

# **IMPACTDYNAMICS**

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Leadership Track

Making Workplaces More Human

Personal Development Skills

Edge Overall

## Leadership Track

### *Hot from the oven!*

#### **Disruptive Strategy:**

This workshop aims to strengthen your capacity; to make disruptive innovation a reality; and unlocks your potential to create winning strategies. From theories to strategic framework, formulation and execution, the participant will learn in different steps to scale up their business and performances through this nontraditional and much needed business strategy.

#### **Fostering creativity at workplace:**

The workshop will incorporate how to identify the conditions for creativity, the techniques and practices that enhance creativity. Participants will learn to practice creativity and express it through different mediums. Design Thinking sprint and idea-drills will be part of this session.

#### **Innovation at workplaces:**

Participants will know the importance of the culture of openness, innovation and applying the design thinking strategies. The participants will be engaged in role plays with employees and clients. The aim is to enable participants to deliver and execute creative solutions to organization-specific challenges.

#### **Personal leadership:**

The participants will acquire “real life” leadership qualities. Sessions will incorporate the importance of emotional intelligence at workplace, enhancing personal productivity, self-motivation, one for all strategy and T(team, time and turbulence) management.

#### **Innovative marketing:**

From social media handles to email marketing to cold calling and roadshows, this power pack workshop will train participants on the most innovative on web and off web marketing skills and techniques.

## Making Workplaces More Human

#### **The art of negotiation:**

Enabling the participants to negotiate successfully at workplace, training them in knowing when to say yes when to say no, applying for opportunities and understanding the right ways of expecting or giving favors etc.

#### **Empathy and cognitive thinking ability:**

Participants will learn importance of empathy, how to practice it and will be able to acquire it through cognitive thinking ability

#### **Leadership theory, practice and impact:**

Leadership is not everybody's cup of tea. There is no denial of the fact that leaders can be good as well as bad. This workshops aims at identifying the good and bad leadership qualities through self-analysis, discussions and activities, enhancing leadership skills in participants.



### **Forming the Gel (Workplace Design):**

Participants will learn about teamwork and acquire Team Management. This workshop will also teach them how to build up the team spirit, and motivate the team through problem solving attitudes.

### **Adaptability:**

This workshop will help participants analyze their personal growth will teach and train them on acquiring flexibility, dealing with new job issues and work dynamics, importance of coexistence, honesty and loyalty with the work.

### **Stress management:**

Participants will be able to detect crisis, low performance days and problems and will learn to deal with them through different tactics and practices.

### **Community building through ideas and sharing knowledge:**

The participants learn the importance of cross pollination of ideas and practice idea generation through drills. The aim is to own the organization and make progress the target outcome.

## **Personal Development Skills**

### **The Art and Science of Communication:**

This workshop will enable the learners to master communication skills while interacting with customers and colleagues by teaching the types and importance of communication, power of words, power of gestures; It will train the learners to practice active listening and to learn the major dos and don'ts of communication etc.

### **Performance 101:**

The participants will be trained to internalize the system of time management, decision making, prioritization, multitasking etc.

### **Successful Presentations:**

The workshop will educate, train and help participants achieve self-confidence, right body language and the right words. Participants will learn the secret of how to remember the main points for in presentation(s), answer questions and prepare content for presentation.

### **Acquiring Professionalism:**

Participants will be educated on work ethics and will be facilitated in acquiring it (the difference between formal and informal, communication, behavior, dressing, attitude and style) This workshop will help participants in acquiring professionalism in workplace (punctuality, task driven attitude, respecting peers, respecting the rules etc.)

### **Secrets of endless improvements:**

In an accelerated session, the participants will be taught the importance of critical analysis and how to critical analyze data, data management and manipulation. Participants will be taught the tips to refer to insights regularly, and the importance and how to of "internal surveys & votes". Participants will also be trained in dealing with the feedbacks.

### **The Self Drive:**

This workshop will teach the participants the importance of self-motivation and self-analysis and help them acquire both. It will also guide them on how to undo the negativity and on keeping up the spirits in times of crisis.

**Personal Branding (through social media handles):**

Participants will learn about personal image and how it is created, personal branding; use of different social platforms and profiling through social media handles for professional purposes.

