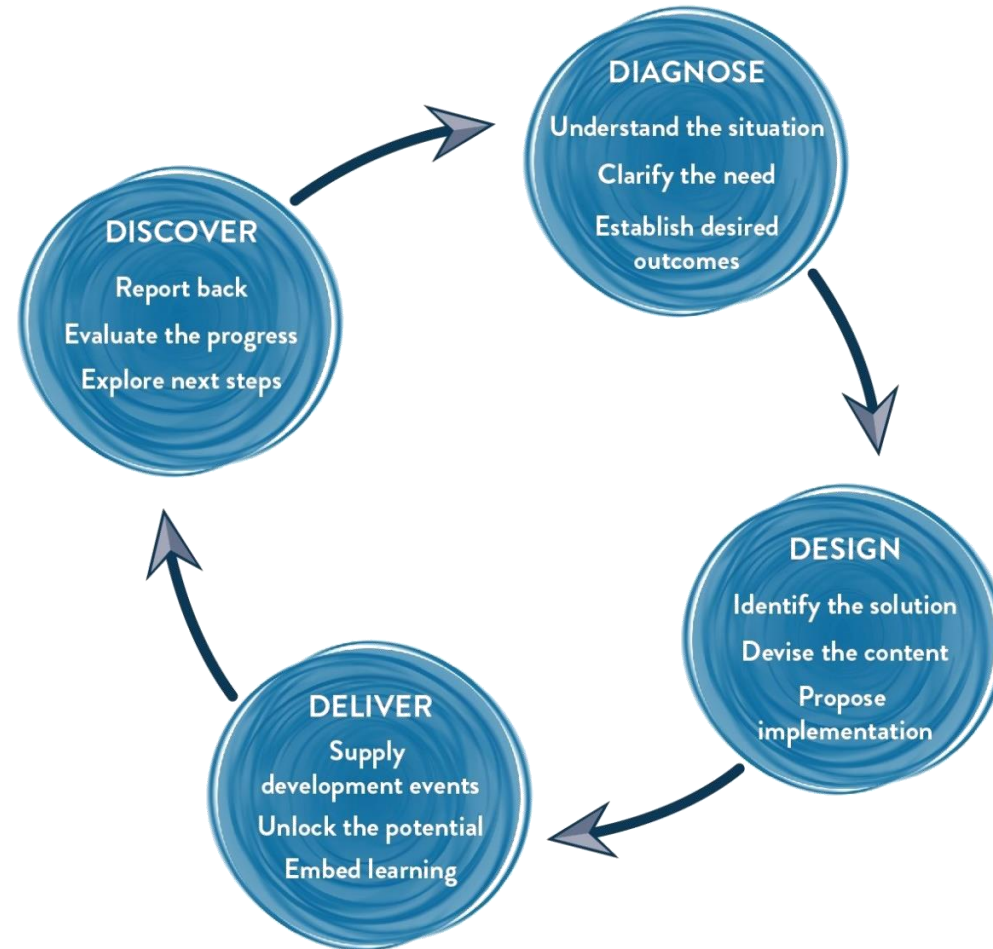
Implication

Since these people are face of the company, their inability to create a positive impression with the customers leads to low chances of conversion and directly impacts the sales.

Need

We have one day to create an experience for the participants where there is a requirement for them to go through a transformation which would take their interactions, presentation and connection with the customers and stakeholders to the next level.

Our Approach



Methodology

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

Our Approach | Diagnosis

In the Diagnosis Stage we delve deeper into the issues faced by the business and the participants:

1. We would want to connect with a sample of the target participants, the HR stakeholder and the business stakeholder to collect information about the business, objectives, possible gaps, and expectations from the lens of this population.

