



Open Course Guide – a whole bunch of answers to the question:

Why us?



IMPACT  
FACTORY

Let's begin

Impact Factory is **different**.

We work really hard to be **relevant** and **practical**, and our expertise lies in **20 years' experience** training an enormously varied range of clients such as Bloomberg, Coca Cola, Elizabeth Arden, ING, Vodafone and NHS Trusts. Our work enhances and enriches the *personal professional development* of thousands upon thousands of individuals.

Our trainers undergo a rigorous two year process to reach a high calibre of expertise in communication skills, of which we are justly proud. Their aim is to build **on your strengths** to develop both your personal and professional qualities to help make you the best version of yourself.

With us, you'll learn skills and knowledge which you can **immediately apply** to your everyday work and personal life and we'll ensure you have fun because we believe life is too short not to!

Read on to find out **why we're worth it...**

*"I really can't tell you how useful the course was for me... 'life-altering' is on the tip of my tongue..." UCAS*

*...because we'll equip you with skills and knowledge to draw upon whenever you need to. We understand that every individual learns differently, so we always tailor our training to suit your needs...*

## Presentation Skills

### **Presentation Skills**

This one day public course is open to anyone who has decided they really want to develop as a presenter. It doesn't so much deal with the "right way" to present, rather it looks at understanding how the environment in which we have to present works, and how individual presenters can 'work that environment' in a way which best suits their presentation style.

### **Presentation Skills (two day intermediate)**

This two day public course is open to anyone who wants to do some in-depth work on their ability as a presenter. It covers all the material from the one day course with a good deal more time devoted to practice. You will work on perfecting your presentation style and preparing for all presentation eventualities.

*"A valuable lesson to be taken away from the session was that presenting does not have to be one dimensional in the corporate world. In short, we were pushed to think outside of the confines of the corporate box."* **Bloomberg**

### **Advanced Presentation Skills**

This one day public course provides a practical opportunity to enhance current presentation skills and add finesse to the delivery of presentations. It looks at how to make a presentation persuasive, even for audiences where there are different levels of communication and understanding.

### **Public Speaking**

This public speaking one day course is all about conquering the fear. Did you know that public speaking tops the list of phobias for most people? In fact, research has revealed that in general people fear speaking in public more than death itself. So this course is to combat and overcome that fear for those people who need to improve this skill.

*"I presented our year end results to our Board last week and tried to bring in some of the techniques used, and felt a lot more confident of the impact that I was having."* **TT Electronics PLC**

..because we don't hire training deliverers, we develop consultants. All of our people undergo an intense two year Impact Factory accredited training programme to absorb our values, techniques and ethos before they are ready to develop our delegates...

# Communication Skills

## Communication Skills

This one day public course provides participants with the skills, tools and insights to make a substantial difference to the way communication happens around them, and to improve communication within their work environment.

## Communication Skills (two day)

This two day public course is on offer to those that want to look at communication in depth. It covers material from the one day course plus a great deal more time to practise individual scenarios. You will work on developing your existing communication skills in order to handle a variety of potentially difficult situations.

## Influencing and Negotiating Skills

This one day public course looks at Influencing and Negotiation as skills that work differently for each individual. Participants get the opportunity to practise a variety of influencing and negotiating tools and techniques to see what works for them and what best suits their personal style. Altogether this course offers an injection of energy, understanding and communication skills that will help you become an excellent influencer and negotiator.

*"Our leaders on the programme were very, very good; they stood out from the crowds of people who purport to be communicators because they were phenomenal communicators."* **BG Group**

### Customer Service

This one day public course is centred on businesses having personal interaction with their customers rather than communicating via technology to get their message across. This customer care course provides participants with the capacity to deliver good customer care even in the most difficult circumstances. It will also enable them to deal with potentially difficult customers.

### Negotiation Skills

Negotiation is an everyday part of life - we're always negotiating, with varying degrees of success. This one day public course highlights the skills and qualities we already use, introduces some new ones and hones them all for more effective use in lots of different negotiation scenarios.

### Media Skills

Dealing with the media offers fantastic opportunities for raising and managing your company's profile with a wider audience. This one day public course will help you prepare and deliver your communication so that the message that gets through is the one you want to put across.

