

Impact Factory,
more than just training:
a company with a difference.



Oh, they all say that,
don't they?

So what makes us special?



Our Ethos

The training you get from Impact Factory you won't get anywhere else and fundamental to our ethos is the need to offer people choices in the way they communicate and react to situations that arise at work and in life in general.

Impact Factory has been in operation since 1991, providing tailored Professional Personal Development programmes for the private and public sectors as well as a comprehensive series of Public courses and coaching for individuals. In that time we have run training programmes for well over 100,000 delegates, and in turn have impacted on two million people with the strength of our work.

Founding partners, psychotherapist Jo Ellen Grzyb and actor Robin Chandler, have created a body of work, along with their whole team, based on two guiding principles:

- understanding that feelings can both help and hinder people's ability to manage their everyday communication issues including how effective, enthusiastic and motivated they are
- the easily doable behaviour change necessary to take on board new skills, build confidence and develop the self



If we could dispense with the word 'training' we would since our work is indeed, more than just training. We call what we do Professional Personal Development since we believe that if you can't use our work in the whole of your life (as opposed to only in the workplace), we haven't done our job.

Our view is that it is the whole person who comes into a training room, not just the work person, and the more we can relate our work to the whole person, the more effective and long-lasting it will be.



Here are a few more of our core beliefs that underpin all the work we do:

The smallest change for the biggest impact

Small doable tools and techniques are far more effective than going for wholesale change that won't last and is hard work. Simple changes can have a huge effect and people are more willing to try something that doesn't feel like climbing Mt Everest without a Sherpa.

There is no right way: one size doesn't fit all

How can there be since everyone is different. So no sheep dip training at Impact Factory. Our work is tailored to the people in the room, not adherence to a written programme.

Build and develop strengths

Being told what your weaknesses are or what you need to 'fix' can be completely demotivating and demoralising. Working with what already works is confidence-boosting, easier and gets immediate results.

Change yourself to change others

It's really really hard to change other people, much as we all would like to, so we concentrate on what each individual can do to change their situation. It's also very empowering.

Miscommunication is the norm

As clear as we think we are, someone out there is going to misunderstand what we're trying to say or do. Knowing this and having some quick-fire tools up your sleeve to 'rescue' these situations could save your 'communication bacon'.

Move it forward

It's easy sometimes to get stuck in the status quo, but it's so much better to have tools, techniques and confidence to move situations forward, and unstuck the stuck bits.

Have fun!

'All work and no play makes Jack a dull boy.' Does it ever.

People learn best when they are engaged, energised and occasionally having a real good laugh. Our workshops are *never, ever* dull.

We love developing people; we love facilitating them to make productive and relevant changes to the way they do things; we also love working on our own Professional Personal Development so we ourselves stay dynamic and vibrant.

Our People

An ethos doesn't mean much if there aren't people on board making it come alive. We have an outstanding group of individuals who make up the whole of Impact Factory, who 'live' our values and who represent what we do at the highest level.



The Trainers

We have an eclectic and unusual group of eighteen facilitators who are part of the Impact Factory team, no grey people for us - multi-talented, quick-thinking, humorous, reliable and scrupulous. They create and deliver our work, and the breadth and depth of their skills, talent and experience is exceptional.

Everyone who works with Impact Factory is a Partner or aspiring to become a Partner in the business. We do not hire training deliverers; therefore, we don't have people working for us who just 'pop' in, pick up a training manual and go off to a client.

We have very clear criteria for people who want to train with us to become Partners, but the most important is how they 'wear' their life experience. Firstly, they have to have some: everyone who works with us has had a variety of careers, is actively involved in their own on-going personal development and shares qualities of integrity, generosity and an ability to have fun.

Secondly, they have to have high professional standards in everything they do with us; our aim is always to do the 'above and beyond' rather than the 'good enough'. All trainers undergo an intensive and on-going internal training programme at Impact Factory and are supervised by our Founding Directors Robin and Jo Ellen.

