

## **A date for your diary**

What is your strategy for being successful – at work and at home - in today's challenging conditions?

- (a) I prefer to sit around, moaning and blaming others for my situation
- (b) I prefer to bully and manipulate others into doing what I want
- (c) I will be attending the WZCC CLINIC on ...

## ***“Influencing your way to Success”!***

Let's be clear ... Whilst you may be able to achieve some of your objectives by forcing people to do what you want ... or use your 'connections' ... these are NOT 'Influencing Skills' ... and the results will be short-term and come at a high price.

'Influencing' is about understanding yourself and the impact you have on others ... and requires a combination of communication, presentation and assertiveness skills.

**That's precisely what you will learn on**

**Tuesday 7th July 2009 @ 6:45pm**

**Imperial College London, South Kensington Campus**

**We will begin with brief presentations from:**

**John Bale** CEO, Halo Effect Ltd

**"Influencing for Stronger Work-Based Relationships"**

In his presentation, John will show you how to action some 'essential truths', including:

- People buy from people they like and trust
- It's easier to persuade by asking than by telling
- Intent counts more than technique

Plus ... why your commonly held views on what constitutes 'success' could actually be holding you back!

John is CEO of Halo Effect Ltd, a leading advisor to IBM, KPMG, Deloitte and major Law Firms on leadership and relationship skills and strategy

**Alison Mackay** Senior Associate, Halo Effect Ltd

**"Influencing for Positive Impact"**

**(With additional tips specifically for women)**

You'll learn how to:

- Create and maintain rapport using your voice and words
- Create a memorable first impression
- Use non-verbal communication for impact
- Maximise your visual presentation and personal appearance
- Define your own personal brand

Three words of advice that could make a huge difference to you!

Alison is an internationally experienced leadership development specialist assisting organisations in developing and

delivering world class talent management interventions. Her career experience includes Goldman Sachs, Lehman Brothers and Smith New Court.

## **Kris Wadia**

In addition to serving at the Chair for this Clinic, Kris will conduct 'role plays' to demonstrate the power of

**"Influencing through Powerful Presentations"**

**But that's not all!** You will then have one full hour in which to ask short, sharp questions to the Panel of Speakers on areas that impact you.

Whether your questions are focused on your business, employment or domestic needs, you'll benefit from practical advice ... direct from experienced professionals.

**And a special offer for Young Zoroastrians ...** bring along a summary of your latest challenges ... whether it's getting selected for a job from a large pool of applicants ... or working alongside more experienced colleagues ... and benefit from the Influencing tactics which the Panel will share with you.

**And if you're still hungry for more ...** the Panel have agreed to stay on for networking after the event for 1-to-1 conversations over refreshments.

**Details for your diary:**

**Date: Tuesday, 7 July 2009 Time: 6.45pm start.**

**Venue:**

Seminar and Learning Centre Room 7

Level 5 of the Sherfield Building

Imperial College London

South Kensington Campus

Exhibition Road

London

SW7 2AZ

<http://www3.imperial.ac.uk/campusinfo/southkensington>

**Cost (including refreshments):**

**Members - £10**

**Non Members - £15**

**Young Zoroastrians - FREE**

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