

# Personal Impact: Assertiveness, confidence and effectiveness

Beginners/  
Intermediate level

This half-day course is for marketing assistants, executives and managers in professional service firms who are keen to develop their relationships with their team members and fee-earners by enhancing their personal impact. The focus of this interactive and practical course is on a number of essential personal and interpersonal communications.

This half day course qualifies for 3.5 hours CPD.

## Topics covered

### Introduction

- What do we mean by impact and effectiveness?
- What are we trying to achieve?

### Conveying the right impression

- Confidence and enthusiasm
- Professionalism

### Inner impact - Know what you want

- Values, authenticity and integrity
- Planning and setting objectives
- Work-life balance and avoiding stress

### Know what others want

- Empathy and listening
- Simple selling skills
- Aligning aims

### Get things done

- Self management - Time and project management
- Focus and learning to say "No"

### Keep on track

- Balancing heavy workloads and conflicting priorities
- Reviewing progress and achievements
- Motivating yourself

### Get your own way

- Speaking up
- Persuading others and negotiating

### Communicate

- Attitudes and assertiveness
- Writing, meetings and presentations

### Managing others

- Delegating to juniors and suppliers

### Pulling it all together

- Your personal brand
- Action planning

**Wednesday 20 March 2013**

This half-day workshop takes place from 9.00 to 12.30 starting with a light breakfast.

**To facilitate interaction, the workshop is restricted to 18 attendees.**

## Trainer

**Kim Tasso** is an independent consultant with over 20 years' experience of strategic planning, marketing, business development, selling and client management in the professions. Her career started in sales and marketing in the technology sector. After senior in-house roles at Deloitte and Nabarro she started her consultancy in 1994 and has since worked for over 300 firms in legal, accountancy and surveying including: BNP Paribas Real Estate, Colliers CRE, haysmacintyre, Grant Thornton, Hempsons, Keating Chambers, Olswang, Mayer Brown, sjberwin, Royds, Stiles Harold Williams, Thomson Snell & Passmore and Weil Gotshal.



She has an honours degree in psychology and is an NLP Practitioner. She has post graduate diplomas in marketing and professional coach/mentoring and an MBA. As a freelance journalist she has had many articles published in marketing, banking, property and legal magazines. Dynamic Practice Development – Selling Skills and Techniques for the Professions was published in 2000. She co-wrote Media relations for property in 2006 and in 2009 her management book Growing your property partnership – Plans, people and promotion was published. She is a frequent lecturer at commercial conferences and was formerly a lecturer on post graduate CIM diploma courses. Further information at [www.kimtasso.com](http://www.kimtasso.com).

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 5,000 marketers in professional services firms. Visit [www.pmforumglobal.com](http://www.pmforumglobal.com)



**For more information on other training workshop visit [www.pmforum.co.uk/training](http://www.pmforum.co.uk/training)**

## Fees

First attendee £215 + VAT  
Second attendee £205 + VAT  
All subsequent attendees £195 + VAT

These prices are only for attendees booked concurrently.

No booking can be confirmed without payment.

The fee includes: continental breakfast • mid-morning tea/coffee • folder of workshop material

## Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions, however, can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Venue

GVA  
10 Stratton Street  
London  
W1J 8JR

## Booking details

Copy the booking form below for any more than three attendees.

For further information contact:  
PM Forum  
422 Salisbury House  
London Wall  
London EC2M 5QQ  
Tel: 020 7786 9786  
Fax: 020 7786 9799  
training@pmint.co.uk  
www.pmforum.co.uk

## Personal Impact: Assertiveness, confidence and effectiveness - 20 March

Name .....	Name .....	Name .....
Position .....	Position .....	Position .....
Firm .....	Type of firm .....	
Address .....		Postcode .....
Tel .....	Fax .....	E-mail .....

I enclose a cheque for £..... made payable to *Practice Management International LLP*.

I would like to pay by Visa/Mastercard/Maestro/AmEx (*please circle as appropriate*)

Cardholder name: ..... Amount: £ .....

Card number: ..... Expiry date: .....

Signed ..... Date .....

*Confirmation of booking will be sent by return along with a VAT receipt*

Please return this form to:

**PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**  
**Tel: 020 7786 9786 Fax: 020 7786 9799 training@pmint.co.uk www.pmforumglobal.com**

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