

Unlock the True Potential in You and Your Business

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Statistics show that at least 80% of British workers are not playing to their strengths at work. They are expected to be a 'jack of all trades' resulting in them spending only a fraction of their time doing the work they are naturally talented in. The impact of this is low engagement and motivation and reduced productivity and profitability.

Sylvia Baldock offers a powerful profiling tool and business development pathway, which clearly identifies the strengths of individuals and how to play to those strengths. This programme is having a major impact on individuals and companies worldwide.

When you play to your unique strengths you attract your ideal client doing the work which comes naturally and which you love to do. You consistently produce high quality results and become a 'Trusted' supplier who delivers excellence every time.

If you have a team – Sylvia enables you to have the right people in the right role doing the right things for all the right reasons to ensure the business runs like a well-oiled machine.

In this initial session, you will learn how to:

- Recognise your natural abilities and inner strengths that define the unique values you bring to the workplace and to life
- Channel your time and energy into your specific area of expertise to become the 'Go to person' in your field.
- Be much more effective, productive and profitable
- Unlock more of your true potential.



**Facilitator
Sylvia Baldock**

**Team Dynamics and
Personal Presence
Specialist/Trainer,
Professional Speaker,
Presentation Skills
Trainer, International
Business/Personal Coach,
International Author
and Regional Director of
The Athena Network.**

A seasoned and engaging business coach/trainer and networking specialist who unlocks the hidden potential in individuals and teams.

Sylvia has over 30 years experience of training hundreds of people in personal development, confidence, motivation, public speaking, networking and business growth.

She has extensive experience working with individuals, SMEs, NHS supply teams, CIMA, CEO groups, Social Enterprises and Charities.

Sylvia is also available to speak on the following:

- How to Unlock Your True Potential By Recognising and Playing To Your Strengths
- How to Develop a Powerful and Memorable Personal Presence
- How to Network Your Way To Success
- How to Captivate Your Audience By Presenting with Power, Passion & Presence

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Sylvia Baldock
Unlocking the Hidden Potential
in Individuals and Teams

FREE Lunch and Learn session for your team...

**CHOOSE FROM ONE OF FOUR
POPULAR TOPICS**



"Today's Talent Dynamics Workshop was totally inspiring. To understand one's strengths is only part of the story. To understand one's weaknesses and accept that others can do certain things better than you is such a relief. Working to strengths is the only answer. GREAT DAY, enormous fun. Wonderful group and incredibly valuable. Thank you so much" Dr Lynda Shaw, Neuroscientist

www.inspirationalspeaker.com

www.sylviabaldock.com

www.linkedin.com/in/sylviabaldock

www.youtube.com/user/sylviabaldock



A 60-90 minute session over lunch to meet your time frame, engage and educate your team and stimulate thought provoking and productive discussion.

How to develop a Powerful and Memorable Personal Presence

1

Sylvia Baldock can unlock the hidden potential in you and your business by enabling you to develop a powerful presence that ensures you always stand out from the crowd and means you are seen, heard, heard of and remembered long after you have left the room!

Sylvia will share part of her own personal story to illustrate how we can all tap into our infinite potential to become the person we were born to be!

Many people think that to get noticed you need to:

Be loud and aggressive and always be 'right'!

Shout louder, sell, sell, sell!

Bombard your database with self promotion emails

Flood social media platforms with posts about your offerings

Network extensively and add everyone to your database and 'sell' to them.

Actually getting noticed is all about creating a powerful presence from a place of real authenticity and constantly adding value to your clients and your audience so you become trusted as the 'expert' in your field.

Sylvia will share her top tips on increasing your personal presence right now by explaining:

- How to recognise, celebrate and share your uniqueness
- How to spend as much of your time as possible in 'Flow' – doing the work you love doing, are naturally talented in and do really well
- How to make the right first impression every time
- How to be seen as an 'expert' in your field
- How to be remembered for all the right reasons.

Captivate your Audience by Presenting with Power, Passion and Presence

2

In business and on the networking circuit it is important to stand out for all the right reasons – speaking authentically and confidently is one way to make sure you are seen, heard, heard of and remembered long after you have left the room.

In this highly interactive session, we will address the following:

Who are your audience and what's in it for them?

How to craft a captivating presentation – what are the key elements that make a good presentation outstanding?

How to prepare and practice to ensure an impactful delivery.

This workshop will also include Top Tips on:

- How to make an impact when you walk into a room
- How to engage your audience and leave them wanting more
- How to be seen as the 'Expert' in your field.

Attendees will go away with renewed confidence and real clarity on how to present with more power, more passion and more presence.

Network your way to Success

3

Networking is one of the fastest, most effective and most powerful ways to grow your business and build fruitful relationships, yet many people waste months networking ineffectively before giving up when they don't see any results.

It is often a very daunting and unproductive experience, yet when done effectively, the benefits are endless.

Sylvia Baldock is a seasoned and engaging business trainer/coach and networking specialist who unlocks the hidden potential in individuals and teams.

Sylvia delivers highly interactive workshops and presentations to share her extensive experience of running dynamic networking groups for over 10 years and to train individuals and groups on how to network their way to success!

You will learn:

- How to plan and prepare to network effectively
- How to make an impact when you walk into the room
- How to answer that frequently asked question – What do you do?
- How to craft and deliver an impactful 'Elevator Pitch'
- How to be seen, heard, heard of and remembered.

"Dear Sylvia, your workshop today was amazing. You really allowed the individual to shine through and created a safe atmosphere in which to share and grow. I think, in the future, I will look upon this day as the first day of the rest of my life. What a truly amazing job to touch people's lives in the way that you do. Many Thanks" J.H. Entrepreneur

"You are the consummate professional. Your stage presence and delivery are first rate. I like to see people in our profession do this job really well. And you do. Now go set the world alight with your fabulous speaking!" David Thomas GMM, International speaker, Sunday Times

"Thank you so much – I really found today motivating and as I was so enthused, I have already booked for your 'speed networking' event in March. With love and thanks to you, Sylvia. You are truly inspirational." Moira Hamer, IT Consultant and Trainer