



Competitive Edge™

Impact skills that **COMMAND**
respect and drive Revenue

It used to take **40 seconds** to create a first impression.

In this competitive marketplace, our Board level clients report they could make a decision in **less than 10 seconds** about an individual and the value that person could add to their business

At this point the person probably wouldn't have even introduced themselves, let alone begun the interview or sales pitch.

So much time is spent researching the role, the organisation, rehearsing the presentation and pitch but little time spent on the most valuable tool we have in our ability to influence, our **Personal Impact**.

In the first few seconds of meeting you, decisions will be made on how efficient, professional, trustworthy, credible or capable you are.

These subconscious decisions are made on how you command the room, your voice, your gestures, clothing, physical fitness and **EVEN** your shoes!

Don't give away your credibility **and new business** by forgetting the attention to detail! Make sure you tailor your appearance to the culture of the organisation you are meeting. Do not give away your influence or ability to win by allowing others to get the **wrong first impressions** about you.

**Make sure you have the
Competitive Edge.**

Established in 1988 we were one of the first ever Executive Impact organisations and since then have trained over 5000 Corporate Executives in how to make the most of their Personal Impact.

Our group training and 1:1 programmes are renowned in the corporate market and range from high impact programmes for sales people to making the most of board room impact for Chief Executives.

These are no longer soft skills, they are a necessity that could mean the difference between a promotion, success at a job interview, a sale or even keeping your job!

Our programmes are tailored to your objectives and goals. They consist of:

- Executive Impact & Presence Training
- Executive Development Programmes
- Voice Coaching
- High Impact Presentation Skills
- Media Training

Those first few seconds could mean the difference between success and failure - can you or your organisation afford not to take the time to focus on this business critical skill?

Booking Instructions

**To book an exploratory meeting please
contact Hannah Keep**

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Visit www.viinternational.com for more information

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