**Edge Overall****The Art of Selling:**

The aim of this workshop is to enable the participants to sell their brand and organization. Soft and hard tools will be revealed and participant will practice the digital and literary art of selling.

**Digital Storytelling:**

The participant learns the ultimate rules to design crisp content for the popular digital platforms and the target audience they look for.

**The Subtle Art Of Converting A Few Users Into Multiple Users (growth hacking for businesses):**

The participants are trained, in a hands-on workshop on the nontraditional marketing strategies: rapid experimentation, ideation, product development and other business areas to avail accelerated progress. The workshop would cover cases studies of Hotmail, Air B and B and Gmail and some important hacks. The participants will be divided into multiple groups and given a fictional business. A hands on approach will allow them to dig deeper into designing growth hacking solutions for their business/organization.

**How to Pitch Your Idea:**

The participants will learn the art of pitching, the impact of words and how to win clients and investors with an edge over the rest just by stating the idea.

**The Art of Social Selling:**

The session will be featuring case studies of companies that have utilized social selling to *influence* sales through online communities, conversion of social sales into personal sales, building online relationships, identify customer buying patterns+social media trends and applying commercial innovation etc.

**Business Networking Skills:**

The participants will learn how to approach different types of audience and the importance of right time and right place for networking. Sessions will also incorporate networking drills.

**Organizational Design:**

This workshop aims at enabling the participants to understand what organization design is; to create alignment between components of the organizations; to demonstrate their consulting and analytical skills by using tools to ask the right questions, clarify needs, identify underlying business drivers; be able to propose actionable options and anticipate and plan for unintended consequences.

## Our Trainers/Advisors/Mentors:

Education of any kind, is more impactful when it is more interesting. And one basic way to develop participant's interest is by choosing the right person for the right job. A good mentor will run the curriculum and make sure that nothing is left. However the best will provide additional training, mentorship, guidance and motivation; they will make sure that participants understand the concepts by encouraging questions; they will be receptive to suggestions making the participants feel more comfortable and developing stronger connections; they will assess and assist the participants and enhance their creativity and imagination by conducting activities and having discussions. We believe in delivering the best and hence Impact Dynamics has picked the best experts and celebrated mentors from a pool of mentor/advisors and trainers who were willing to work with us. The purpose is to provide the right people to educate, motivate and enable the participants. We connect with potential mentors through Impact Dynamics networks and partnerships in the ecosystem. But we do not take everyone and anyone on board; Impact Dynamics has its own mechanism for selection of the mentors.

We choose our trainers carefully after having a first-hand experience of what they teach by participating in their workshops. Our trainers are taken on board after a tough process of shortlisting which leaves us with the best of the best. We make sure that our mentors are able to educate, motivate, inspire, along with the completion of the curriculum. Apart of mentorship and highly interactive sessions, Impact Mentors will also provide motivation and share their **personal** expertise and strategies with the participants.

## The methodology of learning:

### Case Studies:

The participants will be motivated and inspired by the case studies of people and institutions wherever needed. This will not only inspire the participants but will also give them an idea of what should be their respective points of action.

### Hands-on:

With a nontraditional approach, we make sure our sessions have enough activities for the participants not explore and experience the skills they are taught.

### Highly Interactive sessions:

Each module will be based on interactive sessions, unlike traditional panel discussions and speaking sessions. The participants will be taken in account at the point of executing the session. The participants will be convinced on the importance and impact of the skills taught to them and the dynamic improvement it can bring to their careers.

### Visual aids:

To make things more interesting during the sessions and afterwards, visual aids and illustrations will be used throughout the sessions. Presentations decks, videos and other visual aids will be provided for the participants which will help them remember the learning from the workshops.

### Activities and Exercises:

In order to enhance the skills in a true sense, participants will be encouraged to perform creative activities. They will show their potential and demonstrate their creativity in the activities. Also, participants would be encouraged to share their ideas and give a feedback to each other. This will initiate the cross pollination of ideas and each participants will get feedback and ideas for further improvements.

### Evaluation:

Asking for the feedback; Recording the participants summing up the workshop will be a mandatory process.

### Certification (on behalf of both parties):

Participants will be given certificates at the conclusion of the project.