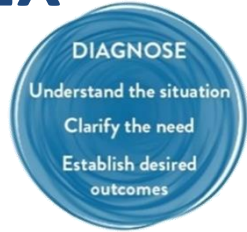




Make an impact in meetings, calls, networking events, informal events
Be aware of your **personal brand** and its impact on others.
Influence others through reasoning and **building positive relationships**
Use multiple colors of your personality to **get the point across**

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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

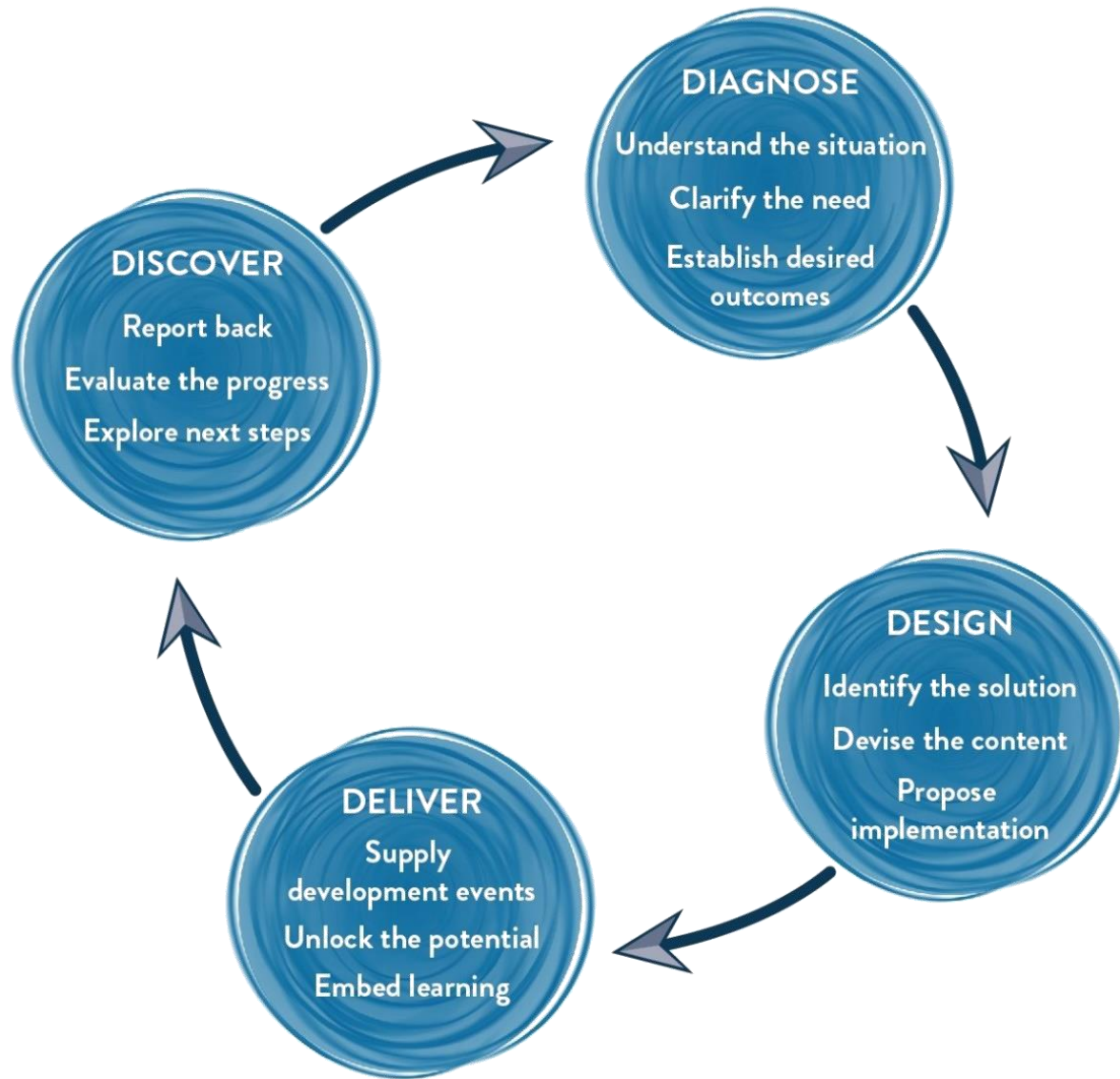
- Focus of attention
- Building relations
- Emotional and social intelligence
- Impact in your interactions & presentations.



