

## Are these challenges familiar to you?

Our clients constantly tell us that three key challenges are:



- We work in an ever-changing environment and need to enhance our **skills** to stay ahead, for today and tomorrow
- We need to maintain and develop a positive **mindset** to say “Yes” to the changes we face and create
- We need to **influence** others in highly effective ways to have greater impact and generate immediate **results**



Hansen Beck delivers behavioural-based change and people development programmes. Our partner network, across 25 countries and 5 continents, has over 300 years combined training experience gathered in leading roles within a broad range of companies and sectors, from all over the globe. Our programmes have been tried and tested over the past 50 years for Board Directors to First Line Managers.

## Why Hansen Beck?

Hansen Beck enables you to **explore** your strengths and potential, **master** your skills and **deliver** tangible results. Our expertise will stimulate your desire to learn and change, whilst enhancing your ability to transfer understanding into positive action. Our training will enable you to immediately put your learning into practise in your everyday professional and personal life.



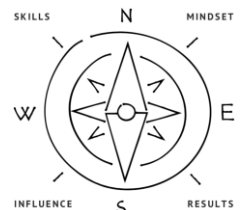
## Who are our participants?



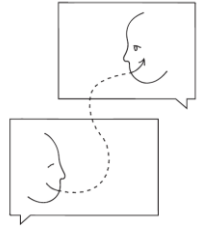
You are an accomplished professional who wants to develop yourself holistically, without being lectured. You want to be engaged and stimulated to look at things from a different perspective. You are open to new ideas and willing, with our support, to step out of your comfort zone. Although busy, you see the benefit of investing a few hours so you can walk away with a broad range of tangible, practical skills, and a confident, positive approach to meet your challenges.

## What is included in your training?

- ↗ Motivating and interactive training days
- ↗ Roleplays & simulations
- ↗ Feedback from peers and trainer
- ↗ Full documentation and supporting texts
- ↗ Individual coaching
- ↗ Group discussions
- ↗ Presentations
- ↗ Action Plans between modules
- ↗ Memory sheets & cards
- ↗ Digital support



For booking and enquiries: [mark.jones@hansenbeck.com](mailto:mark.jones@hansenbeck.com) or call +44 7810 561 817  
[damian.killikelly@hansenbeck.com](mailto:damian.killikelly@hansenbeck.com) or call +44 7930 420 590



## Programme Overview – Digital Selling & Influence

(2.5 hours Masterclass online seminar)

	Key Topics	Visible Changes
<b>Module 1 –</b>	<ul style="list-style-type: none"><li>↗ Human Communication and Influence</li><li>↗ What has changed with an online environment?</li><li>↗ Adapting and Connecting in digital meetings</li><li>↗ Preparation of strategy and content for the digital meeting</li><li>↗ Best practice use of technology to create the right impression</li><li>↗ Best practice influence through the digital medium to maximise impact</li><li>↗ Following-up</li><li>↗ Key learnings &amp; buddy action plan</li></ul>	<ul style="list-style-type: none"><li>↗ Increased confidence with selling digitally</li><li>↗ Greater clarity on the real objective of the interaction</li><li>↗ Better preparation for the specific demands of the medium</li><li>↗ Increased positive impact online</li></ul>