

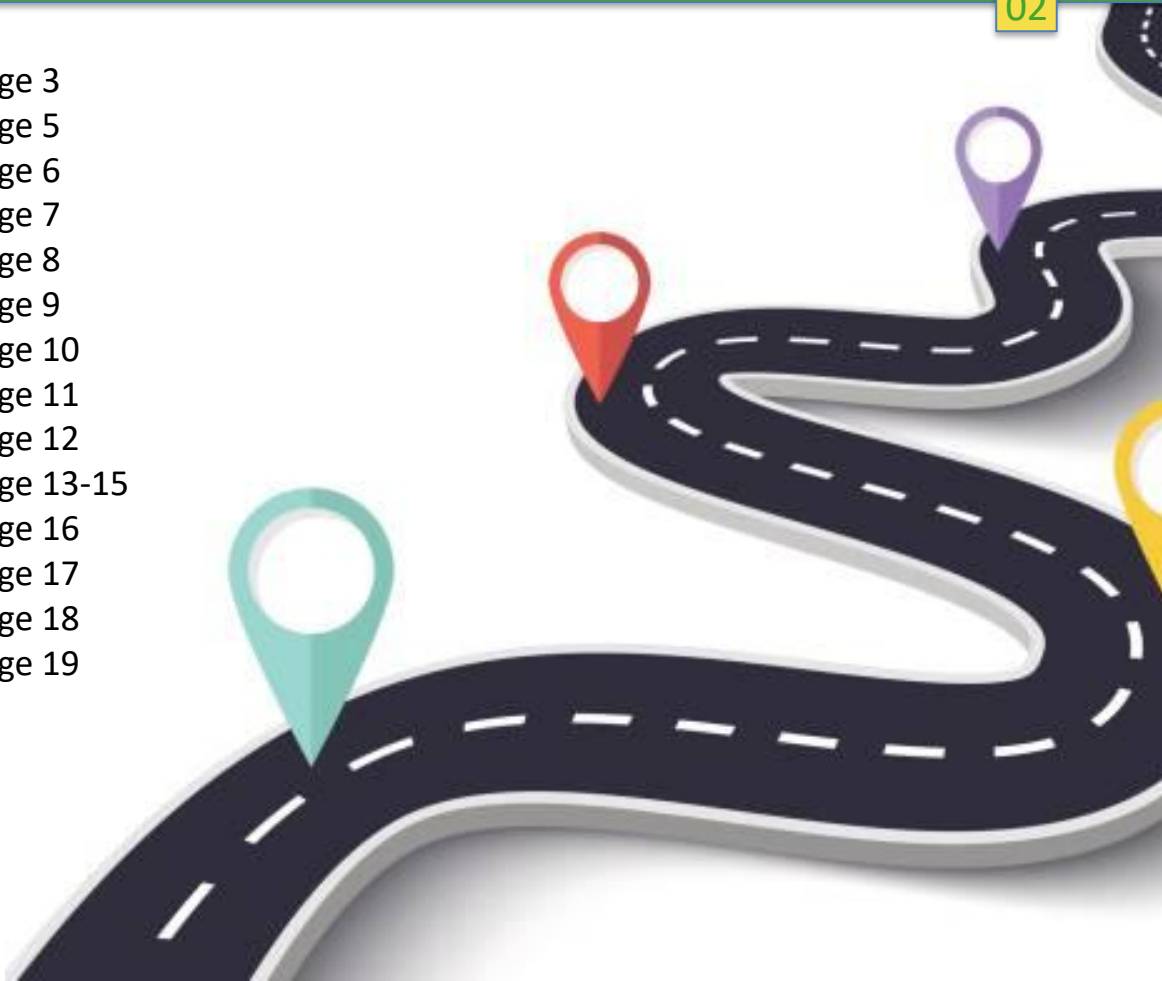


PERSONAL  
IMPACT

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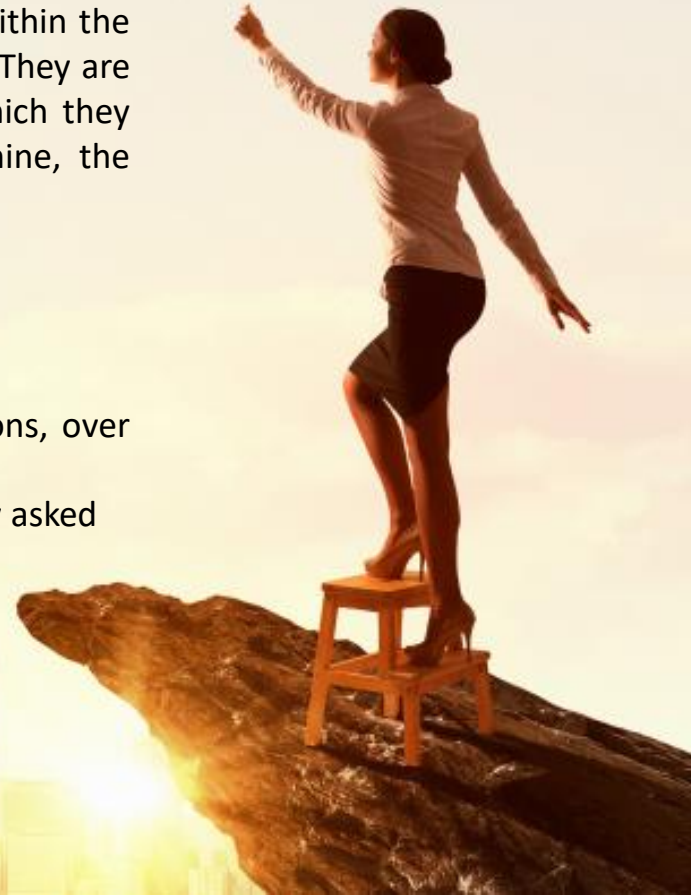
# THE MANDATE

03

## The Situation

The target group constitutes of 12 general managers and above population within the age group of 38-45 years standing with an average experience of 15-16 years. They are sitting at positions where their verdicts and opinions matter, because of which they have to be conscious about what they say at all times. To make them shine, the company would like these leaders to:

- Get more business from their customers across the globe
- Be able to make successful proposal pitches- Both internally and externally
- Make one's presence felt- Develop executive presence and create visibility
- Increase one's ability to make an impact- be in while making presentations, over calls or in one-to-one meetings
- Be assured to speak on different subjects, even if sometimes spontaneously asked
- Collaborate and build successful working relations with peers and seniors.



# THE MANDATE

04