Being yourself

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

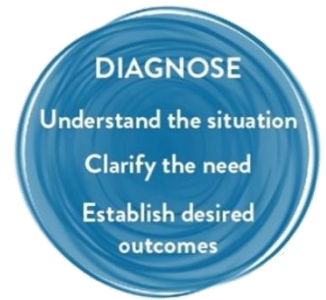
Our Approach



Methodology

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

Diagnose



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. Current State - what's working currently in their interactions
2. Gaps observed while making an impact
3. Get to know their work flow
4. What are the challenges faced



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

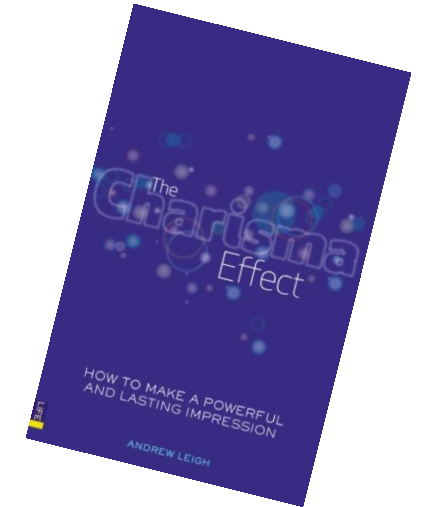
Tentative PERSONAL IMPACT Journey



1 Personal Impact Profile



2 Profile Debrief Call



3 Reading the Book



6 One on One Coaching



5 Goal Tracking



4 2- Day Personal Impact Workshop



1 The Personal Impact Profile

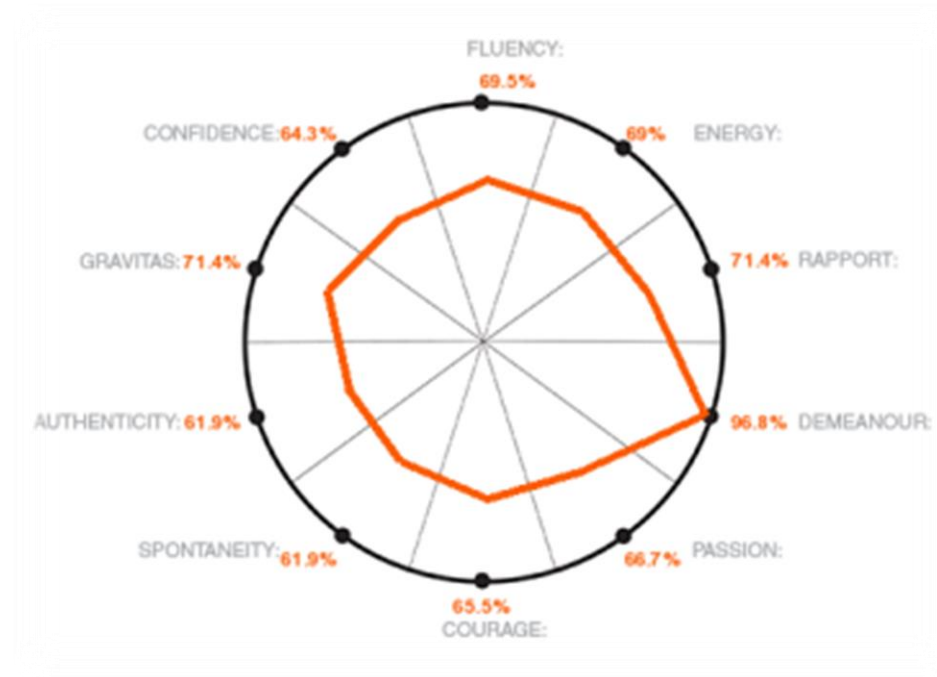


Online Assessment

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.

