

# PERSONAL IMPACT



**Effective communication** within internal teams as well as external stakeholders to ensure smooth flow of operations, **make an impact** in interactions and speak with **passion and conviction**

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# THE MANDATE

## The Situation

The participants' profile consists of **10 professionals** of **Managerial levels i.e. at the AM/M/Sr.M** positions, who are all individual contributors working in Marketing, editorial, design and digital marketing, people functions. The average age of the target audience is between **23-32 years** with a **professional experience range of 2-7 years**. While these professionals are smart and intelligent, the teams need the following:

- Editorial – Needs to be able to pitch effectively to authors and internally as well
- Marketing - Be able to work well and effectively with numbers
- Design – Need to focus on providing information to copy editorials on time without delays
- Digital Marketing – To focus on getting the books up on digital media and publicizing it on time



# THE MANDATE

## **The Problem**

On the basis of informal discussions, observation from the leader and failure of a few published books, issues being faced by the target audience are:

- Lack assertiveness
- Ownership/Zeal is missing
- Low confidence levels
- Lack of effective communication within teams

## **The Implication**

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

- The Right book might go out and the Wrong book might come in
- Delay in timelines given to the authors
- Loss of credibility with authors due to ineffective communication if the end result is not what they had imagined or expected
- As a result of not adhering to timelines marketing is delayed due to the slow design process of books
- Delay in processes due to ineffective communication between teams

## **The Need**

Penguin Random House wants Maynard Leigh to provide them with a practice based solution to help address these areas of concern. The learning intervention should be a one-day long to be continued by a follow up session and focus on improving their communication, being confident while giving statements and become more process oriented so as to facilitate smooth publication of content with a keen eye for detail. Measurement of the outcome of the workshop will be done during the mid year performance discussion and immediate feedback from the participant's managers.

