

# Maximising Impact™

52 Ways to Present  
Information Powerfully



"Wonderful  
Workshop"

"Inspiring"  
"Appealing"  
"Motivating"

"100%  
Perfect"

BOOK TODAY!  
CALL 01380  
850 192

[www.braininbusiness.com](http://www.braininbusiness.com)

# With my challenges, how can I maximise the impact of the information I present?

## Do any of these situations strike a chord?

- ✿ Having to prepare a presentation, and knowing nothing about your audience?
- ✿ Hearing that your audience may be sceptical or has a limited attention span?
- ✿ Needing to design and deliver too much information with too little time?
- ✿ Developing information or a presentation for people with diverse needs?
- ✿ Having too many powerpoint slides, and a sinking feeling in your stomach?
- ✿ Delivering technical or other information which is reputedly 'hard to learn'?
- ✿ Being bored with your material, because you've presented it so often yourself?
- ✿ Working with individuals who just don't get it, even when you repeat what you say?
- ✿ Finding yourself falling asleep during sessions / presentations or, worse still, others falling asleep during yours?

Let's be honest, virtually every person who needs to present information or learning in some way, whether in a paid or a voluntary capacity, will experience one or more of these challenging situations.

All too often, in our fast-moving information-based world, we have to design and produce information with which we may not be sufficiently comfortable, to audiences whose needs we don't know, and with too much content for the time available to absorb it.

This 1-day workshop gives you different ways to present information, as well as multiple tips and techniques you can use to make what you write and/or deliver to your audiences, more effective, in less time.

You will leave with lots of ideas you can immediately apply, which are backed both by academic research, and our practical experience of what works in the real world; ideas which have helped communicators just like you, to get information and learning across powerfully, memorably, and with improved results.

## Call 01380 850 192

to book this



workshop now!

# Some of the challenges you will get ideas on

***“I’ve just been asked to deliver a nationwide ‘tour’. I’m confident with the material, but will be working with unknown audiences.”***

This is a challenge probably most of us can relate to! A need to deliver information or learning to changing audiences, of varying sizes, from many backgrounds, with differing degrees of knowledge! On this workshop you’ll learn how individuals take in information differently, and how to design and deliver your material so that everyone can understand you, irrespective of their personal preferences.

***“My organisation is powerpoint mad these days, and every meeting features slide after slide! I don’t think that my colleagues are taking in the important messages from what’s presented to them, and I’d like to try something different.”***

How right you are! Powerpoint can be a useful tool, but in untrained hands, the temptation is to stack way too much information into just one medium – which doesn’t work for most of the audience, most of the time! We’ll be getting you to think about how you can design and deliver information and learning much more creatively.

***“I’ve been told that my audience has a limited attention span, and is always looking for something different.”***

This also stems from individual diversity – we all have a variety of ways in which we understand, and if material isn’t explored in a way which works for us, we can get ‘fidgety’. We cover how you can make information meaningful to the widest audiences, by encouraging them to explore their learning in their own personal style.

***“Everyone suffers from information overload these days, and I want to be able to give my audiences information in a way which ensures it sticks in their memory.”***

We believe that ‘making it stick’ is one of the cornerstones of effective information transfer. By encouraging the brain to take in information in the way it was designed to – effortlessly, joyfully, naturally – our audiences take in information at a much deeper level, ensuring significant improvements in memory, and lasting results back at work.

***“I’ve just taken on the delivery of a technical workshop, which has a reputation for being dull and unmemorable. Help!”***

Unfortunately, many ‘technical’ topics do get a reputation for being dull or hard to learn. We’re thinking here of topics such as IT, strategy, finance, health and safety, science, processes, legislation, etc. Happily, we know from experience that these topics can be delivered in an enjoyable and memorable way, and we’ll be sharing some of our secrets of how you can also achieve this with your technical information.

***“Part of my role involves coaching and mentoring on a 1-2-1 basis. Sometimes I find that no matter how often I tell certain people things, they just don’t get it!”***

This is a common challenge for many of us, and stems from the fact that not only do we all learn in different ways, but we also inform, teach and train others, according to our own style. If the styles are incompatible – knowledge transfer may not take place! You’ll be discovering lots of things you can do to adapt your personal style so that you convey information and learning meaningfully to all.

***“Intuitively, I’ve developed a knack for helping people to understand and learn better, but I lack any kind of structure as to how to achieve this consistently.”***

This is true of many people when we first work with them, which means that sometimes important stuff gets missed. We’ll be sharing with you our success formula for information and learning transfer, which can be seamlessly applied to your own material, irrespective of whether you design, present, demonstrate, manage, train, mentor, etc.

