



*Make an impact in meetings, calls, networking events, informal events  
Be aware of your personal brand and its impact on others.  
Influence others through reasoning and building positive relationships  
Use multiple colors of your personality to get the point across*



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# The 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

# Your Need As We Understand

## Situation

The participants' profile consists of **9 professionals** who are part of the **Executive Committee**. These are senior leaders with national level roles who lead teams and have experience ranging from 10-15 years within Edelweiss itself. They are all home grown talent and excellent performers primarily from the Sales functions and a few from the Operations function. Most of them are post graduates and possess MBA degrees.

## Opportunity

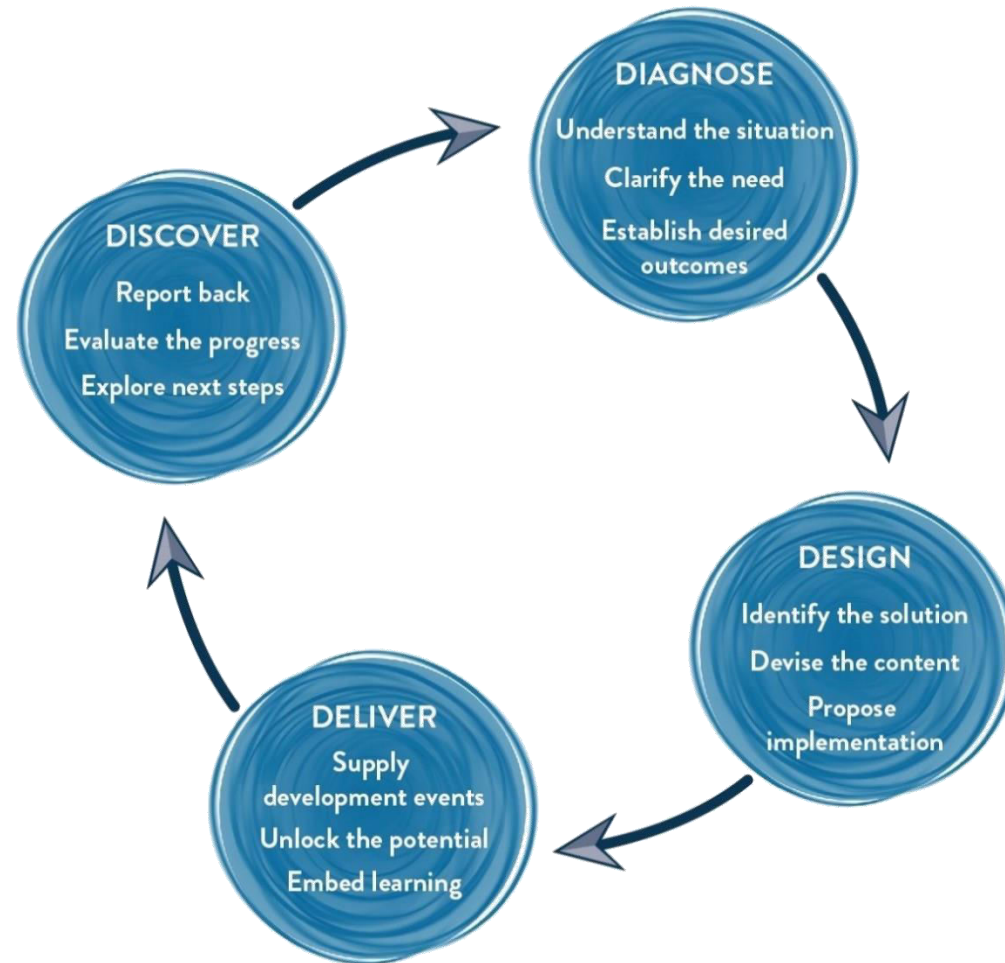
Edelweiss wants to prepare these leaders for bigger roles in the future and hence there is an opportunity to develop them further which will enable them to:

- Develop more Executive Presence
- Take more responsibility
- Communicate assertively to have impact and create inspiration
- Build Rapport and influence stakeholders
- Have an aura about themselves

## Need

Edelweiss wants Maynard Leigh to conduct an intervention to help build on the opportunities at hand. The learning intervention should be a journey spanning two months in which these leaders can be coached and trained on Executive Presence & effective communication

