



Maximising your personal impact

Everything we do has an impact, but does it bring us the results we want? This course, for those wishing to interact with others more effectively, helps us to identify how we are perceived, overcome barriers that hold us back and improve our personal impact. Using a four-step framework for positive personal impact, the course provides techniques to help you sound, embody, look and feel the part you want.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

What gives people good personal impact?

- Characteristics of good impact
- Taking small, sustainable steps

Sounding the part

- Positive and negative signalling
- Use of language, tone and pace
- Storytelling

Embodying the part

- What we do shows who we are

Looking the part

- Body language and dress

Feeling the part

- Giving yourself the best chance of success
- Getting feedback

Action Planning

Participants will learn to...

- Gain insight into the impact they are currently having
- Consider the personal impact they want to have in any given situation and take steps to achieve it
- Replace poor signalling techniques with effective ones to make sure they have the best chance of achieving the outcome they are seeking
- Adapt the language they use alongside making small changes to pace, tone and pitch of voice to influence people appropriately
- Understand the impact body language can have on the way we are perceived and use that knowledge to our advantage
- Implement the framework used on the course to maximise their personal impact



“Great content, with practical tools to take away immediately and good food for thought.”

BiteSize Learning

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