

## Personal Impact for Women

Our **Personal Impact for Women in Business** will help you make the most of your authentic presence and will empower you to present and communicate with more confidence.

Women are known to be outstanding at networking, innovation and building strong relationships. However, within most organisations, many women face challenges arising from issues around personal impact, confidence and self-presentation.

Our **Personal Impact Course for Business Women** will tackle perceived lack of confidence and unassertive behaviours, which are a common block for women in business. We explore those behaviours, which can usefully help you look and feel more confident. We often coach techniques used by professional performers, which can be powerful for unblocking old habits and releasing new behaviours.



**Why women only?** A women-only environment creates an atmosphere of openness where different issues are shared and guards are lowered. Previous participants have said they have benefited hugely from this safe atmosphere where they can try out new behaviours. We in no way encourage an 'anti-men' approach, we focus solely on maximising women's business impact.

*"Tuesday has changed the whole way I'm now looking at things, including a meeting I had yesterday - and had great results."* **Woman in Business - Finance Director**

### Our Personal Impact for Women in Business course will include:

**Personal business image:** Establishing how you want to come across to others (voice, body language, attitudes, impact, postures, dress etc.).

**Vocal impact:** Voice development work will essentially be about finding your optimum or natural voice. You will learn skills to use your voice and spoken delivery in a style that maximises your natural range and character. We will include projection, pitch, resonance, breathing and speaking with impact for different situations.

**Confidence and assertiveness:** We address the behaviours that influence our thoughts and feelings (voice, body language, centredness, attitudes, personal control, speaking style) and work with them on an individual level.

**Handling gender behaviour:** On an everyday level, either within organisations or as an entrepreneur, how we are treated can have an overwhelming effect on our professional performance. Without taking an 'anti-man' attitude we will share ideas and look at how to realistically manage gender status.

### The course will enable you to:

- Play to your personal impact strengths through increased self-awareness
- Create a personal image to raise your presence and influence
- Use your voice with easy flexibility, projection and authenticity
- Speak and present with more confidence and directness
- Lead, manage and network more effectively through raised personal presence

## How it Works

After an initial conversation with you we will submit a proposal for your bespoke programme to help you get the results you want. This may be one session or a series of sessions. We deliver group training, workshops or one-to-one coaching. We are happy to come to you or arrange a venue to suit anywhere in the UK, including our recommended venue in Bloomsbury, London.

## Our Approach

Our approach is primarily a 'get-up-and-do' practical one, focussing on the 'how-to' to give clients tangible ideas to put into practise.

Our niche expertise works well built into in-house or externally provided management and leadership programmes.

Do get in touch to see how we might be able to help you either by calling us on **+44(0) 1332 727305** or send us an email: [info@katelee.co.uk](mailto:info@katelee.co.uk).

## Our Experience

**Kate Lee has extensive experience developing personal impact, particularly working with senior managers and leaders, and is passionate in helping professional women maximise their personal presence. She will design with you a tailor-made programme to help you get the results you want. This may be one session or an agreed series of sessions.**



**Kate Lee with Anita Roddick**

*"Using my more projected voice I feel so much more empowered in meetings."*

**Woman in Business - Chief Executive, Regional Tourist Board**

*"Communication training with Kate was an enjoyable experience and has given me more confidence to communicate effectively in a wide range of situations and with a variety of people, within both a working and personal environment. My natural tendency to try and avoid difficult situations has been replaced with a confidence to deal with those situations as and when they arise and in a more appropriate way."*

**Woman in Business – Senior Financial Director**

*"Kate has a unique ability to establish trust and rapport with all types of people, enabling them to identify how they come across, and more importantly, how they can change the impact they have."*

**Chris Taylor, Taylor Knight Associates**

*"Kate delivered an exceptional service to us as a business but more importantly, she delivered tailored coaching programmes for each of us as individuals. The impact was phenomenal: from top class presentation styles to persuasive communication skills. I would recommend Kate 100%: her professional approach, empathy and insight into people undoubtedly accelerated our professional development."*

**Ceri McCall, Head of Marketing, Talis**

## About Kate Lee Communications

For over fifteen years Kate Lee has delivered voice communication, personal impact and influential presentation programmes to an impressive client list. Originally a professional actor, she was a pioneer of bringing voice and professional performance into the business context, focussing on the behaviours associated with excellent communication. Kate offers a unique skill-set: a voice specialist, a professional performer and an experienced business coach.

## Business Training

Our Voice Communication and Presentation Coaching Programmes have helped a range of professional communicators, leaders, executives and entrepreneurs transform their communication style with stunning results.

**Business clients include:** Eurostar, Bombardier, Emcor, Natwest, EDF Energy, Tenon Group, Pfizer, EMDA, Business Link, Norwich Union/Aviva, East Midlands Trains, Aggregate Industries, BDO Stoy Hayward, several City & County Councils and dozens of SMEs and individuals.

"Kate has received universal acclaim from our corporate clients whose time with her achieved results ranging from a significant polish to a total transformation."

**Clive Hook, Clearworth: (Leadership Programme Director, EDF Energy)**

## Broadcast Training

Kate Lee is also an established coach for the UK broadcasting industry, where she has trained hundreds of radio and television presenters and journalists for the BBC and throughout the independent sector from new talent to evening news presenters.

**Broadcast clients include:** BBC Radio & TV, ITN, ITV, Channel 4 News, LBC, Heart fm, Capital Radio, Smooth Radio, Classic fm, Talksport and dozens more independent stations.

"Kate is great. She instantly helped me identify what I needed to do to improve my voice, and how to do it. A delight to work with." **Keme Nzerem, Channel 4 News**

## Kate Lee Communications Training and Coaching includes:

- Business Presentation Skills**
- Influential Communication Coaching**
- Lead & Manage with Impact & Influence**
- Raising Personal Presence & Impact**
- Executive Voice Coaching for Leaders and Entrepreneurs**
- Professional Voice Coaching** for Broadcasters, Telephone Professionals, Public Announcements, Trainers, Coaches & Teachers. Bespoke Programmes
- Public Speaking**
- Career & Interview Coaching**

