



Institute
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Personal Impact

Presented by Gill Hicks

On Behalf of Tracy Sinclair Ltd



***Impact* - definition**

- The action of one object coming forcibly into contact with another.

- **A marked effect or influence**

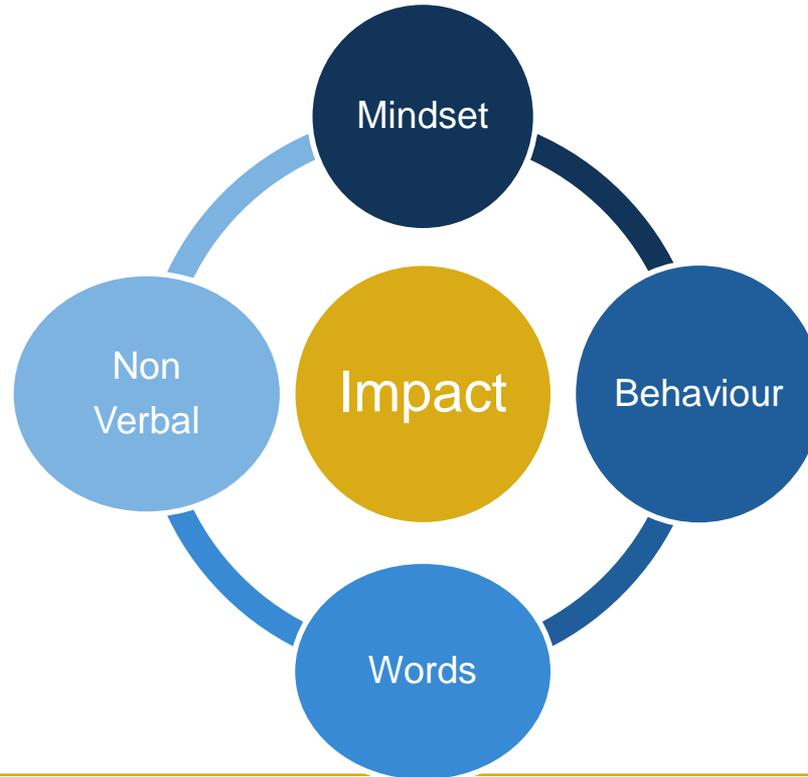


Personal Impact, known as Personal Brand

- **“Your brand is what other people say about you when you’re not in the room”.**
- **Jeff Bezos, CEO and Founder, Amazon**



Your Impact or 'Brand'



Brand and Non Verbal Influences

- **Voice**
- **Body Language**
- **Appearance**



Brand of the 'Ideal'

- The Person
- The Functionary



Brand of the 'Ideal'

- **The Person - *Consistently***
 - Reliable
 - Strong communication skills
 - Personable
 - Credible
 - Approachable
 - Relationship builder
 - Collaborative, etc. etc. etc.
- **The Functionary**



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