# Our Approach



## Methodology

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

# 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 4 participants(1 each from Marketing, Editorial, Design, Digital Media, People and Legal) – half hour sessions each
- Telephonic conversation with their leader, Rahul Jain
- Telephonic conversation with 1 HR leader

### Our Curiosity:

- Current State - what's working, areas of strengths, challenges, etc.
- Current scenarios of internal communication within their immediate teams and their skip levels
- Current scenarios of internal communication between teams
- Gather anecdotes, examples & situations relevant for the workshop
- Get to know their work flow and day to day responsibilities

# Design

Post the diagnosis, we get into the design phase of the learning intervention.  
Here are 3 things we will do:

**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.

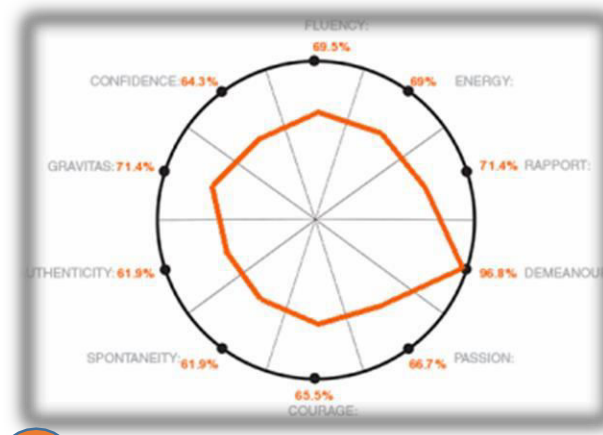
**Design Presentation:** The final objectives and design of the learning intervention are presented to the learning partners/stakeholders via skype/call/in person



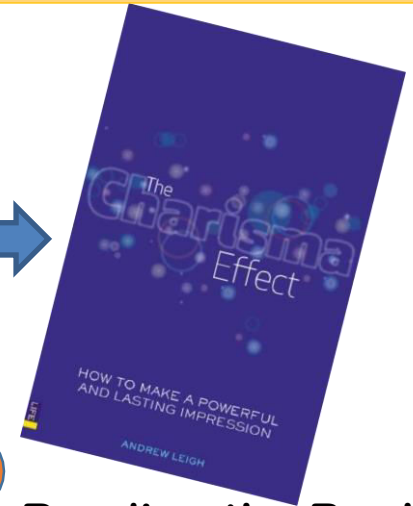
# Tentative Personal Impact Journey



1 Personal Impact Profile  
(Day 1)



2 Profile Debrief Call  
(Day 15)



3 Reading the Book  
(Day 15 – Day 30)

(Day 30 - Day 31)



4 2- Day Personal Impact Workshop

(Day 31)



5 Goal Tracking

(Day 45)



6 One on One Coaching

(Day 60)



