



IMPACT
FACTORY

Open



Courses Guide

More than just training...
Learning is personal

Impact Factory is *different*.

We work really hard to be *relevant* and *practical*. Since established in 1991, we have worked with an enormously varied range of clients such as ING, Prudential, Taylor Wimpey, Johnson & Johnson and NHS Trusts. Our work enhances and enriches the personal professional development of thousands upon thousands of individuals in the UK and across the world.

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.

In addition, all our Open Courses are CPD Standards Office Accredited and we have a programme in place to support our clients and delegates in achieving their own CPD goals.

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!

Communication Skills Courses

"I really enjoyed the course – and that's pretty unusual I think. The venue and surroundings are great – so much better than a dingy ex-council building in Holborn like the norm.

The group were lovely – again, pretty unusual but we worked together and supported each other really well I thought.

And Maria and Paul did a fab job delivering useful and engaging content.

I have also recommended that my colleague, David, comes on the course in the New Year some time. His ears pricked up when I mentioned ex-Chelsea player"

Gillian Hawkes - PR and Communications Manager - RSM International
Gillian's Communications Skills Course was run by



Maria Peters and Paul Hughes



Business Networking Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Demystify the art of networking and overcome the awkwardness of meeting new people to make the most of networking opportunities.

Designed for:

- sales and marketing team members
- leaders and managers
- events industry staff

Outcomes

- Learn how to put oneself and others at ease
- Easily join and leave groups
- Use personal style to communicate with people

Communication Skills Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Provides a powerful insight into the way communication works so delegates can develop a set of personalised skills that can be used immediately.

Designed for:

- everyone and anyone
- managers
- graduates

Outcomes

- Understand how communication works
- Gain listening and responding skills
- Use a personal style to communicate effectively

Communication Skills Course - 2 Day - 12 CPD hours - 8 Maximum Delegates £850 + VAT

All the material from our one-day course, plus a great deal more time to practice techniques to help develop existing skills in order to handle a variety of potentially difficult situations.

Designed for:

- everyone and anyone
- managers
- graduates

Outcomes

- Understand how communication works
- Gain listening and responding skills
- Understand communication dynamics

Media Skills Course - 1 Day - 6 CPD hours - 6 Maximum Delegates £495 + VAT

This course equips delegates with the skills and confidence to effectively handle journalists, no matter what type of media or situation.

Designed for:

- leaders
- spokespersons
- anyone who has to deal with the media

Outcomes

- Prepare and deliver key messages
- Do more than just answering questions
- Writing effective press releases



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Leadership & Personal Impact Courses



“I have been using the techniques as much as I can, especially the dialling up and down my listening techniques to encourage or discourage clients over the telephone. I’ve found I’m much more in control of conversations.”

I’ve also been using the power of the pause quite a bit and I am staggered at how people react to me due to me not reacting in the way they thought I would!

Another thing which has been very useful for me is remembering to ignore that inner voice in my head for both personal and work-related life.

Thanks for all your guidance on the day, I thought the course was very interesting.”



Natalie Skipper - County Welfare Officer - **The Royal British Legion**
Natalie's Personal Impact Course was run by



Katy Miller and Katie Kensit

Creative Strategic Thinking - 2 Day - 12 CPD hours - 8 Maximum Delegates £995 + VAT

An introduction to the idea of strategic thinking and, more importantly, provides some practical tools and techniques for turning strategy into reality so as to ultimately affect others' behaviour.

Designed for:

- project leaders
- supervisors, managers, team leaders
- entrepreneurs, marketing teams

Outcomes

- Gain a skill set to enhance practical planning
- Understand planning tools and techniques
- Effective communication of future strategy

Leadership Course - 2 Day - 12 CPD hours - 8 Maximum Delegates £995 + VAT

This course aims to develop each individual's leadership style so delegates can inspire and motivate their team, department and company.

Designed for:

- newly appointed leaders
- managers facing a new role
- anyone driving change

Outcomes

- Recognise leadership strengths
- Lead by example
- Positive attitude and communication skills

Personal Impact Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

An intensive day that includes elements of our Communication, Presentation, Assertiveness and Influencing programmes, and provides an understanding of how to make the impact you choose.

Designed for:

- everyone and anyone
- leaders and entrepreneurs
- line managers and supervisors

Outcomes

- Positive communication
- Awareness of the impact one can have
- Awareness of others' needs

Personal Impact Course - 2 Day - 12 CPD hours - 8 Maximum Delegates £850 + VAT

Covering material from the one-day course, plus developing existing skills in order to handle a variety of potentially tricky situations.

Designed for:

- everyone and anyone
- leaders and entrepreneurs
- line managers and supervisors

Outcomes

- Understand one's impact on others
- Enhance vocal and non-vocal skill sets
- Greater self-awareness and esteem

Quicker, Better Meetings Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Transform the way that managing meetings is viewed, how meetings are prepared for, attended, participated in and, most importantly, how long they take.