*"My team and I greatly enjoyed the day with Impact Factory and their writing course was excellent. We came back to our work with fresh ideas and renewed enthusiasm to engage our customers with copy that really speaks to them."* **The National Housing Federation**

*...because we believe in small changes for BIG impact and we'll always build on your strengths to help you become the best you can be!*

# Personal Impact

## **Personal Impact**

This one day public course is a day devoted to understanding how all of us impact on others, taking a detailed look at how you can improve your ability to influence others. The course examines verbal and non-verbal communication to get an appreciation of the conventions and boundaries unconsciously observed by everyone. It also explores each person's ability to 'work' their environment.

## **Personal Impact (two day)**

This two day public course is on offer to those that want to look at their communication in depth. It covers material from the one day course plus a great deal more time to practise individual scenarios. You will work on developing your existing skills in order to handle a variety of potentially difficult situations.

## **Assertiveness Skills**

This one day public course is designed to help people feel better about who they are and to recognise the store of resources they already have at their disposal. Assertiveness training is not about teaching the 'right' way to behave, more about opening up increased communication choices and possibilities.

*"It was great to be in a place where emphasis was on positive feedback. Many people we encounter in our daily work focus in on the negatives and dragging people down which hardly gets your brain buzzing".* **APM terminals**

### **Assertiveness Skills (two day)**

This two day public course covers all the material from the one day course and more, plus it gives more time to practise individual scenarios. It deals with the frustration, resentment and stress that being too accommodating can create and allows each individual to find simple, practical, doable things that will work for them.

### **Business Networking**

Impact Factory doesn't profess to have a right way or a wrong way to network. In this one-day public course we aim to find what will work best for you in any given situation. Individuals will be encouraged to discuss, interact, role play, practise communication and challenge themselves – it's meant to be fun!

*"Impact Factory have been delivering networking training for us for three years and were a natural choice. Professional, adaptable, easy to work with and fully engaging our people all the time. We know they give great value."* **ING**

*...because we always use 2 experienced trainers in the room. We know you get more personal attention, and therefore more out of our training experience that way...*

# Leadership Skills

## Leadership Development (two day)

Think of a Leader you admire. What constitutes a good leader? Over this two-day public course we explore ways to inspire and motivate your team, department, company, club or even your family. The essence of good leadership is one with strong communication skills, excellent team building capacity and the ability to bring the best out of everybody. Our approach is both challenging and insightful and our aim is to develop each individual's leadership style.

*“The Impact Factory team are very knowledgeable, professional, approachable, humorous and dedicated to providing an excellent service.”* **Business Link**

# Train the Trainer

## Train The Trainer (two day)

This is our dynamic, practical Train the Trainer programme suitable for all levels of training professional. If nothing else, we can guarantee that this programme will keep you on your feet because our approach is experiential and motivational with a view to making the training a room a fun place to be. If you like our delivery style, this is your opportunity to get some tips on how to best employ it.

*"We like the 'tailored' feel to the courses (even though they are open courses) and appreciate having two trainers run the courses. The interactive style works well and people genuinely feel they have come away with new skills".* **Balfour Beatty**

...because the training room is just the beginning. We're dedicated to staying on hand for your questions, comments and feedback long after you've attended an open course...

...because we favour the experiential approach; we'll get you on your feet trying things for yourself first ...

# Management Skills

## **Line Management (two day)**

This two day public course is designed for people who are getting to grips with managing people for the first time. It will quickly help marshal each individual's present communication resources and give them a development plan to go forward with.

## **Time Management**

This one day public course offers a range of tools and techniques to make managing your time straightforward. It will explore why time management issues arise, and look at areas such as prioritising, planning workloads and techniques for effective delegation.

## **Change Management**

This one day public course will explore the impact of change on individuals and teams, helping people to become more aware of how to approach uncertainty in their work environments. We feel it is important to acknowledge the difficulties that arise before being able to create a shift in attitude and get the buy-in needed, to make periods of change an opportunity for growth.

## **Coaching and Mentoring**

This one day public course will explore and define the role of the coach/mentor. Tools and techniques will be provided to create best practice for effective mentoring relationships. Participants will be assisted in defining a coaching/mentoring template and action plan they can immediately employ in the workplace.

*“At last training without a mountain of papers! Doing it yourself and together with others: it was perfect and.....useable.”* **Kaupthing Bank**

### **Conflict Management**

This one day public course is for individuals who want to deal more effectively with difficult situations and people. As a result, conflict should become something to choose rather than avoid.

### **Appraisal Training & Performance Management**

This one day public course looks at the people side of performance management and appraisals. It addresses the difficult, more confrontational issues that are bound to arise if the process is anything more than a 'tick the box' exercise.

