



What we offer and 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 well over **25 years' experience** training an enormously varied range of clients such as Bloomberg, Coca-Cola, General Medical Council, Prudential, Pension Protection Fund, Babcock International.

Our work enhances and enriches the *professional personal 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**

Professional Personal Development Training

The following pages are designed to give you an insight into the programmes we create for our clients and that we offer as Open Courses to the public.

Open Courses are available for **individuals** who want to focus on specific issue or learn additional skills. Open Courses are a great place to send key personnel whose development could make a significant difference in an organisation. We are always happy to chat about our Open Course content and relevance.

Tailored Programmes are completely **bespoke** to each client and the courses outlined on the following pages give you an idea of the range of courses we can create, **but by no means is it exhaustive!** We would be delighted to meet with you to discuss options in detail.

Elite Courses are five day courses designed to deliver a fully rounded experience so that you can immerse yourself completely in the skills you have come to learn. You will see clear results after the five days.

"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**

Tailored Training

Impact Factory has designed hundreds of unique tailored programmes in consultation with clients from major blue chips to public sector and from retail to finance.

Our Impact Factory trainers are highly skilled not just at delivering top quality training but in designing and tailoring just the right bespoke elements to suit your needs.

Here we outline how we go about developing training, our core training values and give you a sample of some of the many tailored programmes we have developed for clients.

We create and develop totally tailored programmes on any interpersonal skills issue you have.

Relevant, in-depth, delightful and immediately useful programmes for small groups; dynamic, energetic, entertaining, but equally relevant programmes for large groups, our tailored courses are designed to suit you to a T.

As our clients' needs change, so does our repertoire of courses: they expand to fit those changing needs. This is one of our greatest assets - that we have a group of people and a body of work capable of addressing any issue where people have to communicate better with other people.

"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**

Tailored Training

Training can sometimes be like eating out! There are times when only a gourmet meal will do - a gourmet meal where you work with the chef to create the perfect meal for the occasion.

The gourmet meals at Impact Factory are in-depth, hands-on, highly individual tailor-made programmes run in small groups.

These bespoke workshops offer delegates a chance to take an intense look at very specific issues, learn and practise tools and techniques to develop new skills and gain personal insight into how to make their work and personal lives more effective.

With two facilitators working with small numbers of participants the work gets adapted on an on-going basis throughout the programme to absolutely suit the needs of the people in the training room.

Programmes are an action-packed 8 hours, with people doing, not sitting. Gourmet, but very organic!

Call us to discuss your needs: 020 7226 1877

"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

Larger Workshops

Sometimes you may not have the time or budget for the gourmet option, but you still want a healthy meal. You still want your people to get valuable, relevant and practical training. We can tailor programmes for large groups, and though of necessity not as intense and individual, they will provide people with excellent skills and the motivation to put them into practise.

This option is particularly useful if you have to get larger numbers of people through a programme quickly but don't want a mere tick the box, sheep dip approach.

Programmes include interactive exercises, demonstrations and chances to practise new skills. You can choose from these formats or design your own in consultation with one of our trainers.

Group Work

Seminars

Licensed Accredited Training

One to One Coaching

“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)

Our Principals

Our work is based on a number of guiding principles:

Understanding the **feelings** people have when they are required to raise their game, when they experience change or when they need to be more effective, motivated and enthusiastic

Behaviour change is **hard** at the best of times, so we encourage change that's 'do-able' and compatible with each person's individuality. We avoid any attempt at wholesale personality transplants

Making the **smallest** change for the biggest impact. Sustainable and relevant behaviour change will only work if it isn't hard to do and has a big pay off - anything else is a waste of time and money

Having **fun**. We believe that people more easily take on new behaviours and thinking in an environment that is enjoyable and light-hearted, so that the serious stuff is much easier to deal with

"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

Some Tailored Training Case Studies

Chanel – Presentation Skills

Coco Chanel's legacy cascades down to the people who work for this prestigious company. This is a legacy our Impact Factory trainers were happy to embrace as they embarked on a course to hone the Presentation Skills of five ladies from the sales team.

The setting was a luxury hotel in Hertfordshire. Rather than a conference room we found ourselves in a large hotel bedroom which, if a little unusual, seemed a fitting context to explore the mysterious feminine world of fashion and fragrance.

We were charmed by the enthusiasm and creativity of the team – and their willingness to explore new ways of presenting their material whilst remaining well within the spirit of the company ethos.

Chanel's Artistic Director, Karl Lagerfeld talks of designing:

“You can use elements – it's like notes in music – and make another kind of music with it”

When working on presentation skills we always look for what the individual can bring to the material from their own personal style – and how they can adapt the particular elements to fit the specific needs and requirements of their audience.

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

ABN AMRO – Communication Skills

105,000 people in around 60 countries, when it comes to big banks ABN AMRO is up there with the best. The ABN AMRO team decided on the theme of 'carpe diem' - 'seize the day' for the programme to encourage staff to take up the responsibility for their training needs by attending the sessions that appeal to them. 'Seize the day' is the perfect banner under which to promote Impact Factory's dynamic, experiential, thought provoking and practical training methods.

The bank maintains a philosophy of creating maximum economic value for their clients and shareholders, but not at the expense of human values and principles. We ran monthly, half day training sessions in Communication Skills for groups of up to 20 delegates from their Global Markets and Client Relationship business units.

