The Number One Mistake Even Marketing-Savvy MNCs Make That Causes Mortal Damage to Their Corporate Brands:

They neglect to invest into personal brands of their employees!

Your Company spends a huge amount of time and money developing strategic positioning statements.

It sweats bullets designing and marketing a Corporate Brand.

And then it takes just one client-facing executive to dilute this Brand – if they are unaware of what message their everyday Executive Presence sends to their customers.

Your people are the face of your Brand, your brand Ambassadors. People buy from people.

Context Technologies presents:

Make Your Presence Felt™

Objective: 4-DAY (2+2), action-filled Workshop is designed to fully equip leaders to display the profile, presence and influence portrayed by your corporate brand so that they are able:

➢ To confidently sell to influential decision makers, win big contracts and effectively position their brands to their clients and employees through superior presentation, communication, influencing and image management skills.

Workshop leaders: Elena Asgar, a leading expert on Executive Impact whose clients include Coca-Cola, GSK, Microsoft, American Express, Ranbaxy and Panasonic, is passionate about helping companies boost the value of their brands by boosting their executives’ personal brands.

Her proprietary 7-Step “Make Your Presence Felt” Executive Branding System guides CEOs, Directors, VPs, accomplished functional experts and High Potentials to develop the corporate “It” Factor - executive presence, so that they become true Brand Ambassadors of their companies.

An internationally recognized Leadership Presence Mentor, dynamic speaker, and Faculty of Business Communication at Bridge School of Management, Elena helps global companies maximize their brand investment through their managers’ personal impact and Executive Presence.

Elena is a CEO and Founder of Context Technologies, a boutique training and coaching company with clients in 15 countries.

Featured in

The Indian Express
Hindustan Times
Financial Express
Gary Sandhu is a Co-Founder of Context Technologies, a workshop Leader and Executive Coach to iconic companies like Coca-Cola, Glaxo Smith Kline, Panasonic, Hindustan Times, XL India, HT Mint, Adidas, Reebok, Carrier Aircon and over 20 others. Gary, whose career started in sales, has 15+ years of experience mentoring high potentials for rapid career advancement and extraordinary leadership success.

Gary’s clients are in Nigeria, Kenya, Uganda, Turkey, Vietnam, India, Singapore, Australia and Malaysia. They all agree that Gary has an uncanny intuitive ability to cut through cultural differences to swiftly pinpoint a “blind spot” in a person he is coaching and suggest “just the right remedy” that, when applied, Quantum Leaps the client’s effectiveness.

Says a client:

“For me, few people have made such significant impact in a short time as Gary. As an Executive Coach, Gary is extremely sharp at profiling and in my case, was quick to uncover opportunities with the biggest impact. He helped me build strengths in areas that were previously uncomfortable for me. As a coach he was great in getting me to think and focus on what I need to add to myself in taking my career to my ambition.”

- Srideep Kesavan, Director of Franchise Operations - East Region at Coca-Cola India

Gary is also a Faculty, Business Communication, (Post Graduate Management Programme) at Bridge School of Management, a joint venture between Apollo Group, USA, and Hindustan Times.

Together, Elena and Gary are a great Team delivering immediately applicable, “no-fluff” content, road-tested and proven strategies, techniques and tools - and Fun, too!

Clients get different value from engaging us, but one thing is certain: the person who comes to “Make Your Presence Felt” Workshop is not the same person who leaves.

Make sure to attend “Make Your Presence Felt” to see for yourself why most our customers regard “Make Your Presence Felt” Experience to be the single most important investment an Executive can make in their career.

- You will build a personal brand that accurately reflects the calibre of your position and expertise, and your company’s products or services.

- Learn how to build charismatic, credible and consistent executive presence that makes a powerful statement and makes clients choose you over competition.

- Discover the secrets successful influencers use that dramatically boost sales, and more...

More about us at www.leadershipcoaching-context-technologies.com
The Course overview:

2 sets of 2 day workshops separated by a gap of 3-4 weeks.