***“I head learning and development in my organisation. I want to breathe new life into our learning delivery, enhance organisational performance, and create long-term change.”***

Attending Maximising Impact™ is a great way to see, hear, feel, smell and taste, what you can do differently in your organisation, in just one day! You will experience first-hand the impact that these enjoyable and powerful methods can have on performance, and be enthused to influence a sustainable difference in your organisation.

## Learning Maps.

- ☀ One method – multiple uses! A valuable tool to aid, plan, and organise information, learning, knowledge.

## Your Amazing Brain.

- ☀ 4 facts about the brain and how to stimulate it to stay alert during presentations and knowledge transfer.

## The 6-step Process.

- ☀ How to achieve consistent success with everything you design and present.

## Keeping the Audience Motivated.

- ☀ 7 ideas to keep your audiences refreshed, no matter what information you share!

## Use Your Senses.

- ☀ How to tap into the 5 senses so people more easily absorb what you say.

## How Do You Understand?

- ☀ Multiple intelligences – 8 ways to help everyone really understand your message.

## Make It Memorable.

- ☀ Learn 9 easy methods to trigger a memory of what you present.

## Exhibiting Knowledge.

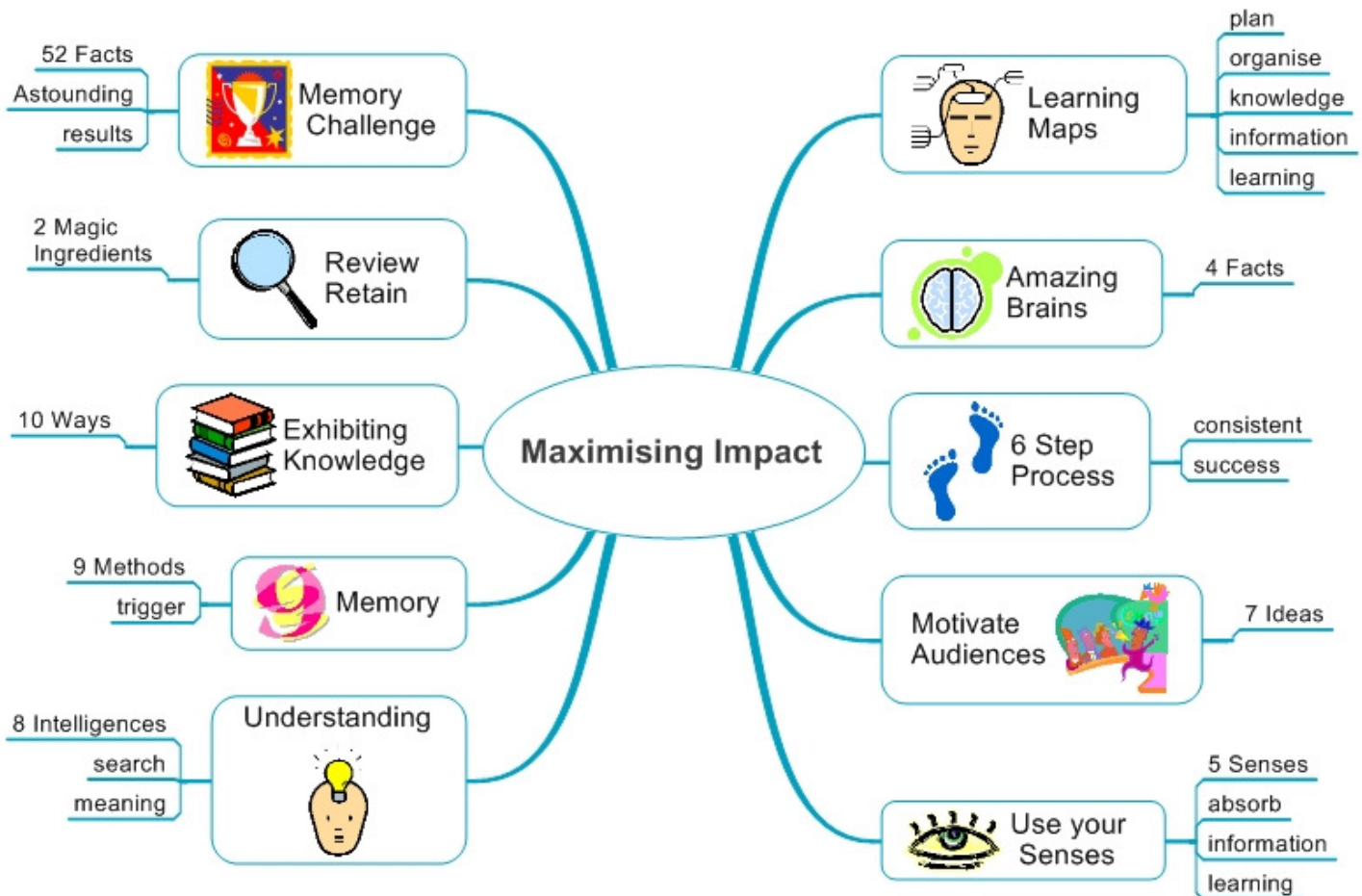
- ☀ 10 simple tests to check how much has really been learned.

