

# Personal Impact – The Journey



# Your Need As We Understand

## Situation

The participants' profile consists of **60 professionals** of Band 2 & 3 levels. This includes people who hold positions of Sr. Manager, DGM and GM. These are senior leaders who lead teams and have experience ranging from 10-15years. Because they hold such senior positions they need to be able to:

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

## Problem

On the basis of effective meetings and CXO level intervention we have concluded on the following problems that are faced by the participants:

- Lack aura because of which people do not look up to them
- They do not seem to be moving up the ladder
- Communication and personalities are not up to the mark
- Need to learn how to build rapport and develop networking skills to ensure substantial business

## Implication

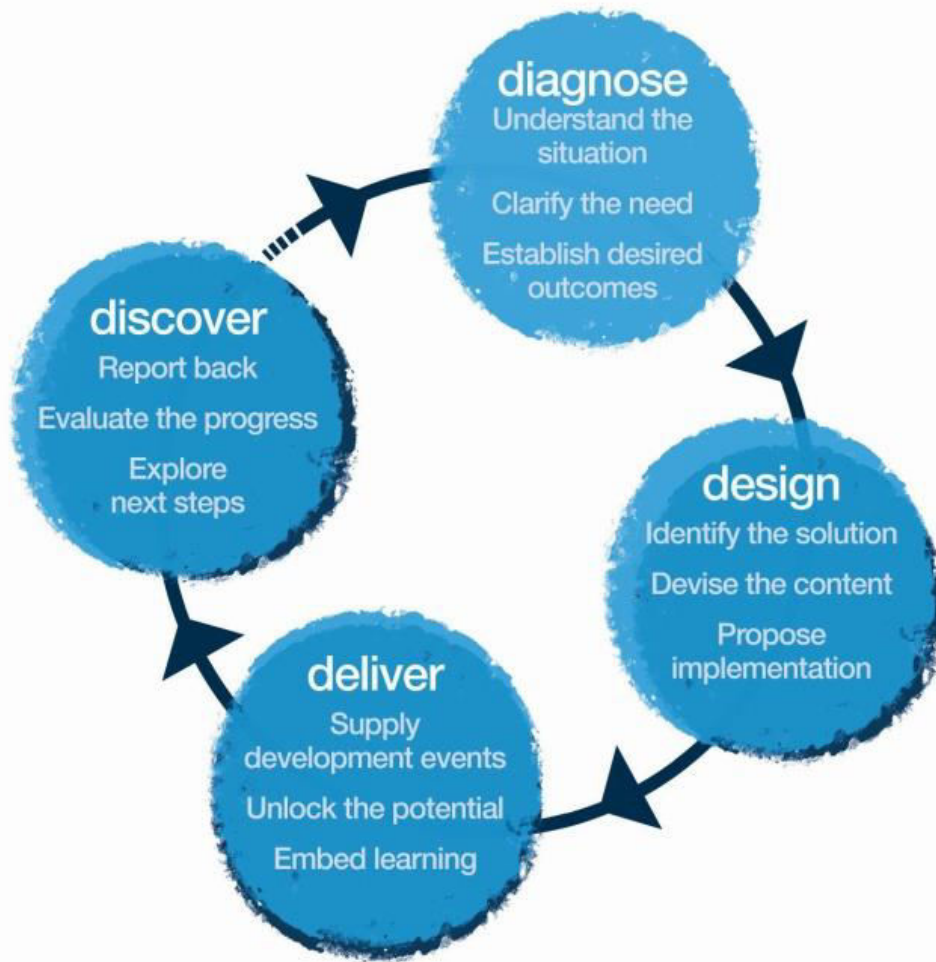
If the above mentioned issues are not looked into, the following implications might arise:

- Drive of these individuals will be lost
- They will not be able to connect with clients effectively
- Winning new clients will become an issue
- Their reportees will not see them as a leader

