

Linda Whetherly and Associates work with unique specialist expertise in Corporate Image Psychology as Image Consultant, Trainer, Facilitator, Analyst, Coach, working with teams or one to one to executive and C level specialising in communication skills training including Personal Image & Impact, Psychometric evaluation, NLP and other soft skills training. WCI combines brand development expertise of 20+ year's media experience in Television Radio and Press and soft skills training.

Training clients include IBM, Nokia, Barclays Bank plc, Vertex, P&O, B&Q, Cable & Wireless, ExxonMobil, Aon Consulting, PWC, and Top Management Programme for Cabinet Office, Nortel, Intermec Technologies, Novartis, Carlsberg Tetley, Forte Hotels, Post House Hotels, etc. Media clients, blue-chip names.

## *Impact Image and Influence in Business*

To relate effectively to your colleagues and clients these days you must do more than simply present your case - you need to make a professional personal impact and to be able to influence with ease and elegance, at all levels. This is an elusive quality that only a few possess. For the majority it requires effort and, more importantly, guidance.

Be what you want to be! Is a two-day course aimed at those who wish to heighten their individual profile and increase their understanding of both leadership and personal value. The course seeks to equip attendees with the soft skills so essential to the advancement of careers (and incomes!) or, in these difficult recessionary times when technical ability simply isn't enough to guarantee results, successful re-entry into the workplace.

Delivered by two highly successful business-people with over thirty years' experience each in the global business world, *Impact Image and Influence in Business* delivers proven strategies, honed over many years of practical involvement in a variety of business sectors.

Course numbers are restricted to ensure a high degree of personal attention.

### **TOPICS INCLUDE:**

- ❑ How to maximise your personal impact by creating a positive presence and image
- ❑ How to use your physiology, voice and words to create and maintain rapport quickly with individuals and groups and communicate meaning
- ❑ How to use visualization techniques to project energy and confidence and crystallise your desired outcomes
- ❑ How to use non-verbal communications to influence and reinforce messages
- ❑ How to use word patterns and metaphors as influencing tools
- ❑ How to develop your own charismatic style and make a deep personal impact when presenting to executive audiences
- ❑ How to structure your communication to influence
- ❑ How to easily be recognised as the informal leader

The style and approach of this 2 day workshop is very interactive, with exercises throughout to embed the learning. It is designed to be fun as well as developmental and motivational, and is always received with huge acclaim and appreciation.

Your workshop facilitators, **Linda Whetherly** and **Ian Davison** are internationally experienced specialists in their fields of image & impact client relationships and business development, finance and Leadership respectively. Having worked within major corporation's media, Finance & Forces they now specialise in coaching and training individuals and groups in business and personal excellence.

The investment is **£700 per person** including refreshments and lunch (overnight stay extra to be booked direct with **Northbrook Park**). The Workshop has a limited capacity of 12 people, to ensure personal feedback and 1-1 attention, so register to reserve your place straight away by responding by email to [linda@whetherlys.com](mailto:linda@whetherlys.com)

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