This shall be done via phone conversations and our curiosity shall be the following:

From the participant (recently joined)

- Understanding their current challenges while interacting with the customers
- Perspective on the current state with the customer
- What is working and what could be better while presenting to the customers
- Gather anecdotes, examples & situations to understand the situation much deeper

From the participants (established)

- What has been working for them and what could be better?
- Perspective on the new joinees
- According to them their current and desired state

2. We will spend sometime observing the target participants while they are presenting to the customers



Here are 3 things we will do:

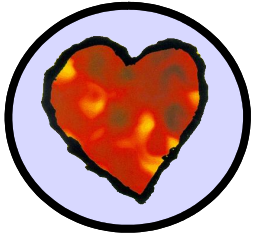
Design Customization: The consultant will design the final objectives and customize the content of the learning intervention. Modules of the workshops are designed, activities are mapped to the examples, new handouts are drafted based on the content.

Tentative Learning Objectives



Think :

- Building personal connect with the clients is the key to selling our product
- I need to be able to continuously provide them delightful experiences
- I know what I need to work upon in my interactions and how to do it
- Everything makes an impact- my dress, entrance, body language, voice



Feel:

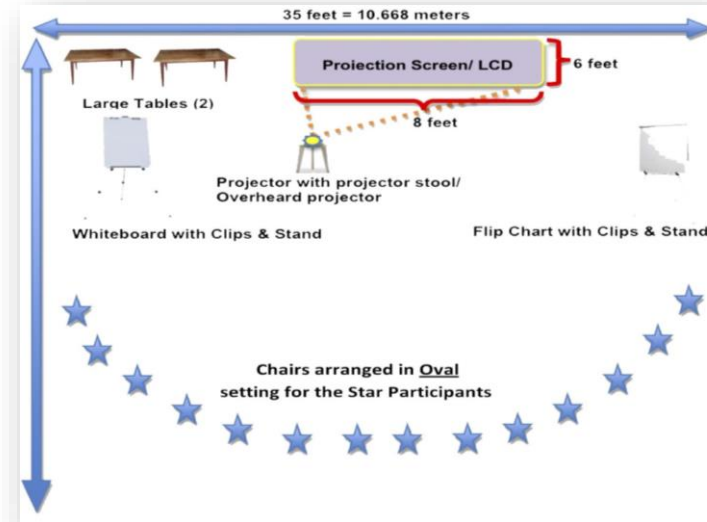
- **Confident** in speaking up
- **More aware & assured** about the impact I make



Be more able to:

- Create personal chemistry and rapport
- Increase ability to make an impact through increased personal presence/charisma
- Build relationships with customers

Room Layout



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 participants to work with one 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
- **External speakers** (for laptop connectivity). The external speakers should be loud enough to play music for the team.
- **White board** & White board markers (2 blue, 2 black, 2 green)
- **Flip chart** and Flip chart stand with suitable clips
- **Colour pens** (Normal sketch pens - about 60)
- **Notepads and pens** (for participants)
- **Blu Tac** (This substance is used to stick things, posters or paper on the wall)
- 60 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)



Discovery Meeting Post-Workshop



We shall hold a one to one meeting with HR stakeholders after the workshop to take feedback on the intervention and how it was received and to determine the next action steps.

Your Investment

<u>Diagnose & Design (For the whole Intervention) – ONE TIME COST</u>		
One Day Diagnostic Interviews and Design (creating report, customizing design, presentation of design)	INR 49,500/-	
<u>Delivery (for 50 participants)</u>		
<u>Activity</u>	<u>Investment</u>	
Professional fee for delivery of the journey (Delhi NCR)	INR 49,500 per day per consultant X 1 day X 4 consultants	INR 1,98,000 /-
Learning Material, certificates and folders	INR 200 per participant X 50 participants	INR 10,000 /-
Total Investment for journey covering 50 Participants		INR 2,57,500/-

Commercial Terms & Conditions

- ❖ 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 (GST@ 18%)
- ❖ 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 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 31st March, 2018
- ❖ Contracts, legal & accounting paperwork (including billing & payments) will be in the name of “Life Strategies Humancare Pvt. Ltd.”

Next Steps



- **Observations:** Maynardleigh consultant will observe couple of presentations of participants and gather their current state
- **Contracting and PO:** Once we close on the commercial, let us work on the contract and PO
- **Book:** November being a busy month for us, let us please block the diagnosis and delivery date. Please let me know if 22nd November works for you.

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



For further information please connect with:

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