# 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?

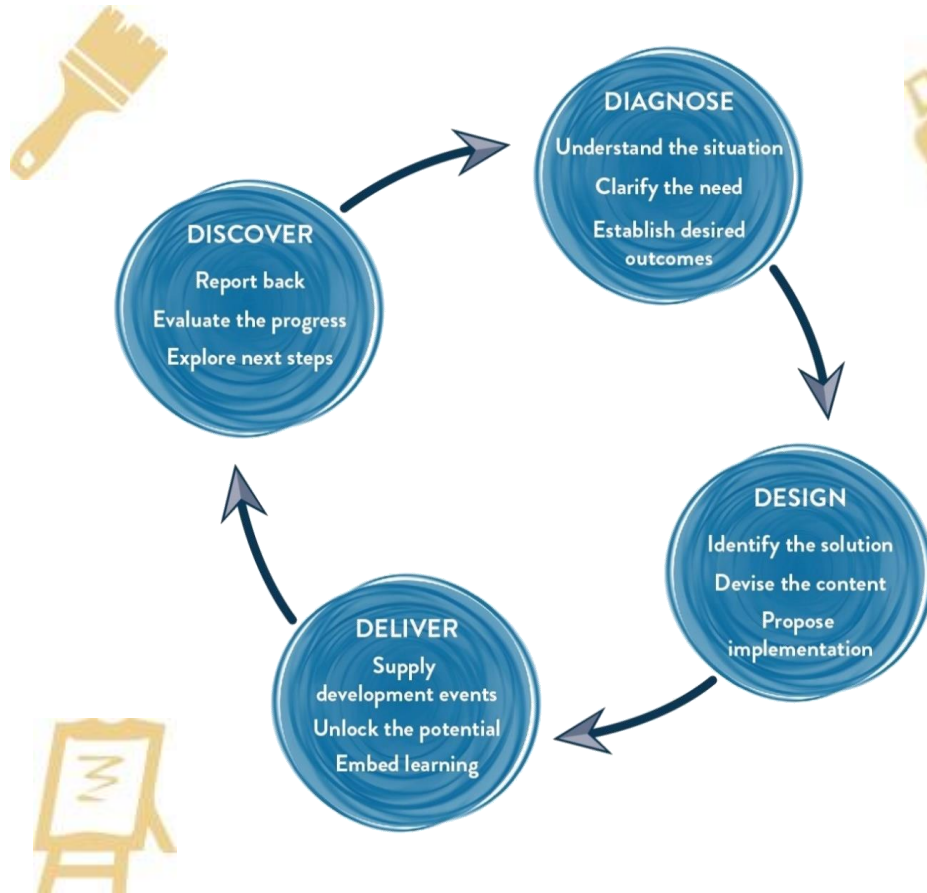
## Chemistry

- 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 PROPOSED JOURNEY



01. Personal  
Impact  
Profile



02. One-On-One  
Debrief  
Call



03. Two  
Day  
Workshop

04. Implementation  
Day

# 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.

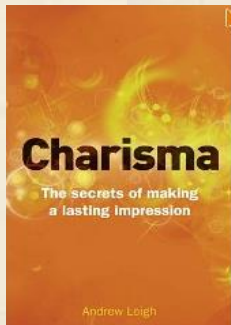




# THE PRE-READ

## 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**.

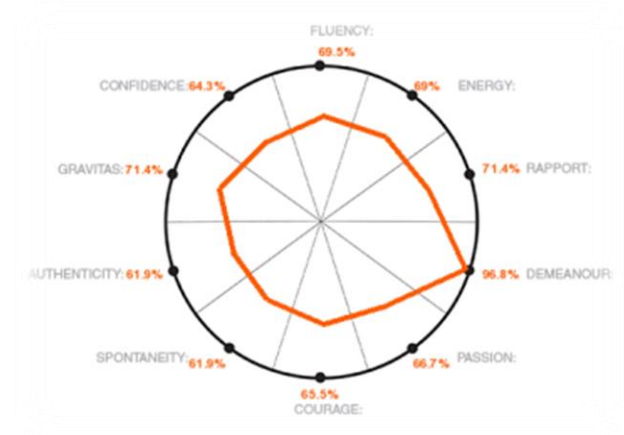


# PROFILE DEBRIEF CALL WITH CONSULTANT

## 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)



- By clarifying the aim of my interaction, I am aware of the impact I would like to create on the other person
- To establish my credibility with the authors, I will be proactive in my communication
- To manage relationships with internal and external stakeholders, I need to keep my focus of attention on them.



- **Comfortable and assertive** in communicating across teams
- **More present** to gauge gaps while pitching for a book
- **Equal** while interacting with authors/clients



- Confidently pitch to the authors based on the available content
- Assert my reasoning for the actions that I shall undertake
- Proactively communicate in case of delay in meeting timelines
- Gain buy in from and create impact through increased personal charisma

# TENTATIVE DESIGN

## DAY 1 (10 PARTICIPANTS PER CONSULTANT)

Narrative	Session	Session Details	Methodology
Getting acquainted with each other	Welcome and Warm up	Getting the participants in a PLAY state, ready to dive in and Experience!	Theatre exercise
A highly engaging activity that helps one understand their own behaviours' around communication and their impact thereof.	Communication DNA	A fun game on identifying communication strengths and areas of development ( Looks deceptively simple but tests the water very easily !!) Practical insight on how communication impacts the results	Team Game
Seeing our patterns of communication identifying the emotions they lack/or not able to express comfortably.	Emotional Expression	How important it is to be able to emotionally express ourselves & convey a message appropriately	Participants in pairs expressing around 20 - 25 emotional statements (based on sad, glad, mad & afraid).
Status and assertiveness are not dependent on job, position, class, it can be used flexibly, depending on the moment to moment purpose. Any uncomfortable conversation has elements of courage and consideration. We need to constantly move towards balancing the two.	Status or Assertiveness	Mind-body-breath are connected. Any one of these affects the other two. Just changing your body, voice, eye contact, pace, can affect the level of confidence you feel. Just learning to tweak these can make you a status expert. Or Exploring states of being submissive, passive aggressive, aggressive and assertive through a role play with multiple responses.	Theatre exercise
Stepping in other person's shoes and creating empathy towards them.	Empathy: Character Profile	What is going on in the other person's world? Exercise on "Character Profile" or need want desire	Participants divided into two groups. Facilitator led discussion
Even before you head for an interaction, you have an absolute clarity about the change to be suggested	Clarifying the AIM	Clarifying the objective. What is the purpose of any communication (written or Oral) What could positive outcome look like Working with purpose & performance objectives	Participants in pairs enacting scenarios (based out of work life like case lets OR can be given by the facilitator
Capable in influencing outcomes of meetings/discussions. Comfortable in influencing people and teams. Building rapport with stakeholders	Chemistry (Using Meeting Simulation)	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

# THE COMMERCIAL

<u>Delivery (for each batch of 10 participants)</u>		
<u>Activity</u>	<u>Investment</u>	<u>Total Amount</u>
Personal Impact Profile	INR 1000 X 10	INR 10,000
One on One Coaching Call	INR 6000 X 10	INR 60,000/-
Professional Fee for delivery – Personal Impact Workshop	INR 70,000 Per Day per consultant X 1 Day X 1 Consultant	INR 70,000/-
Books- Charisma Effect, Folders, Books, Presentation DO IT NOW cards	INR 750 X 10	INR 7,500/-
Professional Fee for delivery – Implementation Day	INR 70,000 Per Day per consultant X 1 Day X 1 Consultant	INR 70,000/-
Total Investment for 10 participants		INR 2,17,500/-
Cost per participant		INR 21,750/-

# 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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**maynardleigh**  
associates