Designed for:

- team leaders
- managers
- project leaders

Outcomes

- Develop skills to manage any meeting
- Understand and manage meeting dynamics
- Ensure effective and efficient meeting outcomes



Presentation Skills Courses

"Prior to my arrival at your facility, I did minimal research, signed up without any references, and overall knew nothing of your company; my expectations were quite low, and I was a bit sceptical about the value I would get from the workshop.

I was hoping to have an enjoyable day and the opportunity to reinforce some presentation behaviours and get some tips for improvements but really, nothing more.

I am glad to report that the training/workshop exceeded all expectations. It was simply fantastic; educational, entertaining and very professional.

From the facility, logistics, small class size, and content, to the superb trainers who were way more than trainers but true experts and mentors. All aspects were perfect.

I gained tremendous insights and value as to how to improve my own presentations, delivery, presence and interactions with my audience.

Jo Ellen, you've got a great company and a top-notch team and I was very impressed by your overall operation and offering"



Oren Seliger - IT Theater Leader - Cisco Systems
Oren's Advanced Presentation Skills Course was run by



Otilie Parfitt and James Waters

Advanced Presentation Skills - 1 Day - 6 CPD hours - 6 Maximum Delegates £495 + VAT

Turn a good presenter into a great one. We help finesse delivery, find new ways to engage the audience and reduce dependence on PowerPoint.

Designed for:

- experienced presenters
- business leaders and entrepreneurs
- team leaders, managers and supervisors

Outcomes

- Finesse audience connection
- Go 'off-piste' and return to main message
- Presentations to cater for any audience

Presentation Skills Course - 1 Day - 6 CPD hours - 6 Maximum Delegates £495 + VAT

This practical course will give delegates the confidence to deliver impactful and engaging presentations and pitches to all kind of audiences.

Designed for:

- team leaders, supervisors and managers
- anyone needing to engage with an audience
- sales, marketing and PR teams

Outcomes

- Increase confidence to speak to any audience
- Create meaningful and tailored messages
- Engage with an audience and get buy-in

Presentation Skills Course - 2 Day - 12 CPD Hours - 6 Maximum Delegates £995 + VAT

This course provides more practical time to fully develop excellent presentations skills and become not just a good presenter but also an engaging communicator.

Designed for:

- team leaders, supervisors and managers
- anyone needing to engage with an audience
- sales, marketing and PR teams

Outcomes

- Understand what can affect an audience
- Build presence and gravitas
- Understand the psychology of presenting

PowerPoint Presentations - 2 Day - 12 CPD hours - 6 Maximum Delegates £995 + VAT

This is not a technical course; it focuses on how to shape content, how to best use visuals and support key messages. Finesse the flow of ideas within a presentation to create the desired impact.

Designed for:

- presenters wanting to improve engagement
- business leaders and entrepreneurs
- sales, marketing and PR teams

Outcomes

- Making presentations more personal
- Develop clarity and conviction
- Engage with audience and get buy-in

Public Speaking Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Public speaking tops the list of phobias for most people, so this course is designed to overcome any fears so delegates can speak effectively to audiences of any size.

Designed for:

- leaders and managers
- entrepreneurs
- spokespersons

Outcomes

- Manage fears and nerves
- Build confidence by defusing assumptions
- Speech preparation and audience engagement

Storytelling for Business Course - 1 day - 6 CPD hours - 6 Maximum Delegates £495 + VAT

We're hard-wired to respond to stories. This course is designed to develop engagement and get buy-in by stirring the imagination and reaching people's feelings, making messages memorable.

Designed for:

- business leaders and entrepreneurs
- sales and marketing team leaders
- anyone who wants to influence

Outcomes

- Knowledge of elements and connecting phrases
- Understanding of story structures
- Develop personal story creation process

Management Skills Courses

"I would like to thank you for your help on the Line Management training course. I really enjoyed it and I came away with a lot from it, even more than I first realised.

Having a small class of people like that was great and you have a good attitude towards conducting your training.

I've used one of the models we looked at since I've been back, and it did help a lot as I was able to approach the situation with more assertion. I'll definitely use it more.

Since being on the course I've now become more aware of the 'parent-adult-child' model above all. I end up seeing it more throughout the team and how each deals with their peers in and out of the team. It was very interesting as it's a natural thing we all do all the time without realising!

Thanks again for your help and I look forward to seeing you again for another course in the not too distant future."

BAE SYSTEMS

Adrian Dyer - Test Team Lead Engineer - BAE Systems Applied Intelligence
Adrian's Line Management Course was run by



Sheila Neville and Sarah Creevey

Change Management Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

The course explores what happens before, during and after change and offers practical tools to make potentially difficult situations more manageable and even exciting.