2 Profile debrief call with the consultant

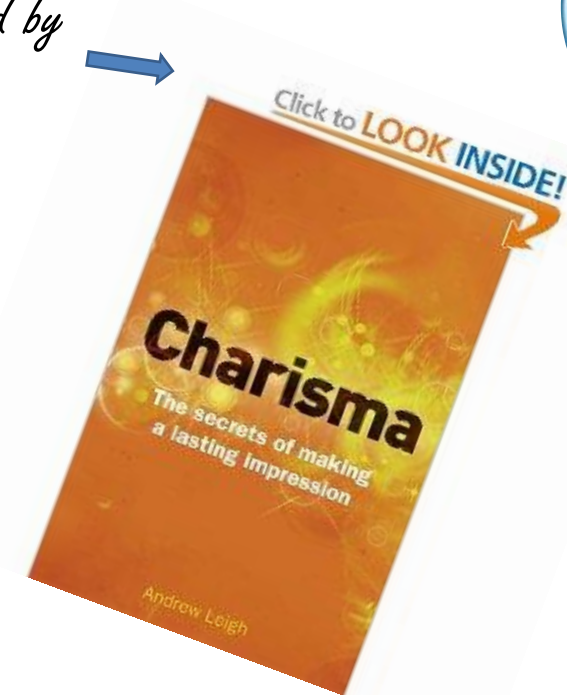
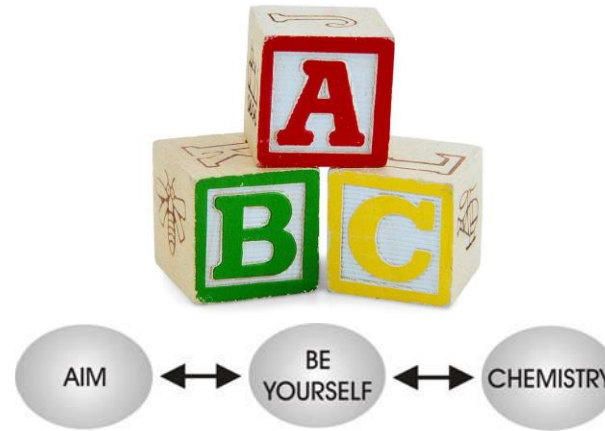


Need of this call – A call with the consultant to discuss the profile, interpret results, decipher statistical facts and free form comments. This is to create a clear vision towards the personal development of the participant during the workshop.

Time - 45 Minutes.

3 Charisma Effect book- Pre-read before workshop

Workshop is supported by



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.

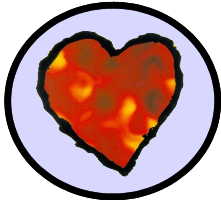
Participants receive a copy of this book before the workshop to study relevant chapter/s corresponding to areas identified as their strengths/development needs from the Personal Impact profile.

Learning Objectives (Sample): Personal Impact. The scenarios from the diagnosis would be incorporated to make the design relevant for the leaders so that post the workshop participants will:



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

Sample Workshop Outline Day 1: 10 participants per batch per consultant



Session	Session Details	Methodology	Outcome
Party Mingling	<ul style="list-style-type: none"> Participants move around having conversations around what is Personal Impact and what it means to them. 	Experiential	Getting Comfortable, understanding the scope of PI
Introduction	<ul style="list-style-type: none"> Welcome and context setting Maynardleigh & participant Introductions Permissive Encouragement – Play & Express yourself" 	"Theatrical warm ups Experiential Context setting"	
ON-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. Masks - Holding on to our individuality and being appropriate to people around us." 	"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"> How individuals want to be seen? How they fear they are seen? Appearance, posture, stature, speech, image and style. 	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"> Discussion on the importance of Non Verbal Communication. 	Using your body holistically to communicate, experientially shared by facilitator	How do you communicate effectively?
Moment of Impact	<ul style="list-style-type: none"> A quick sharing of a moment when we were able to create impact and identifying what helped create it. 	Storytelling, In pairs	Wearing masks - does it help create impact or dilutes it? .
Personal Branding & Impact Introductions	<ul style="list-style-type: none"> Creating a Personal Brand. Personal image gets portrayed inside out. Re-doing the entrances and introductions to create specific Personal Impacts. 	Group Discussion	Be aware of one's personal brand
Prepared communication	<ul style="list-style-type: none"> Participants present their 1 minute introduction. They will be asked to come prepared with this before the workshop. 	Participant presentations.	Choosing to make an impact

Sample workshop content Day1 continued...

