

# Impact & Influence

A powerful tool to improve an individual's impact on their business objectives and influence over their colleagues



**MAXIMA**  
TRAINING & DEVELOPMENT

## Overview

This model exists to help managers and sales people at all levels to improve their personal effectiveness. The model uses the individual's actual business objectives (or key performance indicators) and measures performance gaps in relation to each. Personal reflection or management reporting can be used to establish what kind of 'impact' they are having on each objective. This is then "married" to an 'influence' model, which looks at the key people around the person in question and how they might improve their influence in certain areas. Arising opportunities are then prioritised, and an 'Impact & Influence' action plan is then developed and implemented over the next 90 days.

## Aim of the programme

Firstly, to enable individuals to identify performance gaps against their business objectives and then implement changes that improve their 'impact' in these areas. Secondly, to help individuals to reflect on their influence within the team or with the colleagues they work alongside, with a view to then developing a plan that improves this influence and also people's perception of them.

## The process

- 1 Agree on and review the person's business objectives
- 2 Run through the 'Impact' model to identify performance gaps
- 3 Prioritise these gaps in order of importance to the business
- 4 Prioritise available options for bridging these gaps
- 5 Run through the 'Influence' model to gauge influence with peers
- 6 Identify opportunities to improve 'Influence' and perception
- 7 Develop and implement a 90 day 'Impact & Influence' plan
- 8 To be reviewed with the Maxima coach after 90 days

## Options

Normally run over a 90 day period, this personal development plan is most effective when completed on a 'one-to-one' basis. This involves a two hour meeting at the start, with a telephone coaching session half way through and a short 'Impact & Influence' review after 90 days!

It is also effective as a team development tool – to keep everybody consistent and focused. In this case the process would start with a half day team session, followed by a telephone coaching session with each person involved, and finishing with an 'Impact & Influence' review at the end of the 90 days.

The Maxima coaching team offer qualified and confidential coaching, and are focused on improving people skills to generate better results.

So if you want to develop your business results at the same time as developing your people – 'Impact & Influence' is a must for you!

## To find out more

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