



PLAY4 REAL

Personal Impact and Presentation

a tailor-made programme for







Data Intelligence

(www.data-intel.net)

CASE STUDY

Why this might be relevant to you:

The principles and practical techniques we used in this project could help you:

-  to present yourself and your material in ways that are clear, memorable, and compelling;
-  to know what to practise in advance of a meeting or presentation and how to do it effectively;
-  to engage rapport with clients as a platform for inspiring trust, running a meeting well, and establishing/maintaining a good working relationship;
-  to take ownership of issues and problems, and develop a general demeanour of professionalism and gravitas;
-  to explore what it means to take personal responsibility for helping to grow the company;
-  to adopt the presence and confidence that makes you look and sound like a potential future leader.

The Context

Data Intelligence is a small company that is rapidly growing. It manages sensitive and complex sales and marketing data for the top 500 pharmaceutical companies globally. Contracts are longterm, and once a client is on board with DI, they tend to stay. So getting the client relationship right from the word go - and making sure it's well maintained - is of paramount importance.

The DI team are highly intelligent individuals with excellent technical abilities. However, many are young, and so lack confidence and experience in exuding credibility and professionalism as they engage with clients. Enabling these younger team members, in particular, to step up to the next level of personal skills and confidence is a vital part of each individual's contribution to the company's growth.

The Brief

Play4Real was asked to design and deliver a 2-day interactive course for 10 participants that would improve their personal impact; their skill at rapport building (either face to face or over the phone); and their ability to present a message - both formally and informally - with clarity and confidence.

To ensure everyone received plenty of personalised attention, two of us facilitated the course, with emphasis from the start on creating an atmosphere of playfulness and permission to venture out of comfort zones without fear of consequences.

The Play4Real Response

Course Structure





Day 1 focused on equipping the participants with some specific tools; Day 2 provided plenty of opportunity to try these out and receive individual feedback and coaching in simulated business situations.

Course Content

We looked in detail at the impact of physicality and choices of body language; what effect those create; and how the slightest tweaks can give out entirely different, far more positive non-verbal messages.

We also explored the effect of various contexts upon such messages, using a series of 'Status Games' - one of our most valuable confidence-building tools. These have nothing to do with organisational or other hierarchies, and everything to do with the stories our bodies and voices unwittingly tell about our own sense of self-esteem in any given situation.

As we got to know the group, individual vocal needs also emerged, which we addressed with a range of exercises on:

-  breath and vocal energy
-  pacing and pausing
-  tone and colour
-  articulation (tongue twisters and other warmups for the mouth – always fun!).

Other exercises illuminated the many elements of effective communication; successful influencing and relationship-building through listening well; ways of choosing words incisively and imaginatively, avoiding jargon; and some techniques for conducting difficult conversations, particularly when projects hit a glitch.

On Day 2, we put all these tools together within the framework of two main exercises. First, a series of 'nightmare scenarios': reality-based simulations of difficult conversations they had each either experienced for real, or dreaded happening in the future. These were played out along with plenty of encouraging feedback and customised coaching for each member of the group.

Finally, a mini-presentation: an invaluable confidence-booster for each individual, and a master-class for everyone in increased awareness and application of all the techniques we had been exploring throughout.

What People Said about the Course...

This has given me a lot of self confidence that I never knew existed. P4R has fuelled me with the drive and ambition to succeed. Come back to DI to pass on your wisdom!

Sabah Dada, Business Intelligence Analyst

Really friendly, well structured and planned. Specific to what our Company needed.

Lauren Cotton, Business Intelligence Analyst

The course was brilliant. Exercises were so much fun. Saul and Lin [facilitators] both got it right in understanding my feelings and suggested the perfect way to overcome or improve a situation. The workshop was brilliant in its structure. Each exercise helped in improving myself for the next exercise and I learnt an awful lot about myself. Thank you!

Rishi Ghose, Business intelligence Analyst

Really like the idea of keeping it playful - it does what it says on the tin - PLAY 4 Real Great course to build that confidence in your team.

Hitesh Patel, Business Intelligence Manager

Lin and Saul [facilitators] are extremely personable and inject a lot of energy which can be felt by everyone. I could see a change in others over what is really a very short period of time, and feel a tangible benefit myself.

Christian Ager, Analytics Consultant

The team had a great time on the course and came back with enthusiasm to implement the methods and improvements suggested on the course. Great job! Looking forward to working with you again.

Mike Askew, Managing Director