## The Problem

The members of the target group are exceptionally talented at the functional skills that their job-roles require.

- They dabble with high stake communications on a daily basis and the company believes that directives towards their impact and communication can be very beneficial for the firm's functioning
- They interact with factory workers, farmers and internal stakeholders on a regular basis, factors such as their physical appearance and the ability to speak with authenticity to motivate can really polish their performance.

## The Opportunity

There's an opportunity for this target group to increase their Executive Presence. The company believes that they can highly benefit with an intervention geared towards developing their behavioral skills that include:

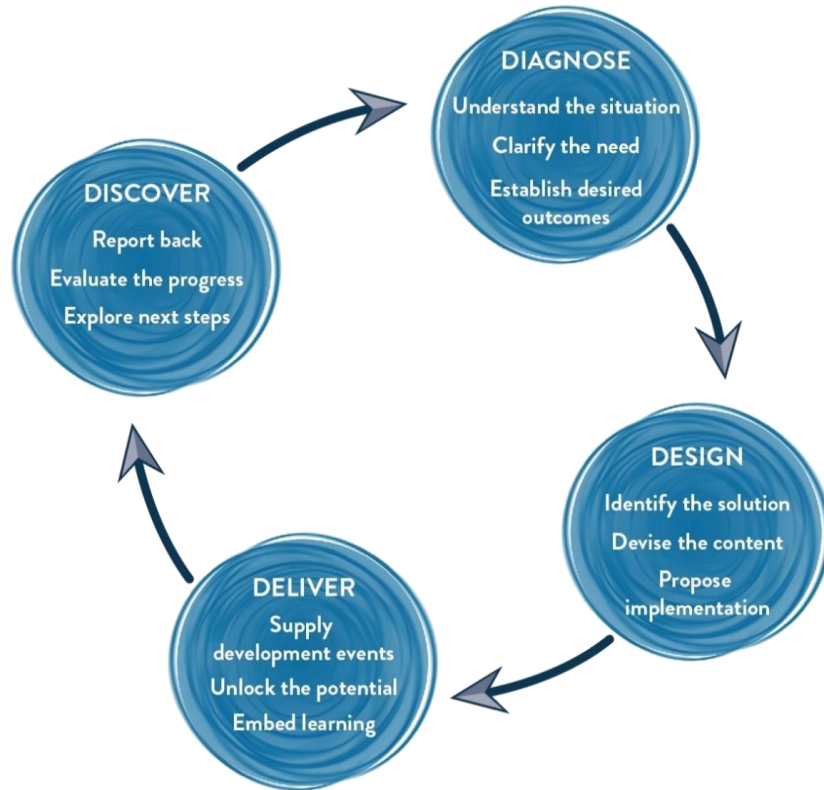
- The ability to interact with people
- Being able to think beyond the current situations and look at the bigger picture
- Develop their communication persona
- Being more impactful, purposeful and effective while communicating
- Being able to authentically communicate to motivate their team-members
- Inspire a sense of ownership in their teams.

