

## EXECUTIVE PRESENCE

**Effective communication** with external stakeholders like the Government and CII members to ensure smooth flow of operations, **make an impact** in interactions and present with **passion and conviction**



Confederation of Indian Industry

**maynardleigh**  
associates

## Your Need As We Understand

### Situation

The participants' profile consists of **25 professionals** at the **Executive level**, most of who are individual contributors with some of them handling a team. The average age of the target audience is between **25-45 years** with a **professional experience range of 5-20 years** consisting of Engineers and Post Graduates in Management. Owing to continuous interactions with external stakeholders like the Government and CII member companies.

### Problem

On the basis of feedback, training programs and written reports, the issues being faced by the target audience are:

- Need to articulate better
- Writing skills need improvement
- Need to be able to express more freely
- Presentations need to be done while creating personal impact
- Soft skills need to improve along with appearance

### Implication

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

- **The target group may not come across as very professional**
- They may be looked at as people without any polish
- For a client, the beginning of the relationship with CII may not feel too good
- The organization when compared to other consulting organizations may seem to fall short

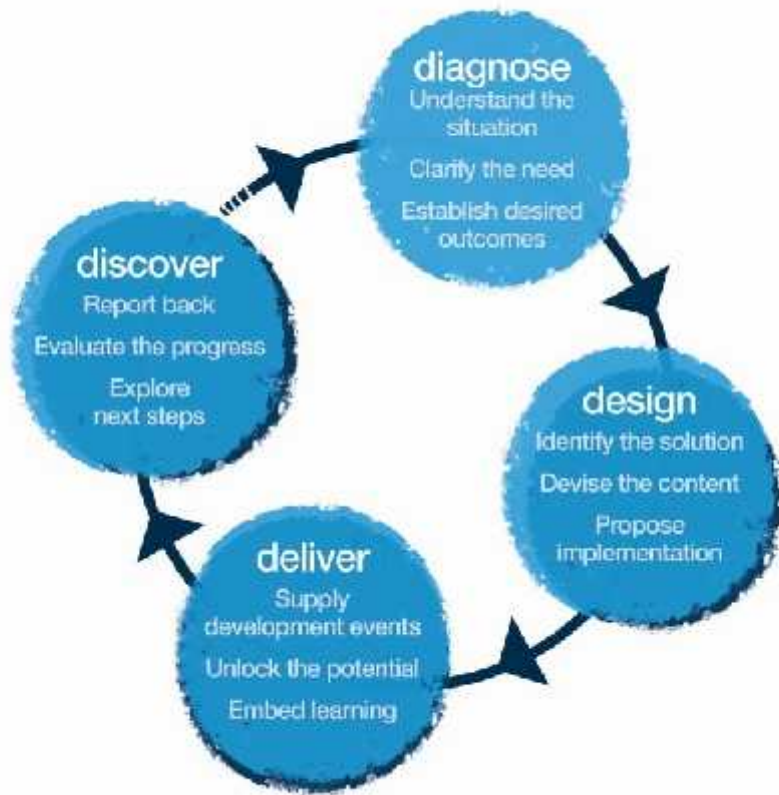
### Need

CII wants Maynard Leigh to provide them with a practice based solution to help address these areas of concern. The learning intervention should focus on improving their communication, being confident and impactful while presenting, articulate better and express freely and have a strong presence while interacting with external stakeholders. Measurement of the outcome of the workshop will be done by trying to sense any increased positive activity post the workshop ranging from simple difference in dressing, communicating and stance.

## WAY FORWARD...

- The workshop that we feel is needed for the target group is done with a maximum of 10 participants so as to provide maximum impact. However, as a special consideration we are pushing our limit up to 11 participants per group for this intervention with CII.
- For this group of participants(22 in total), we will have to break them up into 2 groups of 11 participants each.
- Each group would undertake the 3 day workshop separately
- Moving forward, this entire presentation is basis taking into consideration 1 group of 11 participants
- It will be the exact same for the other group as well

## Our Approach – The 4D Model



We would start with a further **diagnostic** conversation with different participants in your organization . We may also run an online profile to gauge the feedback for individuals to then **design** experiences delivered using theatre methodologies in the workshop along the lines indicated in this proposal.

The experience for the leaders would be **delivered** by an experienced MaynardLeigh facilitator. We pride in creating unique experiences which would help the team connect back to their behaviour's at work and otherwise.

We would recommend a **discovery meeting** with you after the workshop has been completed in order to get feedback on the themes and issues that were uncovered.

