

# Empowering Impact

## Taking EI to the next level

YOU work in a field that requires communication, influence, presenting, training or learning  
YOU are under pressure to create more and more change with less and less time and resources  
YOU are required to have greater influence over internal and external clients and stakeholders  
YOU need Empowering Impact



The brain is a wonderful organ; it starts the moment you get up in the morning and does not stop until you get to the office. -Robert Frost

### **Empowering Impact is based on established psychological concepts and the latest brain and learning research.**

In this two-day **Business Presentation Skills Masterclass** we delve into the sales and marketing aspects of your business. We work closely with Dr Robert's Cialdini's 'Principles of Influence' from his book 'Influence, Science and Practice' & 'Persuasion'. Each of the individuals on this masterclass will receive in-depth coaching throughout the days on how to use language more effectively with pace, tonality, inflection and gestures as the master communicators do. The programme ends with an opportunity to adapt and test their skills and ideas for imminent presentations. It's a very interactive and experiential two days. You will deliver at least two mini-presentations each day, growing through experimentation in a very safe environment. You are filmed each time you present, and watch this in private with an experienced and friendly coach, who makes sure that you are aware of all your progress. You then take away the video as a record of your evolution as

an accomplished presenter. The way this programme is facilitated and trained means that the learning continues way beyond the classroom, and sets a 'learning filter' so that every time a delegate sees and hears a speaker, they automatically enrich their own experience.

## **Empowering Impact will enable you to be well on the way to be able to:**

- ❖ Enjoy speaking in front of any group, not just being in control of your nerves, but genuinely feeling calmer
- ❖ Present idea, concepts, sales and/or marketing processes, positions and attitudes
- ❖ Use your body and voice as tools to convey credibility
- ❖ Use the secrets of language and presentation structure to gain early agreement to your ideas and deal with objections before they arise
- ❖ Demonstrate behaviours that support principled sales and negotiation
- ❖ Field questions with ease
- ❖ Display strategies for dealing with difficult people and situations
- ❖ Integrate proven factors of influence
- ❖ Use your passion and experience to make it easy for people to listen to you

By the end of the two days you will have a plan to go forward that will work for your immediate demands and pressures. You will understand the processes and tools you've used so that implementing similar strategies in the future will be easier. You will also be formulating your future presentations with greater ease.

Many delegates have benefited from on-going one to one coaching following on from this event. The event gives a clear structure for any future coaching to be grounded with basic fundamental skills.

**This intensive two-day programme is for individuals in a position of influence over clients and/or teams with leadership positions. Numbers are limited to ensure you have an exceptional experience.**

## **What people who have attended are saying to entice you to book:**

- ❖ I will always encourage others to attend this course. It is a very active course and different to any training course.
- ❖ It will increase your level of confidence.
- ❖ Very effective course. Nothing like one would imagine. It's Fun. Good interaction with colleagues.
- ❖ You really take a lot away that you can put into practice both professionally and personally. Fun!
- ❖ Open your mind; there is always room for improvement.
- ❖ It is going to be challenging and fun.
- ❖ You will achieve things you did not think you were possible of.
- ❖ Go with an open mind and positive attitude.
- ❖ Keep the contents confidential.
- ❖ Participate and you will feel satisfied with yourself for giving it your all. You will benefit tremendously from the experience.
- ❖ Learn new skills and how to use the ones you already have more.
- ❖ Come with a positive mind – you will enjoy it.
- ❖ Hard work, nerve wracking but great fun and extremely rewarding.
- ❖ Safe environment. As stress free as possible.
- ❖ Eye opener. Confidence boost.
- ❖ Be as open minded as possible and you will shine.
- ❖ Very entertaining and interactive.
- ❖ Fun and rewarding.

**Investment: £870 inclusive of refreshments and lunch**