## Need

Bharti Infratel Ltd. wants Maynard Leigh to provide them with a solution to help address these areas of concern. The learning intervention should be two-day long session in which these leaders will need to become more impactful in terms of communication. They should be equipped to structure presentations to share a value driven message. Empathic listening and gravitas need to be seen in these individuals

# 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.

# Pre-work/Diagnosis Findings



## What is your role at Infratel?

1. The prime role involves increasing revenue opportunities by-
  1. Increasing tenancies at existing sites
    - a) Increasing no of sites (in roll-out states)
    - b) With increase in volumes of calls leading to increase in call-drops- its an area of opportunity to increase sites
    - c) Look at new avenues (Leaner, lighter towers)
2. 83 % of the participants looked at their role as more a service provider/ SPOC to operators, and lesser as sales lead.
3. We understood the pricing structure and how the contracts are formalized.
4. We understood the business model, competition and the kind of meetings/situations S&M face every month in keeping their commitment of up-time.



## Some situations where they are required to influence/negotiate-

1. Commercials and SLA's-
  - a) Agreement on anchor tenancy rates
  - b) Getting tenancy started within 10 days of RFI.
2. Not delivering on a SLA- (100% participant's shared instances around this)
  - a) Site down due to calamities/ weather/ People issues
  - b) Negotiating with the site owners
3. Collections
  - a) Collecting money which was previously due
  - b) Negotiating on energy bills + Rental.





## Challenges faced

1. Typical cases which led to not delivering SLA's-
  - a) Law and order situations- Goons taking over a site/ MLA problem, etc.
  - b) Inability of the operations team, putting the S&M in a spot.
2. Commercials-
  - a) Being aware of market rates
  - b) Anchor tenancies
3. Smart towers inability to support old heavy equipment.
4. Operators asking for old prices even in new sites



## What will enable success?

1. 90% say being able to think out of the box- They are getting involved in doing the same tactical job for so long, have hardly explored new ways of dealing with situations. They realize will need to do that to achieve success. Eg-
  - a) Be proactive rather than reactive- Start looking for sites and getting them RFI even before the operators ask for it.
  - b) Use government sites like airports/railway stations
  - c) Think beyond KAM
  - d) Think what new products/pricing options they can offer
  - e) Anticipate challenges/questions that they will face
  - f) Understand customer behavior
2. Understand the situation and person to influence, and prepare beforehand.
3. Communicate better. This includes, being a better listener, show direction (big picture), being patient and having more control over emotions
4. Influence internally- Such that they can focus more on sales.



# At the end of the journey, participants should

## *Think:*



- I need to use my authentic persuasive style
- I will clarify the impact I want to have before any conversation
- Be alert to what's going on around me
- Impress and establish credibility/ authority
- Use my personal impact to be more inspirational

