

# Impact Factory and the Public Sector



**IMPACT  
FACTORY**

Impact Factory creates powerful programmes for the public sector to help with a variety of issues such as Customer Care, Change Management, Line Management, Leadership, Assertiveness and Conflict Management, amongst many others.

Having worked with central and local government, police forces, fire brigades and a host of government agencies, we feel we have an in-depth understanding of the day to day concerns of people who work in the public sector.

The Public Sector does just what it says: it is there in the service of the general public. The Public Sector is the infrastructure that holds us together.

So, is there really a difference between private and public sectors in terms of training?

We could say things like: the private sector is profit driven while the public sector is service driven; corporations have shareholders they are answerable to while councils have taxpayers; the issues each sector faces are fundamentally different.

However, we could equally say that people are people. Whether it's a leadership issue, customer service crisis, assertiveness problems, communication breakdown, people still tend to react the same no matter what industry they're in. If people have a problem saying no, or feel under assault from an angry customer it doesn't really matter if their boss is a Board of Directors or a room full of elected Councillors.

The need to develop skills is the same no matter what industry you are in. Freshening up, learning best practise, gaining new insights are all part of becoming better at your job. There doesn't need to be a 'problem', rather, staying on top of your game is a wise and professional motivation to expand your capabilities.

With cutbacks and redundancies affecting every sector in the UK, training is even more important. Fewer staff doesn't mean less work; it means it all gets distributed to the ones remaining. Issues of maintaining good morale, managing pressure and ensuring productivity may need to be addressed.

Our unique approach to training means a little goes a long way.

Couple that with our extensive experience in the Public Sector, our programmes are a cost-effective way of dealing with your training needs.



# Our Ethos and Work

Impact Factory has been operating 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.

Founding partners, psychotherapist Jo Ellen Grzyb and actor Robin Chandler, working with their whole team, have created a body of work 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

Our core beliefs underpin everything we do, which means our intention with every workshop is to keep delegates:

- **Awake**
- **Engaged**
- **Stimulated**



We believe in the smallest change for the biggest impact.

There is no right way: one size doesn't fit all, so no sheep dip training here No sit and take notes type training either – people are on their feet doing We build and develop strengths, rather than focus on weaknesses  
We look for ways to move things forward.

We work with dynamism, passion and empathy.

We have a factory full of processes, tools and techniques so there's something for everyone. We like to have fun! People learn best when they are engaged and energised.

# Public Sector and Open Courses

With cuts in public spending often meaning a cut in training budgets, a truly cost efficient way to still get the support you need is to send key people on our Open Courses.

Indeed, we have noticed in the past few months that many local authorities and government agencies are using this strategy to acquire much needed skills.

We have a wide variety of programmes to choose from (see list below) and the quality of training is of the same impeccable standard as our tailored work.

As a matter of fact, the same people who run our bespoke programmes also run our Open Courses, and workshops are always tailored to suit the needs of the people in the room. That way if you have a specific issue you want addressed, the course will be adapted to include it in the day's curriculum.

For more details on any of our Open Courses contact us on (+44) 020 7226 1877 or email [enquiries@impactfactory.com](mailto:enquiries@impactfactory.com) or visit [www.impactfactory.com](http://www.impactfactory.com)

Our range of Open Courses covers a vast range of soft skills topics, many of which have developed from our tailored work and many created 'by popular demand'.

Advanced Presentation Skills  
Negotiation Building Business Relationships  
Business Networking  
Mentoring Skills  
PowerPoint Presentation  
Presentation Skills Creative Business Writing  
Creativity and Innovation  
Report Writing Facilitation and Better Meetings  
Influencing and Negotiation  
Stress Management Line Management  
Managing Change

Media Skills Assertiveness  
Performance Management  
and Appraisals Coaching and  
Personal Impact Communication Skills  
Conflict Management  
Project Management  
Public Speaking Customer Service  
Storytelling  
Strategic Thinking Leadership  
Time Management  
Train the Trainer



# Public Sector and Tailored Work

Public Sector clients have called upon Impact Factory to deliver a variety of bespoke programmes to deal with their specific issues. Here are a few stories:

## **Huntingdonshire District Council**

Helped set up a new Customer Service Call Centre from scratch (including software design) and trained all the team leaders and team members. Huntingdonshire District Council was awarded a Charter Mark in 2008 for Excellent Customer Service.

## **Barnet Council**

We ran a six day 'Rising to the Challenge' Leadership Skills programme for their top 100 high-fliers. Since then we have provided executive and presentation coaching for key individuals, run stand-alone Team Building programmes for their Housing Department, Train the Trainer for Learning & Development and numerous council staff have attended our Open Courses.

## **Epsom and St Helier University Hospitals NHS Trust**

We worked with the Executive Team to help them manage the huge changes within the hospital and achieve their goal of consistent, excellent patient care.

## **Equality and Human Rights Commission**

Worked with the Disability Rights Commission and the Equal Opportunities Commission to help them manage the changes in becoming one organisation, the Equality and Human Rights Commission. Also ran an individual coaching programme for key individuals.

## **National Muslim Women's Advisory Group**

Created a programme on Leadership and Empowering Others for a group of inspirational and dynamic Muslim women. The focus was on Personal Impact and maintaining gravitas and bonding as a group.



# Formats

Small groups, large groups, full days, half days, bite size, we can do it all. Whatever format suits your needs best, we can adapt our work to fit.

# Accreditation

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

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

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*More than just training*