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associates

## 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:

- Face-to-face conversation with a sample of 6 participants – half hour sessions each

#### Our Curiosity:

- Examples of written and verbal communication
- Seeing the standard training content, slides of training
- Samples of good and not good emails
- Feedback forms from training programs
- Verbatim from CII members
- Samples of written reports
- Collect scenarios of good and bad communication



## Our Approach – The 4D Model – Design

### Design

Post the diagnosis we shall get into designing a customized delivery solution for your participants and we shall aim to provide the following:

**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.

## At the end of the journey participants should...



### **Think:**

- I can use my personal impact to be more inspirational and get more work done
- I am creating an impression at every moment- consciously and unconsciously
- Everything makes an impact- my dress, entrance, body language, voice
- Every interaction/presentation is a moment of impact & I will make them count
- My communication impacts my results – I need to prepare and structure my thoughts before an important interaction



### **Feel:**

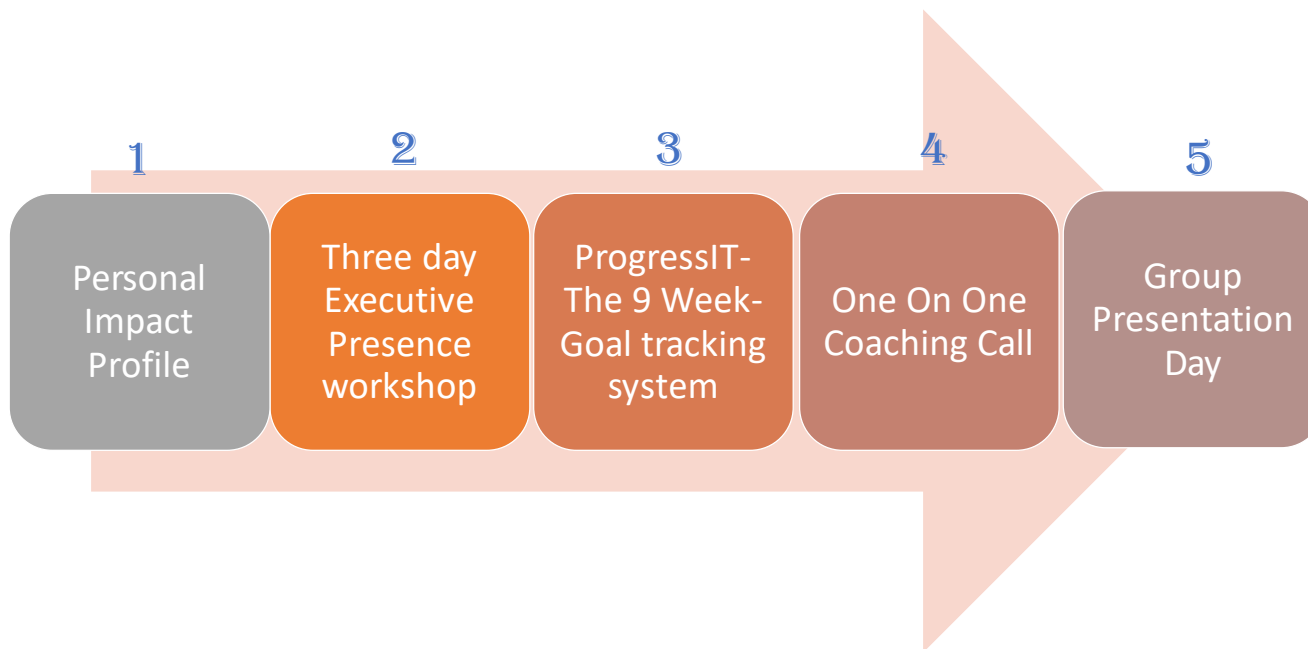
- Confident and equipped to handle high pressures encounters
- More aware & assured about themselves
- More present and engaged during meetings and presentations
- Equal while interacting with my stakeholders



### **Be more able to:**

- Increase ability to gain buy-in because of the impact I create
- Articulate messages concisely and with conviction
- Communicate by developing my own personal style
- Use tips of presenting in my training props
- Prepare body, mind and breathing before important interactions
- Use AIM, Be Yourself and build relationships with stakeholders