## *Feel:*



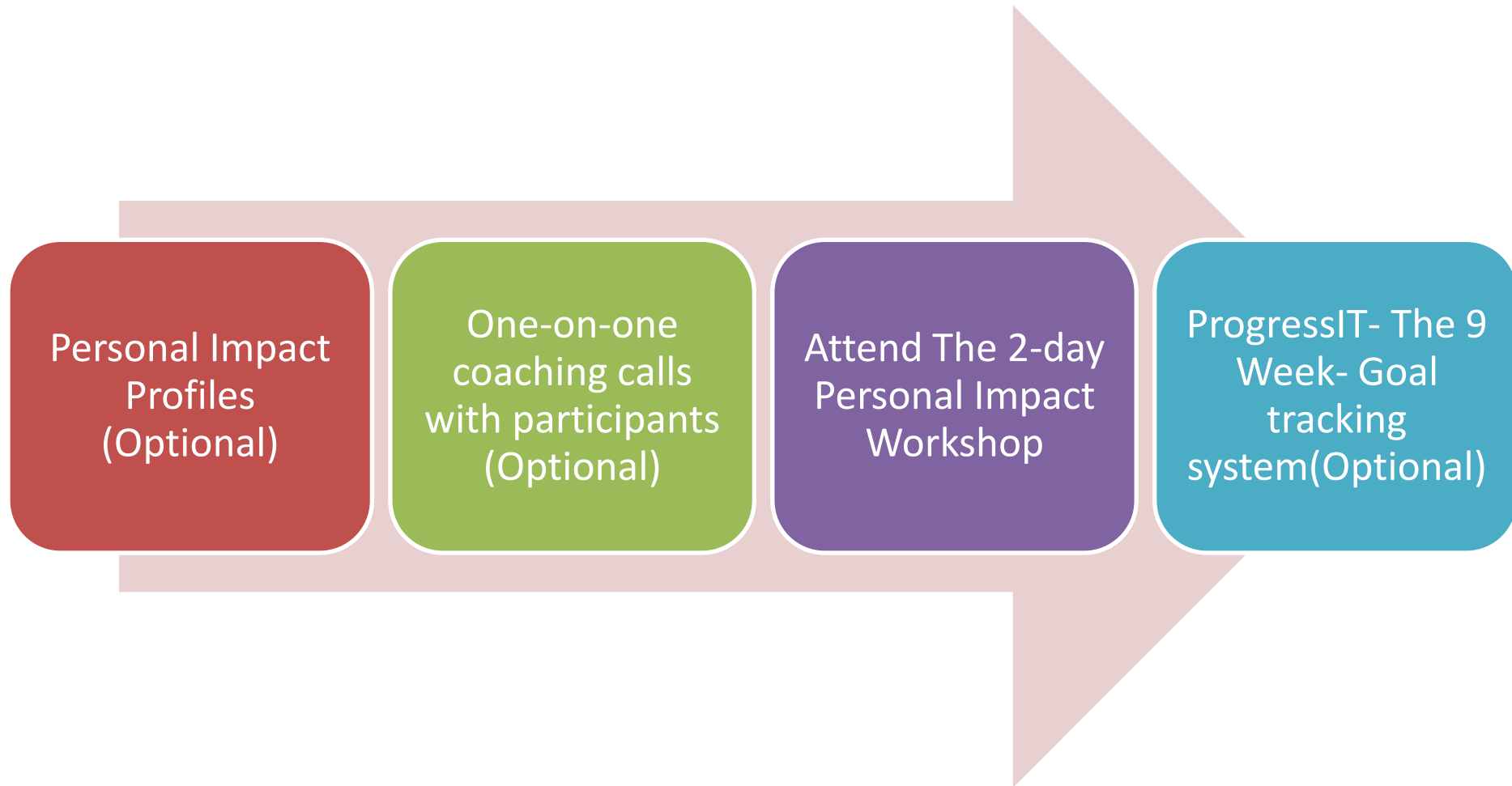
- **Confident** in interacting
- More **aware** & **assured** about myself
- More **present** for my audience
- **Connected** to my own integrity
- **Equal** with people around me

## *Be more able to:*



- Influence at the highest level and develop executive presence
- Build rapport with seniors, peers and subordinates as well as external stakeholders
- Express your opinions and be persuasive
- Convey gravitas and natural authority through assertive communication for impact