## Review to Retain.

- ☀ 2 ingredients guaranteed to ensure your audiences keep remembering your message.

Take our **Memory Challenge** –  
previous participants have been astounded with their remarkable results!





## What's included in your investment?

**Maximising Impact™** is a highly intensive workshop, with content that will last a **lifetime!** You also get:

- ✓ An interactive event with participants who want to be there and are as keen to learn as you.
- ✓ Plentiful refreshments and a lunch designed to keep your brain and your body fit.
- ✓ An inspiring environment in which to think, work, and learn.
- ✓ BONUS #1 – kitbag of sensory resources which you can start using the very next day.
- ✓ BONUS #2 – comprehensive, full colour, workshop notes to keep your learning alive.
- ✓ BONUS #3 – post-workshop guidance and support to make the learning meaningful for you.
- ✓ BONUS #4 – samples from which you can design your own materials – immediately!
- ✓ BONUS #5 – nationally recognised certification through The Institute of Training and Occupational Learning (ITOL).



## Locations

**Friday 10<sup>th</sup> July 2009** – Woodside, Glasshouse Lane, Kenilworth, Warwickshire, CV8 2AL.

<http://www.sundialgroup.com/woodside/>

**Friday 16<sup>th</sup> October 2009** – Marwell Hotel, Thompsons Lane, Colden Common, Winchester, SO21 1JY.

<http://www.marwellhotel.co.uk/>

**Call 01380 850 192 to secure your place today!**

# Meet the Creators – Ann and Stella

“Hello, I’m **Ann Grindrod**, from Simply Learning. I’m a licensed Business Master Practitioner of NLP, with qualifications in learning, counselling and HR. I’m a member of the Society of NLP, the Chartered Institute of Personnel and Development, the Institute of Career Guidance, the Association of Career Professionals International and a Fellow of the Institute of Training & Occupational Learning (ITOL). With a services sector background, and a strong focus on customer care, I’ve worked with more than 50 organisations in my 20-year trading history. Helping individuals discover their potential, through learning and life strategies with a difference, is what I love to do.



**Stella says:** “Ann is passionate about the diverse ways in which people absorb information, think, and learn, and as someone with memory loss in the past, she believes it is important that knowledge is transferred enjoyably and naturally, so that it is memorable. Ann will inspire you with numerous hints and tips on what you can do at work or personally to ensure information and learning is developed, delivered, and retained, differently.”



“And I’m **Stella Collins** from Stellar Learning. I have a BSc in Psychology, an MSc in Human Communication, significant technical experience within the IT industry, and I’m also an ITOL Fellow, so have a strong theoretical background to apply to practical learning solutions. My clients include: Breakthrough Breast Cancer, Fenman, RNLI, OUP, Shell, Astra Zeneca, Wokingham District Council, and the Royal Society of Chemistry. I set up Stellar Learning in 2001, to help organisations get a better return on their learning investment, through innovation, creativity, and active involvement in learning.”

**Ann says:** “Stella’s passion is to breathe interest and vitality into information and learning which has traditionally been seen as dull or hard to learn. With her superb blend of creativity and pragmatism, she will come up with practical, workable solutions, laced with fun – whatever you challenge her with! Stella will fire you with the enthusiasm and confidence to put all the ideas we’ll share into practice.”

## Read what people say about Maximising Impact™.

\* To read David’s full review, please click [here](#)

“As a seasoned presenter, I was refreshingly surprised at how much I got from the day. It renewed my excitement about how engaging and inspiring I can make my presentations. Maximising Impact works.”

**David Apparicio, Independent Reviewer, Training Journal. \***

“I honestly don’t think Maximising Impact could be improved; it is the only workshop I have attended for years which did exactly what it claimed to do yet was fun, interesting and stimulating.”