## The Need

Maynard Leigh Associates India is expected to create a galvanizing experience for the target group providing them with a space to discover their impact and to build on their chemistry with the stakeholders. This experience will help them realize and reflect on the gaps that might be preventing them in achieving great potential impact.

# THE APPROACH

05



## The **Methodology**

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

# THE DIAGNOSIS

06

We would want to speak over the phone with the target participants, HR stakeholders and business stakeholder to collect information about the business, target participants, possible gaps, expectations & objectives.

We would collect information on:-

- What does their ( target audience) current day look like?
- What kind of conversations do they engage in?
- How would they rate themselves in those conversations? What's working/ what could be better?
- Current challenges faced by the target group while making an impact during their interactions
- What would they like to see happen?
- Expectations from the workshop

Gather anecdotes, examples where you feel these leaders (General Managers and above) might lose their personal impact and what the ideal situation should look like.





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

**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

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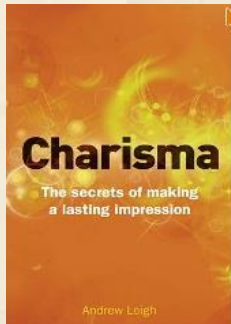


# 00. THE PRE-READ

09

## 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**.



# 01. THE PERSONAL IMPACT PROFILE

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## 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.



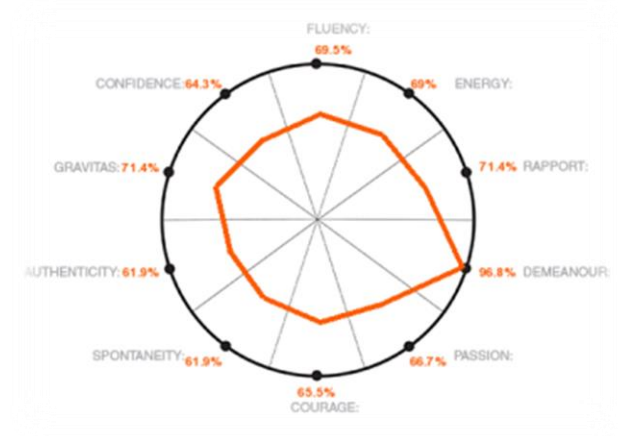
## 02. PROFILE DEBRIEF CALL WITH CONSULTANT

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### 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.



# 03. TENTATIVE LEARNING OUTCOMES – TWO DAY PI WORKSHOP

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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
- I will be authentic while interacting with my team
- I will use my personal impact be more inspirational and influential.



- **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



- Motivate and inspire my team by communicating impactfully, purposefully and effectively
- 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 farmers, factory workers and internal stakeholders

# 03. TENTATIVE DESIGN - DAY 1, (10 PARTICIPANTS PER BATCH PER CONSULTANT)

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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?</li> <li>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

# 03. TENTATIVE DESIGN – DAY 1 CNTD

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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"	

# 03. TENTATIVE DESIGN - DAY 2

15

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.	

# PROGRAM TIMELINES

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Activity Description	Date
Start PI Profiles for Participants	4th July
PI Debrief Calls	19 <sup>th</sup> & 20 <sup>th</sup> July
Workshop	26 <sup>th</sup> & 27 <sup>th</sup> July



# THE COMMERCIAL

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JOURNEY Step	Activity	Investment	Total
Step 1	PI Profile	INR 1,000 per participant X 10 participants	INR 10,000/-
Step 2	Debrief calls	INR 6,000 per participant X 10 participant	INR 60,000/-
Step 3	Two Day Workshop	INR 65,000 per day per consultant X 2 days X 1 consultant	INR 1,30,000/-
	Learning Materials	INR 1,130 X 10 People	INR 11,130/-
Total investment for the entire journey			INR 2,11,130/-
Total investment per participant ( approx.)			INR 21,113/-

- 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