# Rolling Out- Personal Impact Journey





# Step 1 : Personal Impact Profile (Optional)

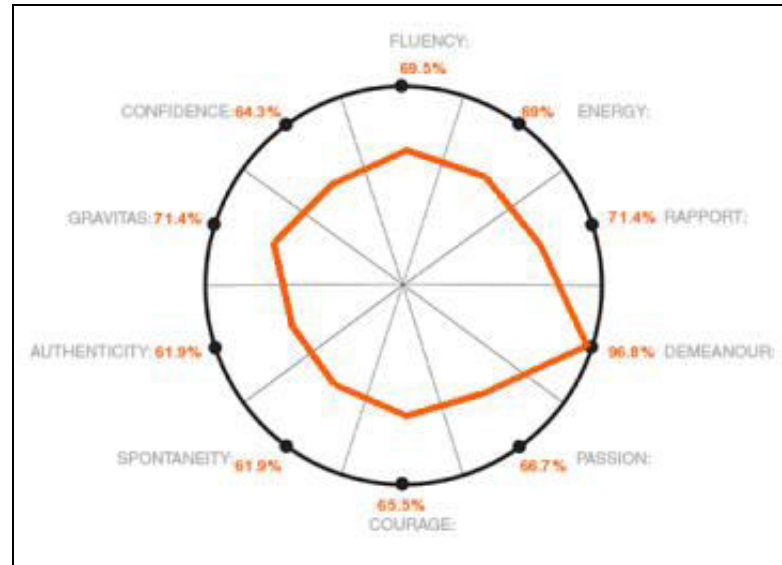


## Online Assessment

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 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 colors one is using from his/her palette.

## Step 2: Coaching call with the consultant (Optional)



**Need of this call** – A call to discuss the **profile**, **interpret results**, **decipher statistical facts** generated from the PI Profile and free form comments. This is to **create a clear vision towards the personal development** of the participants during the workshop.

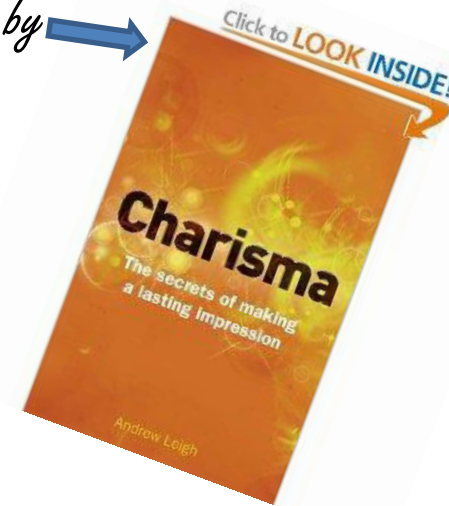
Time- 45 Minutes.

Coaching makes a huge impact.

## Step 3: Attend the two day workshop



Workshop is supported by



Objectives – In this workshop we will work on you individually by using techniques garnered from the field of theatre. We shall create a ‘whole self learning’ experience in the workshop. In this workshop, you will receive insightful feedback. Probably things that our best friends have never told us !

# Sample Workshop Outline - Day 1: Maximum 15 participants per batch

Time	Session	Session Details	Methodology	Outcome
9:30-9:45	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> </ul>	Trainer Led	Introduction to course Context Warm Up- Building Energy
9:45 – 10	Entrances	<ul style="list-style-type: none"> <li>The entrance can create a Personal Impact!</li> <li>An assessment of the instant judgements people make about us.</li> </ul>	Get up & do activity.	What governs how people see us?
10-10:30	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 – 11:15am	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
11:15 – 12:00pm	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
12: 00 – 12:30pm	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.
12:30- 1:00pm	Prepared Presentations	<ul style="list-style-type: none"> <li>"Sell yourself in 60 seconds"</li> <li>Utilize whatever you have learnt till now</li> <li>Video graphed feedback</li> </ul>	Video Playback in the room	Self awareness Vulnerability Validation of feedback

# Day1 continued...

Time	Session	Session Details	Methodology	Outcome
LUNCH BREAK 1-2pm				
2 – 3pm	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
3 to 4:15pm	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> <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.
TEA BREAK 4:15 – 4:30				
4:30 to 5:00pm	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
5:00 to 5:20pm	Overnight work to come prepared for Day 2	Come dressed professionally on Day 2 to represent your Brand that will create Personal Impact	Discussion	
5:30 Wrap Up Day1				

# Sample workshop outline - Day 2

Time	Session	Session Details	Methodology	Outcome
9:30-10	WHAT IS PERSONAL IMPACT	What are the factors that contribute to making an impact and creating the appropriate impression on others?	Trainer led	Context.....RECAP from DAY1
10-10:30	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.
10:30-11:30	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.
11:30-11:45am Tea Break				
11:45-12:15	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.
12:15-1:15pm	Attention on others	Choosing where to focus. Focusing attention on the other person or people.	Light Hearted Improvisations	To practice focusing attention on the other person.
1:15 – 2	Rapport Building	Social Situations Reading the audience Engaging the audience	An exercise to explore how we can 'read' an audience through observation. Each participant, with the support of a partner, now devises a communication encompassing all that they've learnt.	To practice communicating with another person in order to establish a genuine rapport. How can we establish rapport quickly?