Each and every one is capable of creating innovative programmes, running them with style and panache and creating powerful relationships with our clients and delegates.

The Home Team

Equally eclectic, and no less talented, is our Home Team, led by CEO Tony Loynes joined by Rose Youssef, Tailored Training Programme Manager, Michael Miller, Open Course Manager, Monika Gudelj, Administration Assistant and Tim Musajjakawa, Finance Manager.

They are the 'glue' that keeps Impact Factory together; the engine that keeps us humming. They not only provide an outstanding structure for the entire organisation to function within, they also contribute equally to ideas and innovation that keeps us fresh and vital.

The Home Team can be relied upon to provide friendly, smooth and incredibly efficient communication when dealing with clients and delegates and ensure the 'admin' side of our training is handled superbly.

Our Work

Here are a few things to know about Impact Factory workshops

Our intention with every workshop is to keep participants:



A w a k e
E n g a g e d
S t i m u l a t e d



Our work is 'experiential', so people are on their feet doing

They aren't sit and take notes events

We are as far from chalk 'n' talk as you can get

We don't use 823 PowerPoint slides to get our message across

We work with energy, passion and empathy

We have a factory full of processes, tools and techniques so there's something for everyone.

Impact Factory's approach is an holistic one. We do not work in a linear fashion because we know that people don't develop soft skills in a linear fashion.

We only ever focus on what already works about each person and use those strengths to help delegates feel more skilled, to teach new techniques and to give them additional understanding and insight into how things work between people.

Our work is completely bespoke, including our Open courses. Because no two people are the same, no two programmes should ever be identical: we are able to adapt each and every course to the specific needs of the people in it.

At the beginning of each course we gather input from the delegates on what they would personally like from the programme. From that input we make minor adjustments to the day's work to address those needs.

The objectives always stay the same, and the core material remains the same. How those objectives are achieved may be slightly different. This means that everyone participating in our programmes has a direct input into the work, which ensures a far greater 'ownership' of the material than if it was imposed on them.



Anything to do with interpersonal skills, we can deliver.

Formats and Extras

Our formats are adaptable to fit what you need

Small group work is great when you need an intensive, in-depth exploration of a particular topic. Our preferred number in a small group is five or six for Presentation and eight to ten for other soft skills programmes. In this format people are immersed in the work with a lot of side coaching and individual, hands-on support.



Larger groups are great for putting lots of people through a 'shared experience' and these programmes can range anywhere from fifteen people to fifteen hundred, or even more.

Within this format we are dynamic, incredibly entertaining and we keep people hugely energised and engaged. Even in a large group we can build in a team development element if needed.

Public Courses

Impact Factory offer a huge variety of Open Courses covering all our core training issues ranging from Assertiveness to Writing Winner Tenders. These courses have a maximum of five to eight delegates and offer participants the best of Impact Factory's expertise.

More

We also have a variety of additions to bring that extra 'something' to make the work memorable and captivating.