Day 1: The Dynamics of Personal and Executive Branding. Powerful Brand Messaging and Communicating for Results.
Day 2: Presenting with Impact (both groups and one to one). Influencing Using Voice Tone, Powerful Words and Effective Body Language.

“The important insights I had since the beginning of the coaching programme are: Personal branding and individual communication plans are critical to achieve your way up. What matters is what people perceive, and it rather be positive than negative. The changes I have made in my leadership style: communicating more effectively my success stories and who I want to BE and project higher energy levels. People are more aware of what I do successfully and I find myself inspiring people better.”

Omer Zeidner, Coca-Cola, Israel

The Workshop methodology

The workshop will be conducted via energetic, entertaining, activity-filled and content-rich presentation and coaching by 2 senior workshop leaders.
An important part of our methodology is **limiting group size to 6-8 participants** which allows us to maintain high quality standards and ensure that every participant gets many chances for practicing the skills.

The ratio of 1 trainer per 4 participants ensures that each executive gets **personalised attention, tailored feedback and one-on-one coaching**. This translates into **visible raising of each person’s ability** to present, communicate, sell and manage themselves.

**Video - Recorded Skill Practice Sessions**

The emphasis of the workshop is on **immediate and visible improvement of skill**, not just awareness or knowledge.

During skill development sessions, participants practice new techniques, using real-world situations, in numerous video-recorded sessions with our expert trainers. Playback of the sessions is viewed in small groups, where they receive feedback from the faculty as well as other workshop participants. Group discussions around each presentation help to better absorb and retain the information. **Bonus:** each participant will receive a personal copy of the videos for review and learning.

**Other methods** include self-assessments, group discussion, demonstrations by workshop leaders and short paired and group exercises.

**The gap of 2-4 weeks between the 2 workshops**

becomes a laboratory for the participants to practice new behaviour and skills. The second workshop starts with a review of the homework assignment and discussion of the successes and problems participants may have experienced during application of the learning.

**What clients say**

“Elena has been an excellent coach for me in improving my impact and influence. She helped me reach clarity on my personal brand, what I bring to the table and where I want to head”.

-Lise Skaarup-Mortensen, CFO at Microsoft, Germany
Some highlights:

- The 3 reasons why self-branding is no longer a choice in today’s distracted world
- What your personal brand says about you and your company
- Self-Assessment: participants will assess the nature and status of their existing personal brand using our 32 points “Brand You” questionnaire.
- How to develop a Credible Professional Presence that authentically speaks your “Wow” and makes your Company stand out from the Competition
- The irresistible attraction of powerful Value Propositions - if you can’t clearly articulate the value that customers realize from using your product, service, or solution, then the rest of your selling efforts is of no use.
- How to stop sounding like a self-serving salesperson and start looking and sounding like a trusted advisor and expert
- How to successfully engage the influential buyer intellectually and why you should never use power point in an initial meeting
- How to present to a high end buyer - the secrets to power pitching when time is short
- How to keep it about the client and not your company
- De-mystifying and de-constructing Executive Presence
- The 3 elements of Charisma
- How to take lead by using directive body language
- Projecting commanding impact/responding to dominance
- Body language of warmth
- Body language of trust
- How eye contact can make or break your credibility, trust and rapport
- Posture, stance, movement, hand gestures, handshakes to convey first impressions that speak your “Wow”
- Effective use of space - “Occupying territory” technique
- Managing uncertainty – maintaining grace under pressure while projecting confidence and expertize
- Power dressing and grooming as a component of Executive Brand
- Aligning your wardrobe to your Brand Message – the “Do’s” and the “Don’t’s”
• Psychology of color
• On day 2 of the workshop, participants will be asked to come to the workshop in a business attire appropriate to the senior level presentation or a high-powered business meeting, and will receive coaching feedback on their style.
• How to frame issues with clarity and power, present your point with passion and style and use “Power Language” to make an impact
• Mastering the use of voice: pitch, tonality, speed and other aspects of modulation
• Stereotypes and assumptions which are set by vocal tone and other nonverbal behaviours
• Voice pitch and its effect on perceived credibility and authority
• Speed - the subliminal effects of fast and slow speech
• How words people use reveals their thinking, self-confidence and certainty
• “Power” phrases and words – using language for impact
• Thinking through your your message – handy tools
• Decker’s Grid - the 4 pillars of an effective message
• “Less is more” – communicating a message when time is short, stakes are high and your senior audience is impatient
• The 5 ingredients of a 3-minute executive proposal
• How to open with flair
• The Do’s and Don’t’s of PPTs
• Action Talk - communicating for results
• Making assertive requests for action
• Using Emotional Intelligence to connect, attract clients and engage your audience on a human level
• The myths and rules about what you are and are not allowed to do while addressing others in a public forum
• How to build rapport with any audience without losing authority and commanding impact
• The 5 ways of catching your audience’s attention
• Demonstrating passion and energy
• Projecting appropriate emotions
• The Key principles of influencing and persuasion
• How to communicate a highly technical message to non-technical audience
• How to harness the power of a compelling business story to motivate and impress
• The 4 drivers that motivate people and how to choose your “appeal”
• The 5 Styles of Influencing and how to choose an appropriate style
• How and when to talk about costs and benefits
• How to ask powerful questions to get agreement
• How to project that your Company is reliable and dependable through tracking promises given to customers via effective Time Management, being organized, communication etiquette etc.