## The “Communicating with Impact” Journey





## Step 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.

## Step 2 Executive Presence Journey – Day 1

Time	Session	Session Details	Methodology	Outcome
9:30-10:00AM	WELCOME AND CONTEXT SETTING	<ul style="list-style-type: none"> <li>What's the PURPOSE of Personal Impact</li> <li>Introduction of Maynard Leigh Associates</li> <li>Getting playful and mingling – Move, clap etc.</li> <li>Party Mingling</li> </ul>	Trainer Led	Introduction to course Context Warm Up- Building Energy
10-10:30AM	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	Self Awareness on their first Impressions
TEA BREAK 10:30 – 10:45am				
10:45 –11:30AM	ON-OFF Modes	<ul style="list-style-type: none"> <li>ON = When you know you're being seen and having to represent your personal brand.</li> <li>OF = Those unguarded moments when you are being watched and you re not aware of it.</li> </ul>	Leader & participants offer insight	Awareness of what works and what needs Improvement People notice the impact everywhere
11:30- 12:00PM	PREPARED PRESENTATIONS	<ul style="list-style-type: none"> <li>Each participant delivers their 3-minute prepared presentation. These are recorded</li> </ul>	Presentation by participants	Practice and self introspection
12:00 – 1:00PM	FEEDBACK	<ul style="list-style-type: none"> <li>Each person receives feedback from the group and the leader, focusing on clarity of message, structure, authenticity, use of visual aids, effect on audience</li> <li>Analysis of each person's strengths and areas for improvement</li> </ul>	Leader & participants offer insight	Awareness of what works and what needs improvement Openness in group Practice in giving and receiving feedback
LUNCH BREAK 1:00PM - 2:00PM				
2:00 – 2:30PM	VIDEO FEEDBACK	Participants get a chance to see themselves and consolidate learning points from feedback. They evaluate themselves thru the filter of 5 ps	Video play back in the room	Self awareness Vulnerability Validation of feedback Focus on areas of development Self realization

## Executive Presence Journey – Day 1 Cont'd

Time	Session	Session Details	Methodology	Outcome
2:30 – 3:00pm	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.
3:00 – 3:30PM	WHAT IS EXECUTIVE PRESENCE	What are the factors that contribute to making an impact and creating the appropriate impression on others?	Trainer led	Context.....RECAP from DAY1
3:30 – 4:15PM	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> <li>Writing purposeful emails</li> <li>Report Writing</li> </ul>	Leader & participants offer Insight	Communicate to involve others. Be more confident and assured
4:15 – 5:30PM	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> </ul> Preparing all your resources to create a Personal Impact – <ul style="list-style-type: none"> <li>✓ MIND – Centering Technique and building awareness</li> <li>✓ BODY – Preparatory exercises for keeping the energy flowing</li> </ul>	Rehearsals Coaching Experiential activity	Knowing what to work on in my interactions and how to do it  More aware & assured about ourselves.
5:30 Wrap Up				

## Executive Presence Journey – Day 2

Time	Session	Session Details	Methodology	Outcome
9:30-11:00AM	B = Be Yourself (Continued..)	<ul style="list-style-type: none"> <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	Knowing what to work on in my interactions and how to do it  More aware & assured about ourselves.
11:00 – 11:30AM	STATUS	<ul style="list-style-type: none"> <li>• It creates a personal impact while interacting with others</li> <li>• Recognizing the status of others</li> </ul>	Role Plays	Exhibiting high self esteem
11:30-11:45am - Tea Break				
11:45 – 1:00PM	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).	Being able to identify the emotions they lack/or not able to express comfortably.
1:00 – 2:00PM – Lunch Break				
2:00 – 3:00PM	Expanding your range of emotions	Rehearsing the emotional statement & trying to take it to the next level while being coached by the facilitators.	Dividing the space into 4 corners in regards to the 4 basic emotions. Being done in groups.	Being aware of the emotions not easily expressed Going within & working towards it.
3:00 – 3:30PM	Meeting Simulations	<ul style="list-style-type: none"> <li>• Participants are divided into two groups to simulate a meeting scenario.</li> <li>• Each participant receives individual feedback and a chance to increase their impact</li> <li>• This exercise is an extremely powerful simulation.</li> </ul>	Simulation	Increasing your impact in a meeting

## Executive Presence Journey – Day 2 Cont'd

Time	Session	Session Details	Methodology	Outcome
3:30 – 4:00PM	Chemistry Interdependence	Working creatively in partnership and collaboration with others. Improvising and 'thinking on your feet'.	Theatre Games.	To practice working with another person where success is dependent on both parties working together.
4:00 – 4:45PM	Attention on others	Emphasis on the fact that giving attention to others is of utmost importance. How to focus attention on others in embedded during this session.	Light Hearted Improvisations	To practice focusing attention on the other person.
4:45 – 5:30PM	Rapport Building	Social Situations Reading the audience Engaging the audience	Pairwork	To practice communicating with another person in order to establish a genuine rapport. How can we establish rapport quickly?
2 <sup>nd</sup> Day - Wrap Up				