This training was offered as a response to ABN AMRO's Employment Engagement Survey. Their people wanted more Soft Skills training, the bank wanted the best communication skills training available, and we are able to do just that in a way no one else can. The sessions began with an ice breaker to loosen up any early tensions. We then looked at the dynamics of communication using an experiential process. Using interactive exercises we explored the impact of Body Language, voice and the subliminal elements such as environment, history of experience and managing personal boundaries.

The sessions explored how easily we can be misunderstood but how with care we can achieve clarity, provided a series of exercises in behavioural techniques and getting messages across and finished with 30 second pitches of their choice.

"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**

Capita Business Travel – Team Leadership

When Capita took over the reins at Lonsdale Travel they wanted their first experience of training under Capita to give a flavour of what they are about. Could we provide a Team Leadership Programme that was lively, engaging and fun with lots of learning in there too? -- Right up our street!

In all twenty six Lonsdale team leaders and senior managers came along to one of three two-day Team Leadership Programmes. We packed the programme with lots of tools and techniques that stretched them both mentally and physically!

We re-examined patterns that are so deeply a part of us that we don't even realise they are there. We threw in a few games that were fun but had some learning too. It was at this point that some delegates found getting dressed difficult. If you want to know how we managed that then give us a call.

By the time we had the third group in the room for their second 'leadership training' day they had already noticed changes in others that had been through the training. There was more communication going on and people were walking about, talking to each other and it was making a difference.

The team leaders were really keen for their consultants to benefit from a similar leadership programme, but you can't leave the phones unmanned in the travel business. So we put together a condensed half day team leadership programme for 120 consultants rolled out over three days. We were really pleased with the way the team leadership programme went and, happily, Capita was delighted!

"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**

NHS Barking & Dagenham - Customer Care

Impact Factory delivered eight sessions of “Intensive Customer Care”. Each session comprised a mixture of patient facing staff, receptionists, GP’s, nurses and practice managers.

Each session began with a discussion of where delegates felt comfortable and then less comfortable i.e., demanding and challenging patients, rude and aggressive and persistent patients, and those refusing to accept the given options.

Insight and awareness were key drivers in the sessions: - insight into where Customer Service is currently working and awareness of the behaviours which the delegates are currently using to create excellent customer service. We continued to develop an understanding of the behaviours which could help with difficult patients and circumstances.

A key part of our sessions was to allow the delegates the opportunity to put these behaviours into practice. Having experienced the new behaviours and acknowledged their ability to be flexible around different types of challenging patients, delegates felt more empowered to use new techniques.

The final element of the session was Forum Theatre, where delegates had the opportunity to manage difficult situations as they are played out. The actors become the challenging patient, the distracted receptionist, the disengaged GP, the delegates suggest the appropriate behavioural change which result in the patient feeling they have been dealt with appropriately.

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

More than just training

Because we don't hire training deliverers, we develop consultants. All our people undergo an intense two year Impact Factory accredited training programme to absorb our values, techniques and ethos before they can run a room.

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!

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

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

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

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

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***

Elite Courses

Communicate with Impact: Five Day Masterclass

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 Masterclass

This five-day Presentation Intensive will change the way you present forever. 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.

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 courses soon!

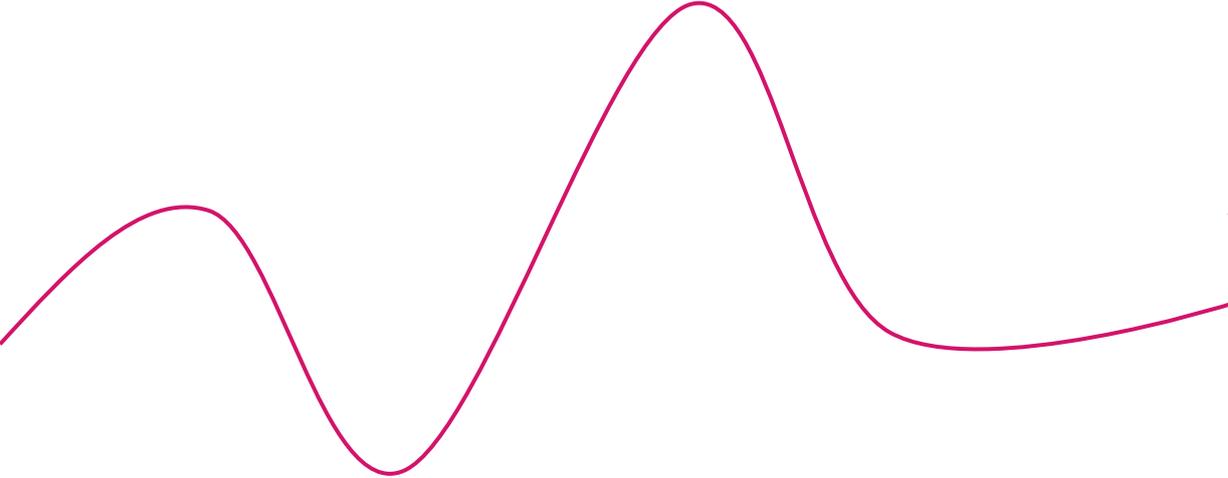
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The End