



IMPACT
Masterclass

inflow

“Creating an impact and inspiring an audience is vital for our Leadership Team. In Flow helped us sharpen our skills giving us greater insight into our individual performances. Now we’re all more effective in all areas of our communication - be that in the Board Room, at town hall meetings or with external stakeholders.”

Nathan Lihou
COO,
Nedgroup Trust



“In Flow worked with the participants of our graduate programme. Their feedback was overwhelmingly positive and they were able to put to use the skills they learnt straight away, adding immediate value to our business.”

Fiona Irwin
Talent Advisor,
International Personal Finance



“As a fast-growing digital business, communication is vital to our success. In Flow really understand this and have developed training programmes that help our people understand their own communication and the impact that they make. In the two years we’ve been working with them the feedback has always been fantastic.”

John Hague
Learning and Development Manager,
Sky Betting & Gaming



“For anyone looking to encourage more effective communication within their organisation both internal and customer facing, then I wholeheartedly recommend Dominic and his team.”

Warren Cass
Professional Speaker,
Author of INFLUENCE

The Problem

The way that we communicate at work has evolved.

We are increasingly busy and the pace of change shows no signs of slowing. Technology should be there to help us, reducing our stress levels and increasing our productivity and yet in most organisations the opposite is true. Our over reliance on digital channels is leading to burnout and disengagement. The sheer volume of emails and instant messages make us time-poor rather than more efficient.

Our dependence on technology has lead to the erosion of fundamental skills that mean we no longer know how to speak to each other effectively. People at all levels of an organisation lack the confidence and the ability to persuade and connect with their audience. Siloed, stuck at our desks, hiding behind our computer screens and smart phones; the consequences for business are huge.

Whether it's leaders trying to engage with their millennial work force, subject matter experts coming to terms with their new found management responsibilities or sales teams trying to grab the attention of their busy customers, we consistently observe the following symptoms of ineffective communication:

UNCONFIDENT &
UNCERTAIN

SILOED &
DISCONNECTED

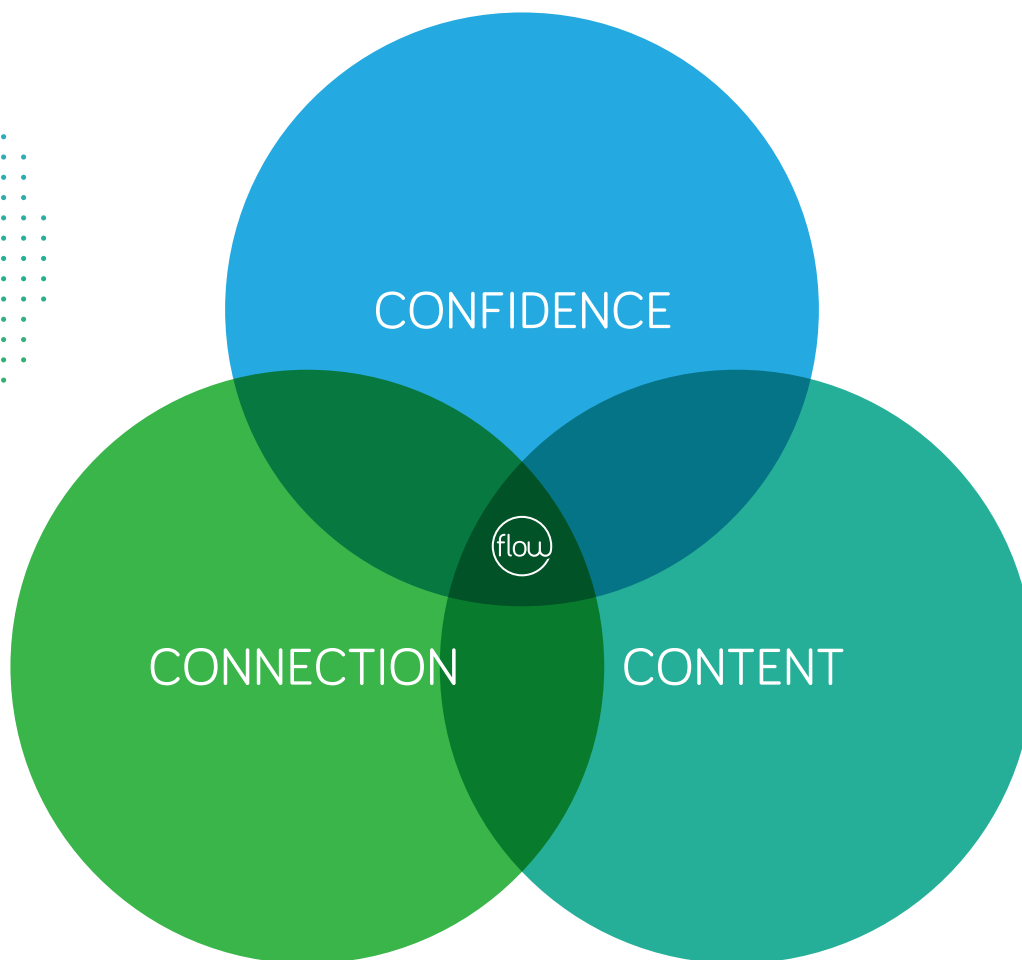
UNCLEAR &
IRRELEVANT

The Solution

We need to understand the importance of analogue communication in a digital age.

