



# THE PERSONAL IMPACT PROGRAMME

*"It is clear to see that, even after just a few days, the approach of Impact Intelligence has raised our confidence and is helping us move towards higher rates of performance and customer engagement."*

**Director, Department for Business**

## **From a recent workshop**

- "Four days out of the office that will bring real business benefits."
- "I really enjoyed this course. I have some real practical tools to use in my day-to-day work. I will strongly recommend to others."
- "Very simply – I'd recommend this to everyone. I wish I'd been on this course 10 years ago. It should be mandatory for staff."
- "One of the best courses I've been on!"
- "Thanks –and hope to see you both again."

**Our Personal Impact programmes are tailored around a 3 stage approach:**

### **Stage 1. Intelligence Gathering**

Here we meet with key stakeholders/participants to gain more specific information concerning their current influencing needs and how such an intervention would help in the achievement of their overall business aims.

### **Stage 2. Capability Development Workshops**

The workshops themselves are based on a 2 x 2 day design, integrating Personal Impact capability themes with influencing skills, strategies and tools for the participants to apply to real issues back at work.

### **Stage 3. Sustainability: Post workshop Support**

Sponsorship from key senior managers, together with follow-up reviews, 1:1 coaching, 360° feedback and formal evaluations are all used to help embed these new ways of working into the organisation's culture.

# Personal Impact Programme

## Part 1: Personal Impact Capability

- the confidence to address and sway others with authenticity, believability and likeability - bringing together psychology with theatre. Set in a practical work context to generate a powerful, warm-hearted way to relate with others and build an accountability culture.
- ❖ ***"How to be inspirational and a better leader; Improvement in vocal power and engagement; Confidence and inner belief."***

### Main Themes

- Welcome
- What is Personal Impact?
- Extending the repertoire
- The drama of structure: emotional expressiveness
- Business presentations: inspiring the audience
- Using STP: From here to the future
- Personal commitments

## Part 2: Impact Applications skills

- empowering individuals with a powerful influencing styles repertoire and extensive facilitation and change management toolbox. Focused on real issues that transform the ordinary into the extraordinary.
- ❖ ***"Very powerful tools to influence outcomes. As individuals we tend to pitch with what comes naturally – useful to adapt different and wider strategies – 'out of the box'."***

### Main Themes

- Personal Branding.
- Your Influencing Style
- Developing an Influencing Styles repertoire
- Influencing Styles Planning Tools
- Alternative Thinking
- Force Field Analysis – constraints and alternatives
- Facilitating groups – steering in the desired direction.
- Sustaining Personal Impact at work.
- END

### **Participants comments:**

- *"The most enjoyable and challenging course I have ever experienced."*
- *"Now I understand what the great performers are doing."*
- *"This course has transformed my approach to leadership and communications."*
- *"I will never lack confidence after this."*
- *"This has helped in all my relationships - not just in business."*
- *"Success in business depends on how you motivate and inspire yourself and others – that's what I got from this course."*
- *Very powerful tools to influence outcomes.*
- *As individuals we tend to pitch with what comes naturally – useful to adapt different and wider strategies – 'out of the box'.*
- *"Simple, clear ideas. Know what I want to gain. Tailor message."*



**Ian Keenan** is a change facilitator coming from a sales and marketing background at Director level in the corporate pharmaceutical industry. After a Principal Marketing Lectureship at the University of Greenwich, he developed a pragmatic approach to leadership and management development with corporates such as Whitbread, Esso and Chloride as well as Government Departments, both in the UK and globally. In addition to his first degree, Ian holds a Diploma in Counselling from Oxford, and is an accredited Myers Briggs coach.

**Garth Spiers** is an organisational psychologist, retained by humanitarian and commercial sectors such as United Nations, Red Cross, Disney and BT. He holds an MSc in psychology, operational research & mathematics. He has a Diploma in Chinese Medicine and for a few years was a professional actor. He is Principle Director of Garth Spiers Associates.

## **'Moving Into Action'** **- Helping achieve the outcomes you want!**

**Clients include: Government; Diageo; HBOS; Whitbread; Chloride;  
Kraft Foods; United Nations**

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