What clients say:

“For those leaders with global aspirations, engaging Elena will prove to be a meaningful investment in personal development”

-Cathy Nichols, Director Finance, American Express.

Service Options with commercials (all rates are valid till April 1, 2016)

OPTION 1

What it contains:

1. 4 Full days of training in a 2+2 format with 2 senior faculty members.
2. Email access to the trainers for 3 months from the commencement of the workshop.
3. Weekly accountability messages every week for 3 months
4. Two 30-minute one-on-one coaching sessions per person - for Key People only (maximum number 6).
5. Reading materials

Professional Fee: Rupees 10 lac plus Service tax

Travel business class and hotel accommodation for 2 trainers
OPTION 2

1. 4 Full days of training in a 2+2 format with 2 senior faculty members.
2. Weekly accountability messages from us every week for 3 months
3. Two 30-minute one-on-one coaching sessions per person - for Key People only (3 people).
4. Reading materials

Professional Fee: Rupees 8 lac plus Service tax
Travel business class and hotel stay for 2 trainers

OPTION 3

1. 4 Full days of training in a 2+2 format with 2 senior faculty members.
2. Reading materials.

Professional Fee: 6.5 lac plus Service tax
Travel business class for 2 trainers

About Context Technologies

www.leadershipcoaching-context-technologies.com
https://plus.google.com/102060030651338014854

Context Technologies is a boutique training and coaching house whose trainers have worked with over 50000 people. It is one of the few companies in India who have maturity and sophistication to work with the Top 3 Tiers of Fortune Global Companies. Among our clients are iconic Global Fortune companies like Coca-Cola, Microsoft, American Express, Glaxo, Adidas and Reebok, to name just a few.

Senior business leaders and High Potentials in 15 countries over 4 continents who reached a high level of technical mastery in their respective disciplines but find “soft” skills hard often call us to help them with their trickiest business, leadership or personal challenges.

Our mission is to lift them out of their “everyday selves” and help them find their greatness and their unique leadership Brand. We coach them to be not just brilliant functional experts but brilliant leaders and often even Game Changers who put their organizations on the global map...
When we are through, the impact of such a leader on the organization has been multiplied by 4 to 8 times as they begin to skilfully manage and lead up, down and across; engage and mobilize employees, work “on the business” instead of “in the business”, drive results faster, and develop high performance culture.

We do this with the help of a toolkit of road-tested, carefully crafted, proprietary processes that help address your “Next Level” leadership skills.

When not in a workshop, or in a session with a coaching client, Elena Asgar and Gary Sandhu, the two people behind this successful consultancy, are teaching Business Communication Course at Bridge School of Management, a joint venture between Apollo Inc., USA, and Hindustan Times Group. The course is consistently rated by participants as one the most valuable experiences in their entire PGMP curriculum.