7 Implementation Day



# The Personal Impact Profile



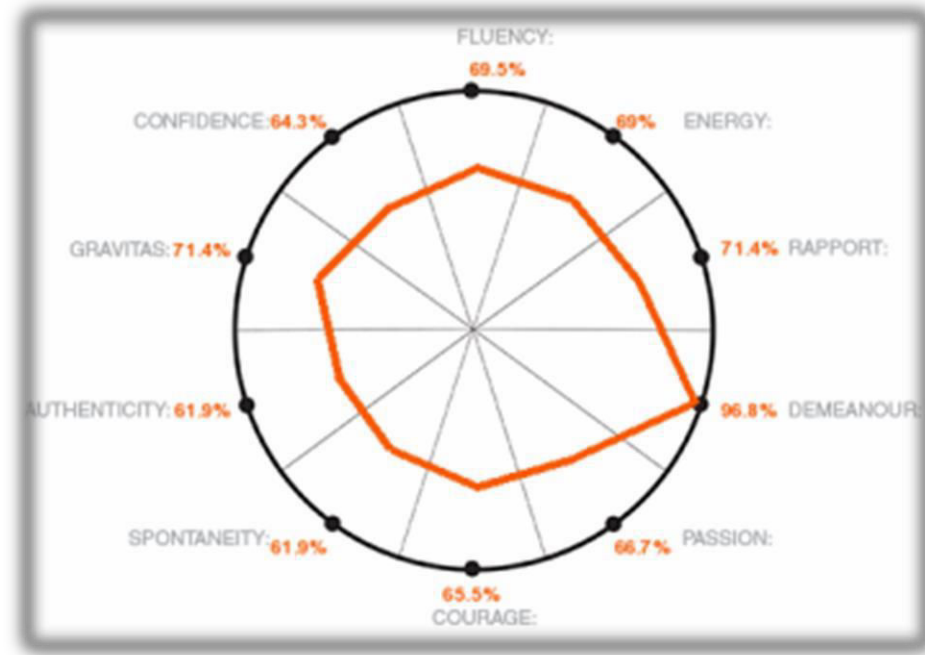
## Online Assessment

Each participant and up to 5 of their chosen “supporters” 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 behaviours, to see how many colours one is using from his/her palette.

***Day 1 of the journey***

# Profile debrief call with the 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.

Time - 45 Minutes.

***Day 15 of the journey***

# Charisma Effect book- Pre-read before workshop



**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.

**Day 15 – Day 30 of the journey**

# Tentative Learning Outcomes of the Workshop



## Think

- 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.



## Feel:

- **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



## Be more able to:

- 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
- Share stories from the heart
- Build relationships with Clients, seniors and peers

4

# Workshop Day 1 Tentative Design (Max 10 Participants Per Batch 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

# Workshop Day 1 Cont'd Tentative Design (Max 10 Participants Per Batch per consultant)

4

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>	Rehearsals  Coaching  Experiential activity	Establish credibility/ authority. Communicate with assertion and confidence.
Closing	"Participants finalize what they will START doing, STOP doing & CONTINUE doing. Homework"	"Action planning Completion"	

**Day 30 of the journey**

4

# Workshop Day 2 Tentative Design (Max 10 Participants Per Batch 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	"•Participants finalize what they will START doing, STOP doing & CONTINUE doing. •Finalizing the Goals to work on. •Goodbyes"	Finalizing goals that each participant would workon.	



# Progress IT – Online Goal Tracking



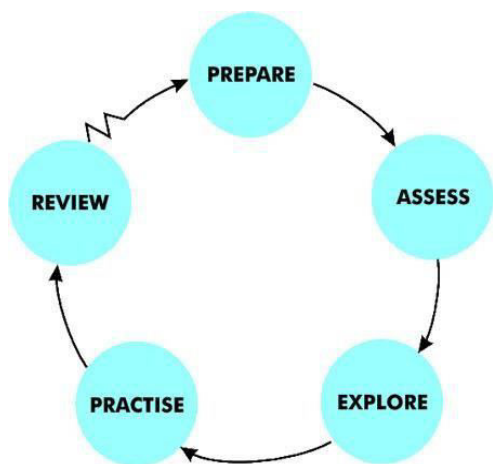
ProgressIt<sup>®</sup> is a powerful on-line support system that provides follow through after a course, a workshop or learning event. We use this innovative service to:

- I. Help participants reach their self selected behavioural goals
- 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<sup>®</sup> tackles these with a nine-week support service and a report at the end summarizing progress.

***Day 31 of the journey***

# One on One Coaching Call



## Coaching Call

We suggest a 45 minute coaching call 15 days post the progress IT has been initiated.

Maynard Leigh coaches possess particular skills in creating a safe place in which to practise new ways of thinking and behaving.

The Maynard Leigh **performance coaching** experience resembles the **relationship between a theatre or film director and an actor**. The director's job in rehearsal is to unlock the actor's potential in order to deliver outstanding performance. They do this in many ways using **insightful feedback**, suggesting **exercises, encouraging experimentation** and working in a **creative partnership**. This is why actors will always expect to **get up on their feet** and **try things out** in the rehearsal stage of a production.

These calls will allow the coach & the executive to delve deeper into the area of development and as the sessions progress they will be better suited to practise the learning and revisit what worked & what could be better . **Coaching makes a huge impact.**

*Day 45 of the journey*

# Implementation Day



## Implementation Day :

The participants meet again to discuss, practise, share & rehearse with each other in the areas that they found difficult to implement while working on implementation. They also share the success stories on what worked for them. We ask participants to put challenging situations on chits and drop them in a fish bowl to ensure anonymity. We pick one scenario after another and the facilitator creates an active learning space to simulate, practice and rehearse ways to overcome challenges.