# Day2 continued....

Time	Session	Session Details	Methodology	Outcome
2-2:45pm LUNCH				
2:45 – 4:15	Performing Inspirational Pieces	They present a 2-3 min inspirational piece i.e. song, poem, prose, speech from a play etc. (asked to come prepared ). They need to choose a piece they find inspiring.	Coaching in creative partnership Insightful feedback .	Creates a climate of trust in which people want to do their best.
4:15-4:30 Tea Break				
4:30-5:00	Personal Qualities	Participants go through their first impression sheets. Get feedback on what new qualities people see in them.	Feedback leading to discussion.	Identifying 3 new qualities.
5-5:30pm	LEARNING TRANSFER-	Taking time to coach each person in his or her next developmental steps and on how to apply their learning from the course back in the workplace.	Participant Sharing Paper and color based activity	Work on their development plan Live the learning's from the program

## Step 4: Progress IT (Optional)



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

- A nine week support service for people on learning events
- Participants choose 3 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

### Goals

A hand holding a pen, ready to write on a list of three numbered lines. The lines are numbered 1., 2., and 3. in blue ink.

Identification of Goals – As a result of the experience and learning during the workshop, participants will identify **three goals** for themselves. These three goals will be areas in their behavior they want to focus on in order to enhance their Personal Impact.

These goals are entered on our **9 week goal tracking system- ProgressIT**

# Commercials

STEPS	ACTIVITY	BREAK-UP	TOTAL INVESTMENT
	<b>Delivery costs</b>		
	STEPS (For a group of 15 people)		
	a) Professional fee for delivery ( 65000 X 2 days X 1 consultant)	130000	
	b) Learning Material, Folders, Charisma Effect Book, DO IT NOW cards (900 X 15)	13500	
	<b>TOTAL - For a group of 15 participants</b>		<b>INR 1,43,500</b>
	<b>Approx. Cost Per participant if fully attended (208000/15)</b>		<b>INR 9,566.66</b>

# Terms and 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.
- 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.”

## OUR APPROACH

Our model is tried and tested. Our straightforward approach, developed through our work in business over the last 24 years, has a proven and impressive track record. By developing people's cognitive, emotional and behavioural skills, we can maximise each person's effectiveness and therefore improve organisational performance.



In practical terms this means we establish dynamic learning environments, working on several levels simultaneously. People experience our learning events as interactive, practical, stimulating and stretching. They receive individual feedback from our highly insightful workshop leaders and coaches that enables them to be specific and focused about what they will do differently in the way they lead, communicate and affect people back in the workplace.

# Trainer Profiles – Anand Mittal



Leadership is about authenticity, it's about being yourself. This is how he defines leadership and demonstrates as well.

Total 15 years of total experience, out of which a decade of facilitation and theatre.

Anand has conducted trainings on influencing skills at work, personal impact with different stakeholders, effectively lead self & your teams, effective communication, appraisal discussions, time management, team building, customer service skills, customer satisfaction, telephone etiquettes etc.

Has also used his coaching skills with individuals at Wells Fargo, RBS, Cognizant technologies, Quattro to achieve their personal & professional goals.

He is a trained actor and a drama instructor from Barry John Acting Studio. In his experience as a Theatre director, has written many plays, street plays for amateur actors and corporates. During this process, has learnt how to deal with difficult actors, egos and to be able to create harmony amongst the ensemble. Was also a part of some corporate films for ICICI bank as an actor while in Mumbai.

