

a leader in its field providing Perception Management – a unique approach to image, impression and influence

\* Assessment, Optimisation, Sustainment and... Progression \*

## Perception Management for G R O U P S

### 'YOU are your own best Business Card'

As you walk in the door, you win or lose the deal, the job or whatever else is at stake

It is no longer enough to be just competent, knowledgeable and professionally qualified. People buy people and successful business life is driven by successful and symbiotic relationships.

High personal impact, strong networking skills and a relevant address book gain that all-important competitive edge.

Always customised to its audience, this is relevant and appropriate for men and women at any level and in any sector. Its delivery creates new thinking and motivation for improvement, dispels misconceptions and highlights the importance of being perceived as a positive presence and as a person *rather than a job title*, how perceptions impact on success and confidence and the art of building relationships with integrity and authenticity.

### The Content

Available in a range of formats (Seminar, Workshop, Masterclass, Round-table 'discussion'), the delivery is entirely flexible to meet client requirements and can be an overall session in one or in two parts (see below) or a course in which the initial theoretical session is followed by one or more in-depth interactive modules within the framework of *effective, impactful* Appearance, Behaviour & Communication. (The Presence ABC)

Part One Your own self perception v their perception – testing and comparing

Your Impact level is another's decision - not yours!

Evaluating your own Personal Impact Factor

The when, why, how of Perception

Moving forward - making others make positive decisions about you

Relationships always begin with a First Impression

The *real* significance of the First Impression

Relationship Management – initiation, maintenance....and development

Impactful behaviours - stakeholder management, engagement, leadership, visibility, political savvy, etiquette, woman in a man's world etc.

Part Two The Presence ABC - practical advice and tools for making a positive First Impression and potentially initiating a meaningful relationship within the context of first encounters in a variety of relevant business scenarios:

Invisible Image - email

Invisible image - phone/teleconferencing - voice power and presence, verbal content

Meetings and video conferencing - body language, demeanour, appearance, etiquette

Audiences - presenting, pitching and public speaking with Presence

Business/social (conferences, events, etc.) - networking tools, working the room, elevator pitch, etc

Addressing existing perceptions, situations and relationships that need improving.

Comprehensive bespoke programmes are available on request or specific modules on any aspect of Perception Management can be selected and delivered singularly or collectively:

Appearance (e.g. *Demystifying Smart Casual; 5mins in the morning, Look Good, Feel Good all day makeup tutorial, etc*)

Behaviour (e.g. *The art of networking, Working the Room, Relationship Management*)

Communication (e.g. *Presenting with Presence; Voice Power and Presence*)

### About Positive Presence

A leader in its field, Positive Presence is renowned internationally for having taken image consultancy to a new respected level, Perception Management. Working with men and women privately or from organisations both big (e.g. *PwC, Deloitte, GSK, Thomson Reuters, Barclays, Cisco, RSA*) and small, in all sectors, Positive Presence Impact and Relationship Optimisation has successfully helped thousands to gain credibility, gravitas and confidence, be viewed more positively and to raise their profile and influence.

Positive Presence was founded in 1994 by Laurel Herman, renowned as an international authority, innovator and thought-leader on personal and professional effectiveness and for addressing significant life changes with Positivity, Practicality and Pragmatism. Having written numerous articles for the trade and professional press as well as the definitive book on business image for the Chartered Management Institute which sold worldwide, Laurel frequently appears in the global media as a commentator and spokesperson. A sought-after and accomplished professional, she regularly addresses a wide range of audiences both in the UK and abroad on a range of related topics. With unparalleled experience, her stories and anecdotes make her an interesting, inspirational presenter with an impactful charismatic and subtly motivational style. As the hands on CEO and Lead consultant, Laurel heads the team of leading experts in their fields.

### some of what they say ...

"... everybody found the session very interesting and thought provoking and, without exception, took something useful away from it whatever level they were at in the organisation"

Andrew Hunt, Director, SMITH & WILLIAMSON

"... made an excellent difference to all the other sessions at the Conference and was very well received by all who attended. Thank you for such a wonderful presentation"

Doreen Baker, Audit Policy & Advice Team, HM TREASURY

"... a natural empathy with the audience & a presenting style that was fully inclusive to all whether they be introverts or extroverts. An excellent and very valuable session with lots of practical tips"

Debs Eden, PwC (PA of the Year)

"... a thought-provoking yet practical seminar that had the audience engaged from start to finish. A fantastic event with extremely positive feedback all-round"

Pauline Miller, European Global Inclusion Manager, STATE STREET BANK

"...you were able to get across the importance of self-presentation in all its forms and that it doesn't matter how well you are prepared technically, you really only get one chance to make an impact"

David Thomas, Group FD, TDG LOGISTICS