## Executive Presence Journey – Day 3

Time	Session	Session Details	Methodology	Outcome
9:30 – 11:00AM	Presentation on Learning Points	<ul style="list-style-type: none"> <li>Participants need to present before everyone what they have learnt so far in the workshop</li> <li>Objectives are to embed learning of the past two days as well as fine tune presentation skills</li> </ul>	<ul style="list-style-type: none"> <li>Presenting before everyone present</li> <li>Participation Activity</li> </ul>	<ul style="list-style-type: none"> <li>Understanding presenting with presence a little better</li> <li>Recap and gain confidence about using creative ways to communicate</li> </ul>
11:00 – 11:30AM	WRITE, REHEARSE, REFINE	<ul style="list-style-type: none"> <li>Participants apply their learning's &amp; feedback received back to their original presentations</li> <li>They rehearse in pairs with their coaching buddies</li> </ul>	<ul style="list-style-type: none"> <li>Participation Activity</li> </ul>	<ul style="list-style-type: none"> <li>Are able to understand their mistakes and make them right</li> </ul>
11:30 – 11:45AM TEA BREAK				
11:45 – 1:00PM	PRESENCE	<ul style="list-style-type: none"> <li>Exercises to develop presence</li> <li>How to command attention</li> <li>Relaxation and dealing with 'stage-fright'</li> </ul>	Experiential activity  Participant Presentation  Debrief of exercise	-Awareness of the surrounding and self habits -Alertness -Alive and present to the needs of audience, self and business
1:00 – 2:00PM LUNCH BREAK				
2:00 – 3:15PM	HANDLING QUESTIONS	<ul style="list-style-type: none"> <li>How to deal with questions</li> <li>How to get your essential message across despite a possibly hostile audience</li> </ul>	<ul style="list-style-type: none"> <li>Interview Method</li> <li>Practice, Coaching in creative partnership</li> </ul>	<ul style="list-style-type: none"> <li>Ability to deal with hostile audience</li> <li>Balancing energy when you are questioned</li> <li>Personality feedback</li> </ul>
3:15 – 4:15PM	FINAL FEEDBACK	Each person receives feedback from the group	Participant Presentations & Feedbacks	•Final Presentations & feedback
4:15 – 5:30PM	RECAP & ACTION PLANNING	<ul style="list-style-type: none"> <li>Review learning points of the course</li> <li>Identifying next steps</li> </ul>	Recap Action planning	<ul style="list-style-type: none"> <li>To be able to take action</li> <li>How to sustain the learning</li> <li>buddy</li> </ul>
Wrap Up				

### Step 3

#### **Progress IT - Online goal tracking**

- A nine week support service for people on learning events
- Participants choose behavioural goals from their development event
- E-mail reminders seek participants' updates on progress
- Records "best opportunity to make progress next week"
- Participants record what they've learned
- Produces a Business Benefits Report

### Step 4

#### **One on One Coaching Call**

- 45 minute coaching call between consultant and participant
- Participants share their challenges and successes while implementing the goals
- They rehearse, get feedback and learn tools which would take their performance to the next level

### Step 5

#### **Group Presentation Day**

- We can look at 1 day just for group presentations of the entire participant group
- We will divide them into groups of 5 and ask for a 15 minute presentation each
- 4 groups will present(considering 20 participants) and then we can see how much of learning has been embedded throughout the course of the workshop

## Commercials and Terms & Conditions

<u>Diagnose &amp; Design (For the whole Intervention)</u>		
Half Day Diagnostic Interviews + Half Day Design ( creating report, customizing design, presentation of design)- 1 day worth of investment		INR 65,000 (One time charge)
<u>Delivery (for each batch of 11 participants)</u>		
<u>Activity</u>	<u>Investment</u>	
Professional Fee for delivery – Executive Presence Workshop	INR 70,000 Per Day per consultant X 3 Day X 1 Consultant	INR 2,10,000/-
Books- Charisma Effect, Folders, Books, Presentation DO IT NOW cards	INR 750 X 11	INR 8,250/-
Personal Impact Profile	INR 1000 X 11	INR 11,000
ProgressIT: Online goal tracking system <b>(OPTIONAL)</b>	INR 500 X 11	INR 0/-
One on One Coaching Call <b>(OPTIONAL)</b>	INR 6200 X 11	INR 0/-
Professional Fee for Group Presentation day( <b>Post Workshop</b> ) <b>(OPTIONAL)</b>	INR 44000 for half day per consultant X 1 consultant	INR 0/-
Total Investment for 11 participants		INR 2,94,250/-
Indicative Investment for 22 participants – (INR 3,06,400 X 2)		INR 5,88,500/-
Cost per participant		INR 26,750/-

- 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 (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 31<sup>st</sup> March 2018
- Contracts, legal & accounting paperwork (including billing & payments) will be in the name of “Life Strategies Humancare Pvt. Ltd.”



## 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 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)



*THANK  
YOU*



Contact Details – Wade Calvert  
[wade@maynardleigh.in](mailto:wade@maynardleigh.in)  
+91 8404883592