Session	Session Details	Methodology	Outcome
Feedback	<ul style="list-style-type: none"> "Each person receives feedback from the group and the leader Analysis of each person's strengths and areas of improvement Introduction to the A, B & C of creating impact." 	Leader & participants offer insights	"Awareness of what works and what needs improvement"
Video Feedback	<ul style="list-style-type: none"> "Participants get a chance to see themselves and consolidate learning points from feedback. They evaluate themselves using the filter of A, B & C" 	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"> "Based on the experiences above participants narrow down on the 2-3 things they need to work on in order to increase their impact. Coaching pairs are made." 	Discussion with coach and putting issues on a flipchart	
Style Audit	<ul style="list-style-type: none"> Impact comes from Care, Flair and Aware ✓ Care = Demonstrate that you value yourself ✓ Flair = Express your self, be creative, voice quality, personal style ✓ Aware= Make sure your clothes are appropriate 	Discussion leading to Role Plays	Appreciating differences in style and how appearance impacts on our audience.
A = AIM	<ul style="list-style-type: none"> 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.)` 	Leader & participants offer Insight	Communicate to involve others. Be more confident and assured
B = Be Yourself	<ul style="list-style-type: none"> It's not only about WHAT we communicate. It's also about HOW we communicate. Preparing all your resources to create a Personal Impact – ✓ MIND – Centering Technique and building awareness ✓ BODY – Preparatory exercises for keeping the energy flowing ✓ BREATH – Taking care of anxiety ✓ VOICE – Helps in pitching with impact and ✓ EMOTIONS – Supports in getting along with variety of people 	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"	

4 Sample workshop content Day 2



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 work on.	

5 ProgressIT- Goal tracking system

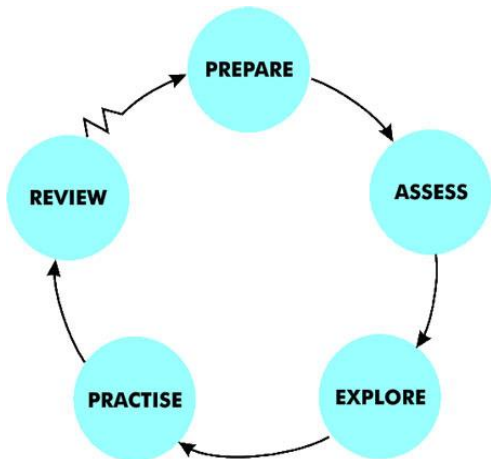


ProgressIt[®] is a powerful on-line support system that provides follow through after a course, a workshop or learning event. We use this innovative service to:

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

6 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

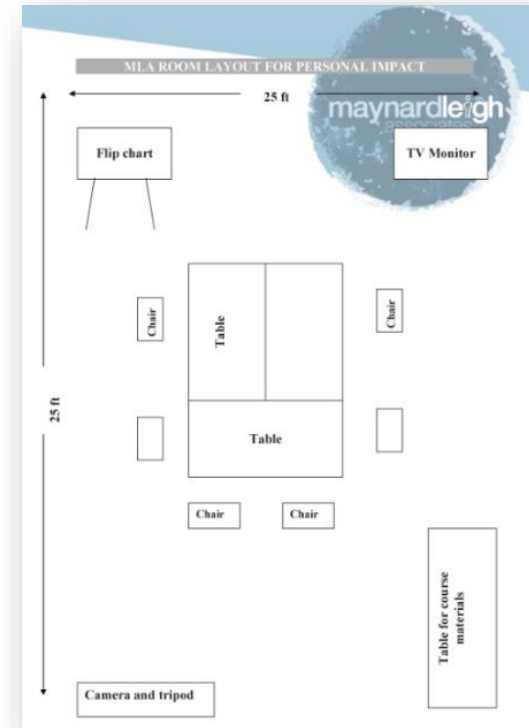
These calls will allow the coach & the executive to delve deeper into the area of development and as the sessions progress they will be better suited to practise the learning and revisit what worked & what could be better . **Coaching makes a huge impact.**

Discover



A one to one meeting with HR stakeholders to take feedback on the intervention and how it was received and next action steps.