**Sylvia, Trade Union Secretary.**

“I now have some excellent ideas for the contract management training that I am helping to devise. There are so many ways to make this subject digestible and fun to learn; something I previously wasn’t convinced was possible!”

**Shireen, Assistant Legal Adviser.**

“An excellent day with many new ways of improving the effectiveness of our training and presentations revealed. Putting it all into practice can only have a positive effect on the results we achieve in our business.”

**Denis, Managing Director, Advanced Driver Services.**

“Oozing with ideas Ann and Stella’s sense of fun permeated the day. Colourful displays enriched the experience, together with a leafy location and a plentiful supply of sensational brain friendly food. Maximising Impact really resonated with me!”

**Caroline, Training Consultant.**

“I had high hopes in the trainers and the course material so I expected to recall loads and be able to implement plenty. I thrashed my memory expectation and implemented my key objective within 5 hours of leaving the venue.”

**Clare, Soft Skills Specialist, Wildfire.**

“This 1-day course should be compulsory for anyone involved in education and training. There was lots of valuable new information plus great reflection time on how we present currently and ways in which we might improve for different learning styles and sensory preferences.”

**Christine, Coach, Consultant, Trainer, Executive Coaching Company.**

“I really enjoyed the whole day. I learnt a lot in a comfortable, relaxed environment with a really super group of people who were all keen to contribute in a very positive way. I had been feeling rather as if I had tried everything over the years to make my presentations interesting but still getting the glazed over audience. I have come away feeling inspired and looking forward to my next presentation!”

**Sarah, Head of Corporate Services, Quality South East.**

“The course provoked me to think about more creative ways to convey messages and the science behind stimulating senses. The beauty of it is that it can be of use to anybody who has to convey a message whether it is in formal training or a presentation.”

**Sophie, HR Adviser.**

“The experience was really great, with masses of practical tips which will be really useful in delivering training and other meetings and, personally, I feel that I have acquired excellent ideas to improve my own learning.”

**Richard, Senior Specialist Health and Safety, Natural England.**

“If you’re thinking about attending then I can guarantee that you should attend, as it will change the way you train forever, and show you ways to make even the driest of subjects fun for all, whilst ensuring you improve the amount that your attendees retain.”

**Tracey, Training Adviser, RNLI.**

“The workshop was a real eye opener; the facilitation was superb; time flew by, well paced, fun and memorable. I would recommend the approaches to anyone who is involved with learning, development or presentations. The brain friendly approach will certainly be encouraged and developed within First Class to give our clients the best possible return on their investment in learning and development.”

**Mel, Partner, First Class Learning and Development.**

We’re looking forward to answering *your* queries and taking *your* booking, so do call us on

# 01380 850 192

# Why Participate?

## Do you share information or learning with others in any way? You might be ...

- ☀ A manager, team leader, ULR, change agent?
- ☀ In Legal, PR, Finance, IT, H & S, ... to name a few?
- ☀ A designer, developer, demonstrator, presenter?
- ☀ An adviser, coach, careers professional, trainer?

Our list is not exhaustive!

## Do you want to discover ...?

- ☀ How to enhance what you design / present with the latest knowledge about how our brains learn best?
- ☀ A structure to make information consistently engaging and easy to get across?
- ☀ How you can apply creativity to information and learning, no matter how technical or challenging?

If your answer is **YES** to any of the above, we know you will benefit from this workshop. It's packed with simple and effective concepts which we will encourage you to adapt to your own business environment.


If you need further information before booking, please call us on **01380 850 192** – we're here to help!

## What can you expect?

Our group size is **limited**, so that you get plenty of time to explore the learning with us. Dress is your choice, the environment is **informal** yet fast-paced, and your **participation** is vital to all the group's learning. You will work with **everyone** in the group, as well as having time for personal **reflection**. Expect to be with us from **9 – 5** and you will leave with a personal toolkit bursting with ideas you can immediately apply.

## Your guarantee



Experience shows that this  provides tremendous value to diverse audiences, so we are happy to offer **you** a **100% risk free guarantee**. If you do not leave this workshop inspired with at least **3 ways** in which you can do things differently, your fees will be fully refunded. And we'll appreciate your feedback as to what we can do differently, so that we learn too.

## Your investment

In 2009, we have further enhanced the value of our package for you, yet investment for this unique **ITOL** accredited programme is only **£497 + VAT**. And if you book soon, you'll pay just **£397 + VAT!** If you want to book **2 or more places**, please contact us first on **01380 850 192**.