Duration: 1 day

***Day 60 of the journey***

# Discover 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.

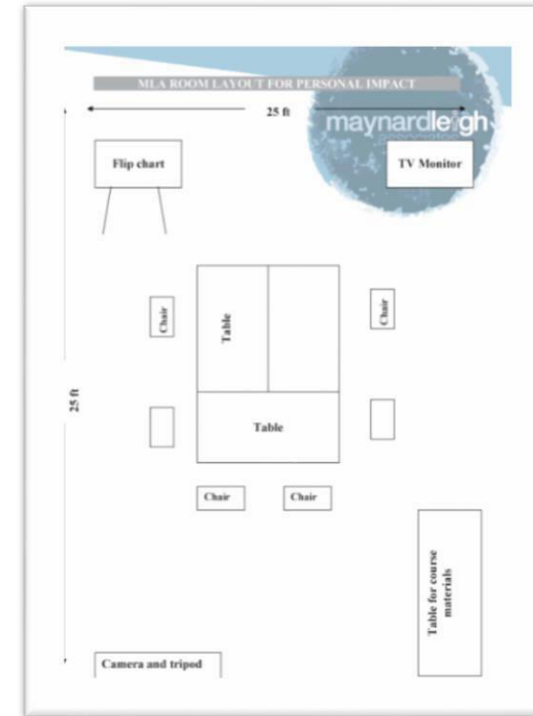
# Tentative Commercial Investment Cost

<b>(A)</b> <u>Diagnose &amp; Design (For the whole Intervention)</u>		
Half day Diagnostic Interviews & Half day design ( creating report, customizing design, presentation of design)  <b>(ONE TIME COST)</b>	INR 70,000/-	
<b>(B)</b> <u>Delivery (for 9 participants)</u>		
<u>Activity</u>	<u>Investment</u>	<u>Total Amount</u>
Step 1: Personal Impact Profile	INR 1200 per participant X 9 participants	INR 10,800/-
Step 2; Profile debrief coaching call ( 45 minutes)	INR 6500 per participant X 9 participants	INR 58,500/-
Step 3: Professional fee for delivery of two day Personal Impact workshop	INR 70,000 per day per consultant X 2 days X 1 consultant	INR 1,40,000/-
Learning material, DO IT NOW cards, Book, Certificates	INR 1000 per participant X 9 participants	INR 9,000/-
Step 5: Progress IT	INR 500 per session per participant X 9 participants	INR 4,500/-
Step 6: One on One Coaching Call ( 45 minutes)	INR 6,500 per participant X 9 participants	INR 58,500/-
Step 7: Implementation Day – Professional fee for 1 day delivery	INR 70,000 per day X 1 day X 1 consultant	INR 70,000
Total Investment for journey covering 9 participants (A + B)		INR 4,21,300/-
Total investment per Participant		INR 48,811.11/-

# 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 for the consultant and the stage manager
- 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, 2018
- Contracts, legal & accounting paperwork (including billing & payments) will be in the name of “Life Strategies Humancare Pvt. Ltd.”

# Ambience & 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 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
- 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)

# Consultant Profile



## **NITTEN MAHADIK**

Nitten is a multi faceted and talented professional with work experience of more than 12 years. As a high performance coach and an NLP- Master Practitioner, he has provided team, group and one-to- one sessions for leaders & individuals at the highest levels in corporations and politics.

The aim of his work is to empower individuals to make informed choices of how to live & work in balance with their inner selves and to build high performance businesses & communities.

He has developed people at Tata Motors, Airtel, Fiserv, Lanco, Cognizant Technology, Tech Mahindra, Pidilite, Accenture, the Oneness university, ICICI Prudential, Vascon, and various other IT companies, educational institutions, and also handled training and sales responsibilities.

Nitten has worked in the area of public speaking & presenting, service orientation, assertiveness, stress management, leadership, kinesics, team building and motivation. He is a high energy, enthusiastic and a driven coach.

Nitten loves his theatre! He has worked in the area of voice culture, body language and communication skills using learnings from the theatre for more than 5 years.

He has been certified by renowned trainer and theatre personality Mr. Shyam Joshi.

# Next Steps



- Contract and PO: Once we close on the commercials, let us begin the process to close the contracts and get the PO
- Book: Let us know the dates you are looking at so that we can have consultants available for you

# Contact Us

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



For further information please connect with:

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