Crafted environments

Playful Scenarios

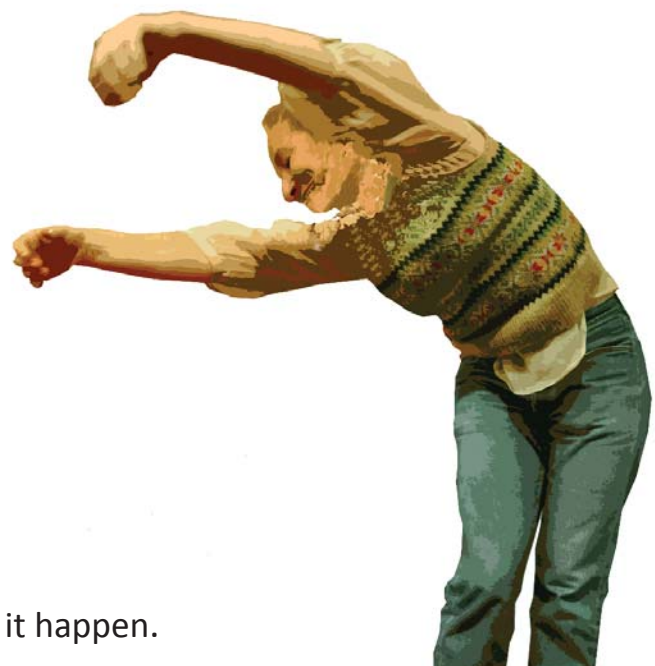
Forum Theatre

Drumming

Haka

Horses

Team Sailing Events



In fact, anything you like, within reason!
If you suggest it, we'll do our utmost to make it happen.

Who we work with

Our extensive track record includes work with large multinationals and small and medium size businesses in the private sector, Central and Local Government, the NHS, charities, Police Departments and Fire Brigades, schools and individuals.

In other words, our work is accessible and available to anyone and everyone.

We work at every level within an organisation as well: Directors, shop floor, Senior and Middle management and new line managers; call centres, HR personnel, front line staff, back office staff, sales people, account managers, admin staff.

We provide one-off programmes to train a select number of people or roll-outs that cover hundreds of staff.

Not only that, we have an exceptional team of experienced coaches who work with individuals to enhance specific skills, help with motivation and confidence, provide confidential advice and support and offer outstanding career development.



Where we work

Our training travels well. We deliver our courses all over the UK, in mainland Europe, in the Middle and Far East and in the USA.

We adapt our style to suit the culture and environments we work in, however, our ethos is never altered since that informs the heart of our work.

We have a suite of training rooms in our London premises that can accommodate from five to twenty people for a workshop, as well as smaller rooms for one to one work.

And we provide very yummy lunches!



What we do

Impact Factory's proven effectiveness and area of expertise is interpersonal skills; all the things that are necessary in order to create buy-in, confidence, enthusiasm and motivation to facilitate and manage change.

Professional Personal Development comes in many guises. If there's something you want that has to do with interpersonal skills and it isn't on the list, we'll make it happen!

So here's a list of the courses we offer either in Open Course format or as tailored work.

Advanced Presentation Skills

Appraisals

Assertiveness

Behaviour Change

Better Meetings

Body Language

Brainstorming

Building Business Relationships

Business Networking

Business Selling and Pitching

Business Storytelling

Change Management

Coaching Skills in the Workplace

Communication Skills

Confidence Building

Conflict Management

Copywriting in the Digital Age

Creative Business Writing

Creativity and Innovation

Cross Cultural

Customer Service

Dealing with Difficult People

Delegation

Diversity and Equality

Facilitation

Induction



Influencing

Interview Skills

Leadership

Line Management

Management Training

Managing Through Uncertainty

Media Skills

Mentoring

Negotiation

Performance Management

and Personal Impact

PowerPoint Presentation

Presentation Skills

Problem Solving

Project Management

Proofreading

Public Speaking

Report Writing

Senior Management Skills

Strategic Thinking

Stress Management

Teambuilding

Team Leader Skills

Telesales

Time Management

Train the Trainer

Writing Winning Tenders

Accreditation

We award every delegate who attends an Impact Factory course a Certificate of Achievement, acknowledging their participation in one of our exceptional programmes.

Every Impact Factory trainer is fully accredited by the company's two Founding Directors, who also accredit every Open Course and training programme run by the facilitators.

This ensures that the courses we run offer the best professional tuition possible.

We love to talk

Face to face, on the phone, via email – we are happy to ‘talk’ to you in whatever format you’d like.



Our phone: +44 (0) 20 7226 1877

For additional information on our tailored or one to one work please contact:
enquiries@impactfactory.com

For information on our Open Courses please contact:
opencourses@impactfactory.com



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