



*to search*  
*to learn*  
*to teach*



*“There are enjoyable training programmes that struggle to justify their expense and then there are great ones that pay for themselves many times over..”*

Dave Charlton, CEO, The Officers Club

## ***Influence Beyond Technique™***



Everyone communicates. Some people capture our imagination in an instant and leave us wanting more, whilst listening to others is more of a struggle. When you have only a few moments to make your impression, take your conversations to a new level with Influence Beyond Technique™.

*“One days’ learning ~ a life time of success.”*  
Colin Reeve, MD R&A

### **R&A Consultancy & Training**

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# *Influence Beyond Technique™*

*R&A Consultancy & Training, To Search, To Learn, To Teach.*

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If you want to greatly improve your personal impact and influence, enhance your relationships and lead your part of the business to greater success, this programme will provide a road map to enable you to achieve your goals.

R&A has 20 years experience working with an international client base specialising in delivering programmes that **turns 'good' into 'great'**. We know the difference that makes the difference – the magic that exists beneath the structure of scripts, steps and processes.

In today's fast paced business environment, successful selling is not just about the processes that sales people learn, but about persuading, influencing and building sustainable relationships.

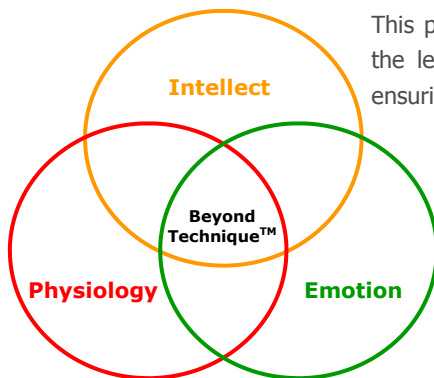
In any situation where you need to influence others and develop successful associations, Beyond Technique™ will provide a toolkit of ways to maximise the effect you have and ensure you achieve outstanding performance.

In a short time frame participants will:

- Increase their personal presence.
- Create more impact when relating to others.
- Build strong, sustainable relationships.
- Tailor their language to build empathy and rapport.
- Create a 'peak state' on demand.
- Use their emotions intelligently.

## *Experience the Learning*

We recognise that traditional training methods often don't create the change that is required. At R&A we understand the importance of working with the whole person - engaging individual's motivation, passion and inspiration in the learning.



This paradigm for learning creates an experience that is great fun and enjoyable whilst the learning is in the 'doing' - the transference of information from mind to muscle, ensuring the required outcomes are achieved for the individual and organisation.

This powerful approach...

- ...engages the emotions in the learning to create real change.
- ...stirs people to action.
- ...unites learning, experience and fresh thinking.
- ...brings personal impact to light and to life.

Translating the content of this programme into clear actions and behaviours ensures you possess the ability to act and respond appropriately and effectively in the widest variety of situations, guaranteeing improved performance.

## *OUR 1 DAY PROGRAMME INCLUDES:*

### *Personal Influence and Presence*

How we present ourselves and our information has a tremendous impact on those around us. In this programme delegates will learn and practise simple, immediate and profound techniques that will enable them to increase their personal presence and gravitas whenever they interact with others. As a result, their approach will engage and inspire those around them, ensuring they more powerfully influence others and become persuasive and skilful communicators.



## R&A are passionate about designing and facilitating programmes that...

have measurable business benefits,  
engage the whole person - mind, body and emotions,  
create powerful and experiential links to relevant business issues,  
inspire and create the conditions in which learning and change is natural.

### *Advanced Communicating*

Employees have to express complex ideas quickly and with clarity. Beyond Technique™ is the antidote to bland communication. The essential attitudes, skills and behaviours that access the deep structure of understanding equips participants with the tools necessary to operate effectively in this multifaceted, diverse and challenging environment.

This programme encompasses these vital skills, enabling participants to tailor their message for the intended audience in a way that builds faster, deeper rapport and trust. Individuals have the opportunity to understand their preferred communication patterns and recognise the patterns of others. By appropriately personalising their message individuals generate maximum impact and understanding.

### *Applied Emotional Intelligence*

Success is the combination of skill, imagination and emotion. E.I. brings intellect to our emotions and encompasses self-awareness, social skills, self-management and social awareness. Recognising, channelling and adapting our own emotions and the emotions of others are essential skills when influencing others, so the ability to manage our emotions is at least as important as technical ability. On this programme participants will increase their awareness of themselves and others whilst developing skills and strategies that enhance their levels of emotional intelligence.



### *Influencing with Integrity*

Artistry, elegance and magic makes change effortless. By understanding the deep structure of motivation and preferred working styles everyone can have the power to change minds. Adapting ones own preferences to the target audience results in more powerful, targeted conversations that achieve the desired results.

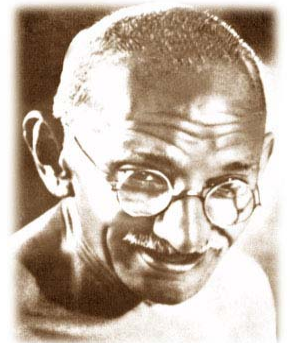


### *Peak Performance - on demand*

Creating and sustaining optimal performance conditions are essential ingredients in the high performance recipe. Programme participants will learn state management techniques that will more effectively guarantee that they can perform at their best. In this way, maximising innate individual talent will not be down to luck, it will be the result of the application of method and skill.

### *Building Strong Relationships*

By understanding how other people see and experience us we can modify our behaviour and learn to make wiser business decisions. The skilful application of these multiple perspectives is a powerful method for incorporating customer, organisation and team view points into a cohesive whole, while building an understanding of and a respect for the positions and views of others. Putting these skills into practise will provide participants with the personal flexibility to develop strong and sustainable personal networks.



To effectively co-ordinate with others, it is necessary to listen to what is important to them and what they care about. This course will show you how to blend with the needs and concerns of others, whilst retaining what's important to you.

*"I wish I had learnt this at the beginning of my sales career."*

Regional Sales Manager



# Booking form

*"I had high expectations of this programme, and they were exceeded."*

FMCG Manager

**To reserve your place(s) on our next open programme please complete the booking form below, or if you require an event organised just for your company then please contact us.**

To book a place on this programme please complete the form below. You can either send it to R&A at the address below or fax it to +44 (0)1344 625042. Alternatively please email the details to Lisa A Finch - lf@raconsultancy.com. Course Fees must be paid in advance of the programme. Cancellations made within 3 weeks of the programme will be charged in full. Prior to that time a 50% cancellation charge will apply.

**YOUR NAME**

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**COMPANY**

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**ADDRESS**

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**POSTCODE**

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**EMAIL**

**TELEPHONE**

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**PLEASE INVOICE COMPANY :**

**CHEQUE ENCLOSED :**

The cost per person is £195 +VAT including lunch and refreshments.

Early Bird Offer bookings usually give a 10% discount - book now and find out more.

Programmes usually run between 08:30 and 18:00 with coffee available from 08:00.

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For further information on R&A and what we can offer you please contact us:

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