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 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 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 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)



Program Timelines

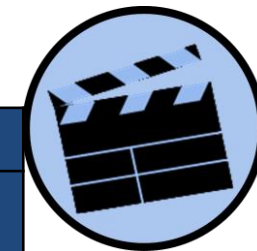
Sr. No.	Activity Description	Brief description	Date	Ownership
1	Diagnosis & Design	Tentative diagnosis schedule to be shared by MLA	06 th February	Maynardleigh Team
		Confirmed diagnosis schedule to be shared by HSBC	08 th February	
		Full Day Diagnosis	14 th February	
		Half Day Design - First Half	19 th February	
2	Personal Impact Profile	Participants Profile sheet outline structure to be sent by MLA	06 th February	Maynardleigh Team
		Confirmed participants list to be shared by HSBC	08 th February	HSBC
		Initiation of Personal Impact Profiles for all the participants will be done by MLA (Online Learning)	15 th February	Maynardleigh Team
3	Profile Debrief Coaching Call (45 minutes)	Tentative schedule to be shared by MLA	08 th February	Maynardleigh Team
		Confirmed schedule to be shared by HSBC	21 st February	HSBC
		Calls to be held on	1 st & 5 th & 6 th March	Maynardleigh Team
5	Full Day Workshop	Logistic mail for workshop arrangements will be sent by MLA	13 th February	Maynardleigh Team
		Logistics Confirmation mail will be shared by HSBC	21 st February	HSBC
		Workshop	12 th & 13 th March	Maynardleigh Team
6	Progress IT	Progress IT profiles to be initiated by MLA	13 th March	Maynardleigh Team
7	One on One Coaching Call (45 minutes)	Tentative schedule to be shared by MLA	13 th March	Maynardleigh Team
		Confirmed schedule to be submitted by HSBC	19 th March	HSBC
		Calls to be held on	03 rd & 04 th April	Maynardleigh Team

Next Steps



- **Contract and PO:** Let us close on the commercials and contracts to start the preparation process
- **Diagnose** – While the initial conversation will help us finalize the mandate, we'd like to have a few more conversations to dig out more examples from the team
- **Book:** Please book the diagnosis and delivery dates at the earliest so that we have the consultant available for you.

Your Investment



Diagnose & Design (For the whole Intervention)

One day Diagnostic Interviews Half day design (creating report, customizing design, presentation of design)	INR 65,000/- INR 40,000/-
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Delivery (for 11 participants)

<u>Activity</u>	<u>Investment</u>	<u>Total Amount</u>
Step 1: Personal Impact Profile	INR 800 per participant X 11 participants	INR 8,800/-
Step 2; Profile debrief coaching call (45 minutes)	INR 5000 per participant X 11 participants	INR 55,000/-
Step 3: Professional fee for delivery of two day Personal Impact workshop	INR 65,000 per day per consultant X 2 days X 1 consultant	INR 1,30,000/-
Learning material, DO IT NOW cards and Charisma Effect book	INR 1000 per participant X 11 participants	INR 11,000/-
Step 5: Progress IT	INR 500 per session per participant X 11 participants	INR 5,500/-
Step 6: One on One Coaching Call	INR 5,000 per participant X 11 participants	INR 55,000/-
Travel for the consultant (Air ticket, cab transfers)		INR 14,500/-
Accommodation for the consultant (including dinner)		INR 23,000/- (for 2 days)
Total Investment for journey covering 11 participants		INR 4,07,800/-

Investment for journey per participant (Total 11 participants)	INR 37,073/-
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Commercial Terms & Conditions

- ❖ Client is responsible for providing venue, conference facilities and 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 31st March, 2018
- ❖ Contracts, legal & accounting paperwork (including billing & payments) will be in the name of “Life Strategies Humancare Pvt. Ltd.”

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



For further information please connect with:

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