# Your Alternatives

## In-house

### Bring this workshop in-house.

**Maximising Impact™** can be delivered to similar size or smaller groups within your organisation / local organisations working together, and can be tailored more closely to specific requirements. (*Design fees may apply*).

## Publications

### Not able to attend workshops for business or personal reasons?

A series of ebooks is currently being developed and can be purchased via the **products** page of the website - [www.braininbusiness.com](http://www.braininbusiness.com). These ebooks are not just a good read - they're a real brain friendly experience!

## 3-day sensation!

### Use our methods from invitation to evaluation.

We also run the unique **3-day How to be a Brain Friendly Trainer™**. This ITOL accredited programme runs as an open or in-house event. For further details, visit the **events** page at [www.braininbusiness.com](http://www.braininbusiness.com).

## What else?

### What else do we offer?

Our brain friendly methods are applied to a wide range of learning topics, 'soft', 'technical', 'different' and 'bite size', which can all be tailored to your business needs.

Call us on **01380 850 192** or email us at [info@braininbusiness.com](mailto:info@braininbusiness.com) to find out more about **your** alternatives.

# Maximising Impact™ - It's Easy to Book

## BOOK ONLINE – it's the quickest way!

Book **online** to pay by debit card / credit card / PayPal and you will get an automated VAT receipt.

Click here to book for **10<sup>th</sup> July** at Woodside: [www.braininbusiness.com/max-impact/order-10-07-09.htm](http://www.braininbusiness.com/max-impact/order-10-07-09.htm)

Click here to book for **16<sup>th</sup> October** at Marwell Hotel: [www.braininbusiness.com/max-impact/order-16-10-09.htm](http://www.braininbusiness.com/max-impact/order-16-10-09.htm)

## BOOK BY POST

Please print this page, complete the next 3 sections, keep a copy for your records, and post the original to:

**Willow Broads Green Calne Wiltshire SN11 0NX**

You / your organisation will be sent an invoice **by email**, and payment will be **immediately** due.

Please advise us **who to invoice**, their **email address** and **phone number**, if your organisation is paying.

Bookings by post remain provisional, until **full payment** has been received.

*Please complete all sections clearly.*

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| <b>Organisation name</b><br>(if appropriate) |  |
| <b>Job title</b>                             |  |
| <b>Address for correspondence</b>            |  |
| <b>Contact numbers</b>                       | Work _____ Personal _____<br><i>We will only contact you during work hours, unless there's an emergency re the location.</i> |
| <b>E-mail address</b>                        |  |

**To help us prepare, please tell us what 3 things you wish to gain ideas on from our workshop, and in what field of information and learning design, development or delivery you will be applying your knowledge.**

- 1.
- 2.
- 3.

Field:

I wish to attend **Maximising Impact™** on **10/07/09** or **16/10/09** (highlight as appropriate)

I agree to the Terms and Conditions in this form.

**Signed:**

**Date:**

## Terms and Conditions

• **Maximising Impact™** is being organised and delivered, through our joint venture **Brain in Business™**, by:

**Simply Learning** Willow Broads Green Calne Wiltshire SN11 0NX

☎ 01380 850 192

🌐 [www.simplylearning.net](http://www.simplylearning.net) and

**Stellar Learning** Kelynack Reading Road Burghfield Common RG7 3BH

☎ 01189 836 339

🌐 [www.stellarlearning.co.uk](http://www.stellarlearning.co.uk)

- We take your privacy very seriously. Your details will not be shared with other individuals / organisations, except with your prior consent.
- Joining information, venue details, and pre-workshop action will be emailed in advance of the workshop.
- Please advise us of personal or dietary needs – vegetarian options are already included. Our venue is wheelchair accessible.
- Fees are due on booking and it is participants' responsibility to provide information so we can invoice third parties, as appropriate. Places may be re-allocated if payment has not been received before the workshop and participants remain responsible for ensuring payment is made.
- If you cancel your booking more than one calendar month before the workshop, we will refund fees, less £50 (+ VAT) for administrative costs.
- If you cancel your booking within one calendar month of the workshop, we regret that fees cannot be refunded.
- Alternatively, we will be pleased to welcome an appropriate substitute. The £50 (+ VAT) administrative charge will be waived.
- Completion of this form constitutes a contract with **Simply Learning**. Participants are advised to retain a copy for their records.
- It may be necessary for reasons beyond our control to change the content, timing, trainers, dates, or venue. In the event of the workshop being cancelled, we will make a full refund of your fees, and disclaim any further liability.