



Personal Impact and Presentation

a tailor-made programme for

Data Intelligence

(www.data-intel.net)

CASE STUDY

Why this might be relevant to you:

The principles and practical techniques we used in this project could help you:

- ✎ to present yourself and your material in ways that are clear, memorable, and compelling;
- ✎ to know what to practise in advance of a meeting or presentation and how to do it effectively;
- ✎ to engage rapport with clients as a platform for inspiring trust, running a meeting well, and establishing/maintaining a good working relationship;
- ✎ to take ownership of issues and problems, and develop a general demeanour of professionalism and gravitas;
- ✎ to explore what it means to take personal responsibility for helping to grow the company;
- ✎ to adopt the presence and confidence that makes you look and sound like a potential future leader.

The Context

Data Intelligence is a small company that is rapidly growing. It manages sensitive and complex sales and marketing data for the top 500 pharmaceutical companies globally. Contracts are longterm, and once a client is on board with DI, they tend to stay. So getting the client relationship right from the word go - and making sure it's well maintained - is of paramount importance.

The DI team are highly intelligent individuals with excellent technical abilities. However, many are young, and so lack confidence and experience in exuding credibility and professionalism as they engage with clients. Enabling these younger team members, in particular, to step up to the next level of personal skills and confidence is a vital part of each individual's contribution to the company's growth.

The Brief

Play4Real was asked to design and deliver a 2-day interactive course for 10 participants that would improve their personal impact; their skill at rapport building (either face to face or over the phone); and their ability to present a message - both formally and informally - with clarity and confidence.

To ensure everyone received plenty of personalised attention, two of us facilitated the course, with emphasis from the start on creating an atmosphere of playfulness and permission to venture out of comfort zones without fear of consequences.

The Play4Real Response

Course Structure

Day 1 focused on equipping the participants with some specific tools; Day 2 provided plenty of opportunity to try these out and receive individual feedback and coaching in simulated business situations.

Course Content

We looked in detail at the impact of physicality and choices of body language; what effect those create; and how the slightest tweaks can give out entirely different, far more positive non-verbal messages.