If we want to stand out from the crowd, we need to develop the skills to engage with others on a human level. We need to be able to capture the imagination and take our audience on a journey. Our interactions need to move from the transactional to the transformational.

By learning to communicate effectively we can increase our influence and impact. To do this we must focus on developing three key areas:



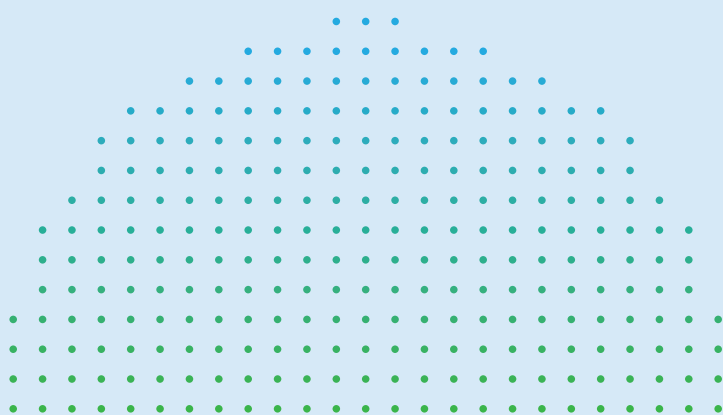
Understanding our personal impact is vital to our success and our ability to influence. What do others say about us when we are not in the room? How confident do we feel under pressure? Are we able to assert ourselves and hold our ground in challenging scenarios?

When confidence, connection and content intersect we find our flow and our communication becomes effortless.

At In Flow we have developed our unique IMPACT model to build these skills and provide practical, easy to implement tips and tricks in each of these fundamental areas.



- I** INTENTION What do you want people to know and feel?
- M** MINDSET How do you control the voices in your head?
- P** PRESENCE How do you show up physically and vocally?
- A** AUDIENCE Who is listening and how do you speak their language?
- C** CONTENT What do you say to create maximum engagement?
- T** TECHNIQUE How do you make it authentic?



The IMPACT Masterclass

What we say is important. How we say it is vital.



This high energy Masterclass will teach you techniques to ensure that you have more impact whenever you communicate. You will learn the skills that actors and professional speakers use to engage their audience and make their message land. Working through all six steps of the In Flow IMPACT model you'll leave the session with practical and easy to implement tips and tricks in each of these fundamental areas.

At a glance...

Understanding your communication and the impression you create

- Understand your non-verbal communication and the hidden messages you are transmitting
- Learn how to use your body and breath to increase your confidence and banish your nerves
- Increase your resonance so that your audience engages with your content
- Develop your ability to articulate your message clearly
- Understand how to speak your audience's language to make your message land
- Discover how to structure your content for maximum impact
- Explore the power of storytelling to captivate your audience
- Develop a winning mindset for successful and authentic communication

Business Benefits...

- Individuals enjoy increased confidence and self-assurance
- Increased productivity through effective and strategic communication
- Improved team communication and relationships
- A more dynamic communication culture within your organisation
- Higher quality internal and external engagement

"Inspirational training which has encouraged more thought about self and others."

Caroline Parkinson
Head of HR operations,
Sky Betting and Gaming



"An inspiring session that has given me some tangible take aways to action today!"

Jo Ward
HR Lead,
Nestlé



Why us?

We understand the power of communication and performance.

In Flow was founded by Dominic Colenso. A specialist in communication and leadership, Dominic has been delivering training and one-to-one coaching in the private and public sectors for the last 10 years.

Initially a professional actor, Dominic worked extensively on stage and screen before training as a director at RADA (Royal Academy of Dramatic Art) in London. Performing in many of the UK's leading theatres including The National Theatre and The Royal Court, Dominic has appeared on film in everything from BBC period dramas to big budget action movies. He is best known for playing the role of Virgil Tracy in the Hollywood adaptation of Thunderbirds with Bill Paxton and Ben Kingsley.

Dominic's experience and fascination in how the use of the body, breath and voice can influence performance led him to set up In Flow. He now focuses on delivering his innovative training methodology and techniques to help individuals flourish and organisations grow.

In Flow's team of highly skilled, fully accredited trainers have all worked at the highest level of professional performance across theatre and the arts. They also have extensive experience sharing their skills in the business world.



WHO

WHY

WHEN

WHERE

WHAT

At In Flow we accelerate
business performance by
unlocking your people's ability
to communicate.

Want to talk about a Masterclass?
Get in touch...

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