Some of the clients who have appreciated his work include:

Mckinsey & Company, EY , CII ITC - CESD, Ikea, SABMiller, Cognizant technologies, Coca Cola, Maxlife Insurance, Royal Bank of Scotland, Eicher Polaris, Sopra Steria, Pepsico, Nestle etc.



## Trainer Profiles – Bharat Babbar



Bharat carries with himself a decade's worth of experience as a facilitator.

To quote (and adapt) J.R.R. Tolkien; "One Ring to rule them all, One ring to find them; One ring to bring them all and in the light, release them."

In Bharat's case, the "One ring" is synonymous with stories. His and yours. He believes these stories are powerful reflections of ourselves, where we find clues about what's working brilliantly for us and what could be better.

Seeking these stories has led him to some very interesting places and profound experiences.

From teaching acting at The Barry John Acting Studio in Delhi & Mumbai, working with youth at a juvenile detention facility for a NGO called STEP, to remote towns and villages in Chattisgarh – a project done in association with UNICEF, exploring conflict-resolution at various camps in a region torn apart by the conflict between the Indian army and Naxalites, to making films in Los Angeles, working in collaboration with people from around the world, to behind the camera at the IIFA Awards!

Bharat is from a business family in New Delhi and holds a Bachelor's degree in Commerce from Delhi University. He's taught acting at the Barry John Acting Studio for four years and has acted in numerous plays, films, TV and commercials.

Clients appreciate his ability to create a dynamic and collaborative environment, where they explore and challenge boundaries of peak performance together, create a space to practice and rehearse, come up with practical ideas and practices that can then be applied to the workplace to achieve measurable results.

Bharat has worked as a performance coach with many individuals and teams, facilitating their journey towards being impactful, collaborative, trusting, empathetic, creative and dynamic!

His regular clients include RBS, MaxLife, Cognizant, Ernst & Young, McKinsey, Coca Cola, Pearson, John Deere, Macquarie, Sterlite, Muratec, Penguin Random House and many others.

## Trainer Profiles – Steeve Gupta



Steeve is the Managing Director of Maynardleigh Associates India.

He is also a principal consultant in the delivery team. Steeve has worked with and consulted for Aricent, Airtel, AON Hewitt, Alcatel Lucent, Amdocs, Bharti Infratel, Birlasoft, Coca-Cola, Glaxo SmithKline, Dell Perot, Ernst & Young, Rediffusion DY&R, RBS, Max Bupa, Max Life, McKinsey & Company, Punj Lloyd, NEC HCL, Sopra, Sunlife, Suzuki and many other organizations.

Some behavioural areas that Steeve loves to work with and deliver workshops on include; Motivation for Peak performance, Team Behaviours, Vital leadership, Talent Engagement and Presenting & Public speaking.

In 2002, Steeve graduated from the University of Central Florida, with an MBA and specialization in International Business. He was inducted into the Beta Gamma Sigma honour society for graduating at the top of the business college.

In theatre, Steeve worked closely with Aamir Raza Hussain at Stagedoor productions and Oscar Nominee Victor Banerjee.

Deep Insight into people's behaviour, his experience of working with thousands of leaders, his commitment to creating an engaging, experiential & partnership based learning environment and focus on ensuring that business and individuals gain from the time spent in workshops are what make Steeve a great asset to Maynard Leigh.

# Our Clients



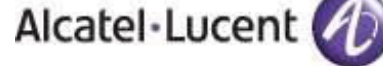
AstraZeneca



McKinsey & Company



Cognizant



PEPSICO



perot systems

Sopra group



SONY



Hindustan Coca-Cola Beverages Pvt Ltd

apollo



TECTURA



LANCO



HYATT



Grant Thornton



comviva

Birlasoft

stryker



AON Hewitt

Rediffusion Y&R



unitech

RANBAXY LABORATORIES LIMITED





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



For further information please connect with:

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