### **Facilitation and Better Meetings**

This one day public course will transform the way that managing meetings is viewed, prepared for, attended, participated in and most importantly, how long they take. Effective facilitation techniques including; communication skills, listening skills, rapport building, assertiveness, team building and an enhanced understanding of group dynamics which will provide you with a tool-kit to tackle any meeting scenario.

### **Project Management**

This one day public course is an opportunity for individuals to look at the way they handle and manage their projects. A practical look at creating productive teams, communication skills, diffusing conflict, getting quick buy-in, team building and effective delegation to move projects forward.

*“Great training session...conveyed lots of tips and information whilst being engaging and fun at the same time”*. **Nycomed International, Switzerland**

...because we're relevant and practical. We'll make sure you learn techniques which you can immediately apply to your everyday personal and professional life...

## *Creativity*

### **Creative Strategic Thinking (two day)**

The words vision, strategy, mission and values are words bandied around a lot in the corporate world, but what do they actually mean and how can you make them more than just words? This two day programme gives an introduction to the idea of strategic thinking and more importantly provides some practical tools and techniques for turning strategy into reality.

*“Many thanks for facilitating a course that really challenged the way we think about problems and problem solving, you were right that it's easy to become trapped into thinking one way.”*

**Kings College London (Institute of Pharmaceutical Science)**

# Elite Courses

Our five day Elite Courses are special.

They offer a unique immersion experience, from which you'll emerge nothing short of an expert. With a large international audience, these courses also offer an ideal networking opportunity to meet colleagues from across the globe.

Our central and guiding focus is to constantly reinforce your confidence by concentrating on what works about you. Our aim is to enable you to dramatically shift and develop your core interpersonal skills which will have a direct and equally dramatic impact on your business and personal life.

As with all our open courses, the Elite Courses are led by the key needs and wants of the delegates on the day. Whether at the planning, designing, delivering or reviewing stage, our approach is always flexible.

*"I'm still speechless. Within one working week, a level of mutual trust had developed that still moves me as I am writing this. Over the five days, I was shown the DNA of communication, it was the decoding of a blueprint with all its levers, bolts and details. The exact opposite of clumsy selling and practising of behavioural recipes."* **BASF**

### **Communicate with Impact Five Day Programme**

This course is designed to raise delegates' personal awareness of the impact they make on others both internally and externally when client facing. It will help you take a serious look at yourself in relation to who you are now and who you want to be in the future. The programme is challenging and exciting, aiming to improve leadership, communication & relationship building skills. It is designed to equip delegates with the awareness, tools, confidence and energy to create the impact they choose, when they choose to create it. The course has evolved since its launch and continues to grow and consistently attract an international audience.

### **Presentation with Impact Five Day Programme**

People who present well get on in life. It cannot be over-stressed; if you are a dull presenter you will be rated as such. People want to be engaged, excited, entertained and moved. If all you do is inform you will not be remembered. This will change the way you present forever.

If you represent your company and present regularly then you'll know how important it is to get your message across concisely and effectively. On this course you will work with the experts in the field to become a really powerful presenter so that you can always succeed in business.

*“The Communicate with Impact course with Impact Factory is without a doubt by far the best and the most rewarding course I have ever attended in all of my career.”* **ING Luxembourg**

# What happens on the day?

**Location & Times:** we're based in the Business Design Centre, Suite 121, 52 Upper Street, Islington, N1 0QH. It's about 1 minutes' walk from Angel tube station so we're pretty easy to get to from anywhere in central London.

All of our courses run from 9.30am – 5.30pm and we offer tea, coffee & chat from 9am.

**Dress Code:** generally delegates dress comfortably. We have no formal dress code.

**Lunch:** will be provided by The Good Eating Company within the Business Design Centre, as well as snacks and drinks throughout the course of the day. Please let us know in advance if you have any specific dietary requirements.

**Costs & Payment:** you can pay for your course with a credit or debit card online via Sage Pay, or call us to set up a corporate account to be invoiced. All open courses cost between £450 and £495 for a 1 day course and £850 and £995 for 2 days. Our five day Elite Courses begin at £3000. All prices are plus VAT.

**Other info:** all of our open courses are limited to 6-8 delegates (presentation skills only takes 6 delegates due to the nature of the training) so you can be safe in the knowledge that you will receive plenty of personal attention from our trainers. Our Elite Courses are an exception and hold up to 10 delegates.

We hope to see you on one of our open courses soon!

Like what you see or want to find out about our **tailored training** offerings?

Then **get in touch!**

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