Designed for:

- anyone facing change
- leaders and managers driving change
- anyone becoming an 'agent for change'

Outcomes

- See change as a positive drive
- Support team members for impending changes
- Get buy-in and deal with resistance

Conflict Management Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

A mixture of theory and practical exercises designed to help create more effective outcomes when in conflict with another person.

Designed for:

- anyone facing conflict
- anyone working with difficult people
- supervisors, team leaders and managers

Outcomes

- Create win-win: achieving resolution
- Feed the solution, not the problem
- Turn arguments into discussions

Line Management Course - 2 day - 12 CPD hours - 8 Maximum Delegates £850 + VAT

Get a grip on managing and supervising people for the first time by focussing on delegation, motivating and supporting team members.

Designed for:

- first time managers
- refresher/update for existing managers
- new entrepreneurs

Outcomes

- Give feedback and keep people on board
- Become more decisive and take responsibility
- Establish clear boundaries, maintain motivation

Performance Management - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

An extensive look at the people side of performance management and using it as a continuous process to drive personal and professional development.

Designed for:

- team leaders, supervisors and managers
- HR professionals
- entrepreneurs and project leaders

Outcomes

- Understand performance management process
- Create a culture of trust, high impact performance
- Scope out staff goals, values and motivations

Project Management Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Focussing on people skills rather than a methodology, to help create productive teams, defuse conflict, get quicker buy-in and use effective delegation to move projects forward.

Designed for:

- first time project managers
- marketing managers and teams
- refresher/update for existing project managers

Outcomes

- Getting the best out of people
- Know where to focus energies
- Increase motivation and communication

Time Management Course - 1 day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Explore one's relationship with time to get the right work done through prioritising, planning workloads, effective boundary setting and self-motivation.

Designed for:

- anyone struggling to deliver on time
- anyone facing an important deadline
- graduates joining the workplace

Outcomes

- Improved ability to plan and prioritise work
- Self-motivation as a time management tool
- Minimize wasted time and distractions

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www.impactfactory.com

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Interpersonal Skills Courses

"I have benefitted greatly from attending two courses at Impact Factory.

The tailored approach is very clever and maximises learning for every delegate. It is also a lot of fun.

The Negotiation course I attended helped raise my awareness of the subtleties of body language and how to increase the connections we build when communicating with others.

I feel more confident in negotiations and am currently using the skills I learned on a new, challenging project.

I feel like I have more options available to choose from, and am using the tools offered on the course (such as PREP) to increase the effectiveness of my communication.

I am keen to come back in the future."



Simon McLean - Senior Services Project Manager - University of London

Simon's **Negotiation Skills Course** was run by



Caitlin Shannon and Bill Sheehan

Assertiveness Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

A very practical course that helps delegates make better choices and feel more confident in their ability to handle others, so they can be true to themselves in any situation.

Designed for:

- anyone who finds it difficult to say “no”
- anyone whom people take advantage of
- anyone who wants to express themselves

Outcomes

- Deal with personal feelings
- Set boundaries and feel more confident
- Practice “The Art of Saying No”

Assertiveness Course - 2 Day - 12 CPD hours - 8 Maximum Delegates £850 + VAT

Covers all the material from the one-day course with additional time to practice and deal with the frustration, resentment and stress that being too accommodating can create.

Designed for:

- anyone who wants to raise their game
- anyone whom people take advantage of
- anyone who wants vocalise their ideas

Outcomes

- Disempower negative feelings
- Create and practice personalised tools
- Build confidence and skills to express

Building Resilience Course - 1 day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

A look at where delegates are already resilient and what undermines their ability to bounce back. Focussing on default behaviours and emotional reactions, we offer practical tools to help build resilience.

Designed for:

- anyone working under pressure
- business leaders and entrepreneurs
- graduates joining the workplace

Outcomes

- Identify resilience strengths
- Awareness of physical changes when pressured
- Learn how to shift default behaviours

Customer Service Course - 1 day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

This course helps delegates manage their own feelings and behaviours while looking after customers to create positive customer experiences.

Designed for:

- retail staff and managers
- contact centre professionals
- support teams

Outcomes

- Manage complaints with empathy and confidence
- Improve listening and responding skills
- Build customer loyalty

Influencing Skills Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Designed to help delegates to get other people to see things slightly differently or to get people to want to give their support.

Designed for:

- managers looking to raise their game
- leaders looking to polish their skills
- sales and marketing team members

Outcomes

- Gain confidence and create a personal strategy
- Understand the dynamics of influencing
- Create and nurture trust

Influencing and Negotiation - 2 Day - 12 CPD hours - 8 Maximum Delegates £850 + VAT

This course will expand delegates' capacity to influence internally and externally and to deal with tricky negotiations in a way that suits their personal style.

Designed for:

- team leaders, supervisors and managers
- sales teams
- entrepreneurs

Outcomes

- Understand best options in any circumstance
- Expand the sphere of influence in any negotiation
- Understand and overcome negotiation derailment

Negotiation Skills Course - 1 day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Negotiation is an everyday part of life - we're always negotiating. This course identifies and improves on qualities and behaviours already used and introduces new ones for more effective use in different scenarios.

Designed for:

- business leaders and entrepreneurs
- sales teams and managers
- supply chain and purchasing managers

Outcomes

- Elicit information effectively
- Understand the nature of negotiations
- Increase confidence to close a good deal

Call to discuss your requirements today
0808 1234 909 or 020 7226 1877

Train the Trainer Courses



"I have been asked by a couple of my colleagues on returning to work 'so how was the course?', I normally would reply 'yeah, okay', but after attending this training my response was 'that was genuinely the best course I have been on'.

I have run a few training courses before and just wanted some tips on how I could be more effective in my delivery.

After attending this course, I feel equipped with some really useful tips and techniques to attack future training courses with more confidence and to make them more fun and informative for the attendees.

The trainers Kate and Sabah were absolutely excellent and created a very comfortable atmosphere whilst managing to push you far from your comfort zone.

I couldn't recommend this Company, course and trainers highly enough"

David McAuliffe - HR Advisor - Orano Projects Limited

David's Train the Trainer Course was run by



Kate Arneil and Sabah Hydari

Coaching and Mentoring Course - 1 Day - 6 CPD hours - 8 Maximum Delegates £450 + VAT

Providing a clear insight into the dynamics that happen between people when they work one-to-one, finding ways to hand the issues back and to find the solutions for themselves.

Designed for:

- new coaches and mentors
- team leaders, supervisors and managers
- employability and education professionals

Outcomes

- Improve listening, motivation and guiding skills
- Providing effective feedback
- Knowing what to and what not to do

Train the Trainer Course - 2 Day - 12 CPD hours - 8 Maximum Delegates £995 + VAT

Looking to develop and enhance the skills of each trainer to make their courses engaging and fun. We take a positive-strength approach to enabling the content and delivery to have as much impact as possible.

Designed for:

- trainers
- talent development managers
- HR and L&D professionals

Outcomes

- Learn and practice tools to keep people engaged
- Discover ways to make content memorable
- Training in difficult situations

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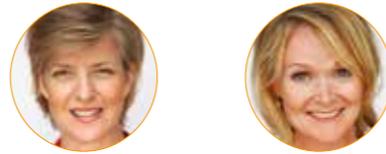
5 Day Elite Courses

“Although I was familiar with many of the business models that we unpacked at the commencement of the program, it set the scene for true learning, resulting in me understanding where I was going wrong, how to correct my communication and providing me the tools to change this behaviour.

The program was a true awakening and delivered exactly what I was looking for.

Many thanks to the team for their support and guidance”

Mark McDonald - Chief Executive Officer - Student Housing Australia
Mark's **Communicate with Impact Course** was run by



Janet Addison and Kate Arneil



Communicate with Impact - 5 Day - 30 CPD hours - 10 Maximum Delegates £2950 + VAT

This course raises delegates' personal awareness of the impact they make on others. It's challenging and exciting and it aims to improve leadership, communication and relationship building skills so delegates can create the desired impact.

Designed for:

- supervisors and managers
- professionals looking to up their game
- business leaders and entrepreneurs

Outcomes

- Personal impact and relationship building
- Communicate and present as a leader
- Use the “Language of Leaders”

Presentation with Impact - 5 Day - 30 CPD hours - 8 Maximum Delegates £2950 + VAT

This course will challenge, stretch and strengthen existing presenting skills and look at ways to tailor one's presenting style with elegance and finesse, while keeping one's own genuine style. With excursions to the West End and surprise events to make the course more memorable.

Designed for:

- supervisors and managers
- professionals looking to up their game
- business leaders and entrepreneurs

Outcomes

- Take charge of a room and motivate the audience
- Master the use of PowerPoint
- Understand the importance of storytelling in business



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More than just training...

Learning is personal

It is our mission to 'change the world' by providing your people with confidence and drive.

Our vision is to *build a more collaborative and fairer world* where people understand each other and work together for the benefit of all. Your people are at the heart of our training so you can put them at the heart of your future and success.

25+

Years
experience

5000+

Happy delegates
per year

100+

Countries
worked in

Who is Impact Factory?

At Impact Factory, we are pioneers of Professional Personal Development, a unique experiential and proven training method. Created by Jo Ellen Grzyb, a psychotherapist and Robin Chandler, an actor, Professional Personal Development puts the person at the centre of learning.

Founded in 1991, we train several thousands of delegates every year across the world and across all industries. We help organisations respond to key Learning and Development challenges and drives with a positive impact on their businesses. These include many FTSE 100 companies, SMEs and charities.

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