

The logo features the word "i Influence" in a dark blue serif font. The lowercase "i" is smaller and has a light blue circular graphic above it consisting of a central dot and two curved lines. The word "Influence" is larger and positioned to the right of the "i". The text is centered over a light blue circular background with a thin, curved line passing through it.

i Influence

Impacting Alignment, Productivity and Effectiveness

Introducing iInfluence

iInfluence provides custom training and influencing skills:

- Sales Leadership Training
- Speakers Bureau Training
- Market Specific Content

That help organizations:

- Lead with focus, strategy, and integrity
- Pursue new revenue opportunities
- Manage resources
- Align communications

iInfluence – Capabilities

- **Sales Leadership**
 - *Effective, productive and aligned sales leaders*
- **Speakers Bureau**
 - *Dynamic, credible, influencing speakers*
- **Custom Content**
 - *Content to meet your unique needs*
- **Value Adds**
 - *Pre and post conference materials presented through a Web-based education tool*

Strategically and Innovatively Generating the Power of Alignment and the Impact of Influence

Sales
Leadership

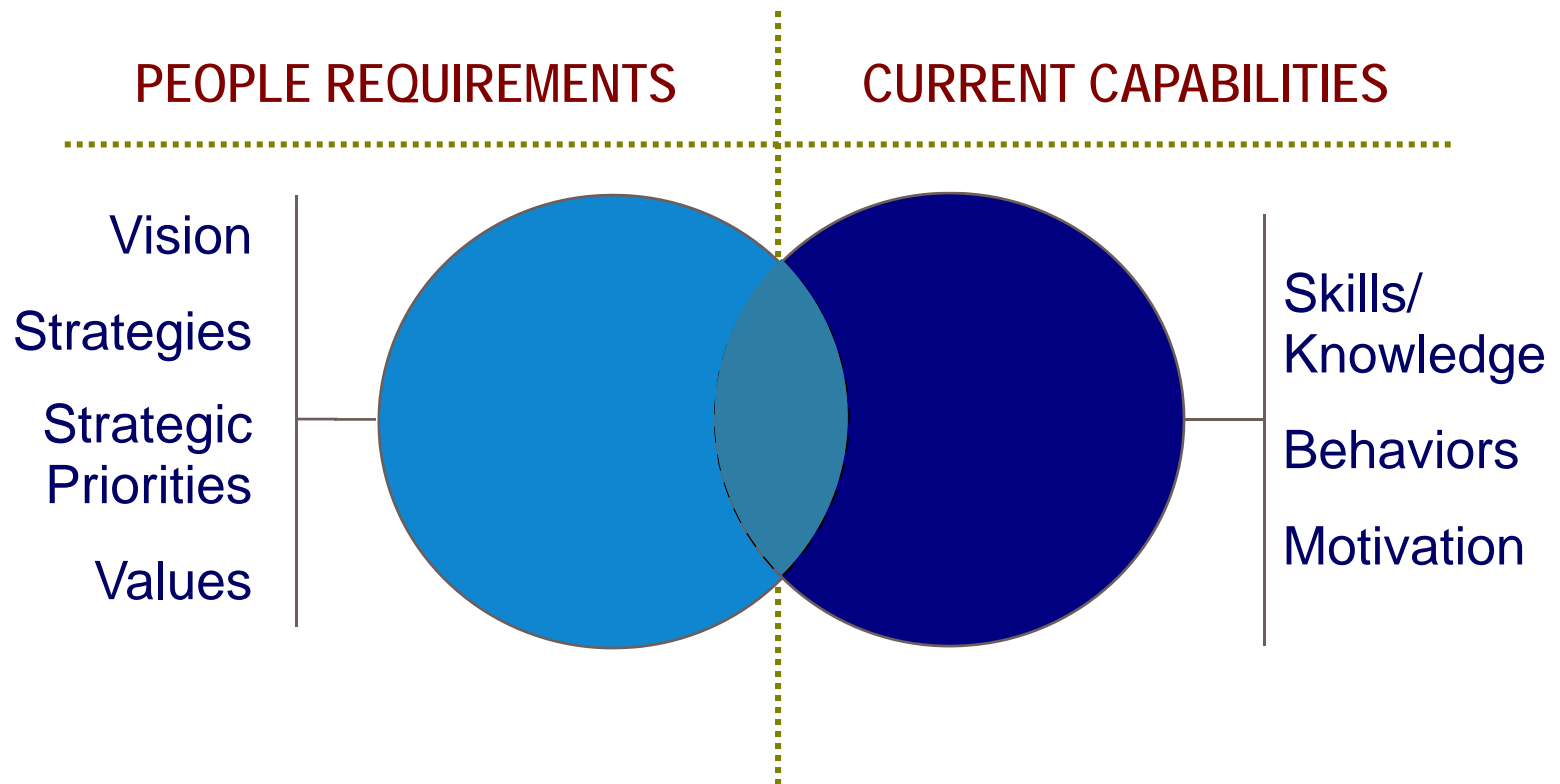
Speaker
Bureau

i Influence

Custom
Content

Value Adds

Typical Organization Sales Leadership



Our Goal

SALES LEADER
REQUIREMENT
S

SALES LEADER
CAPABILITIES

DEVELOPMENT:
speed to proficiency

PERFORMANCE:
contributing more

COACHING:
alignment

RETENTION:
staying longer

Sales Leadership Training

The Who and What

Alignment

- Sales managers, district managers, regional directors
- Improve communications
- Develop individuals with different styles, abilities, and motivation into high performers

Productivity

- Recognize and counter activities that lead to distrustful environments
- Provide coaching and support

Effectiveness

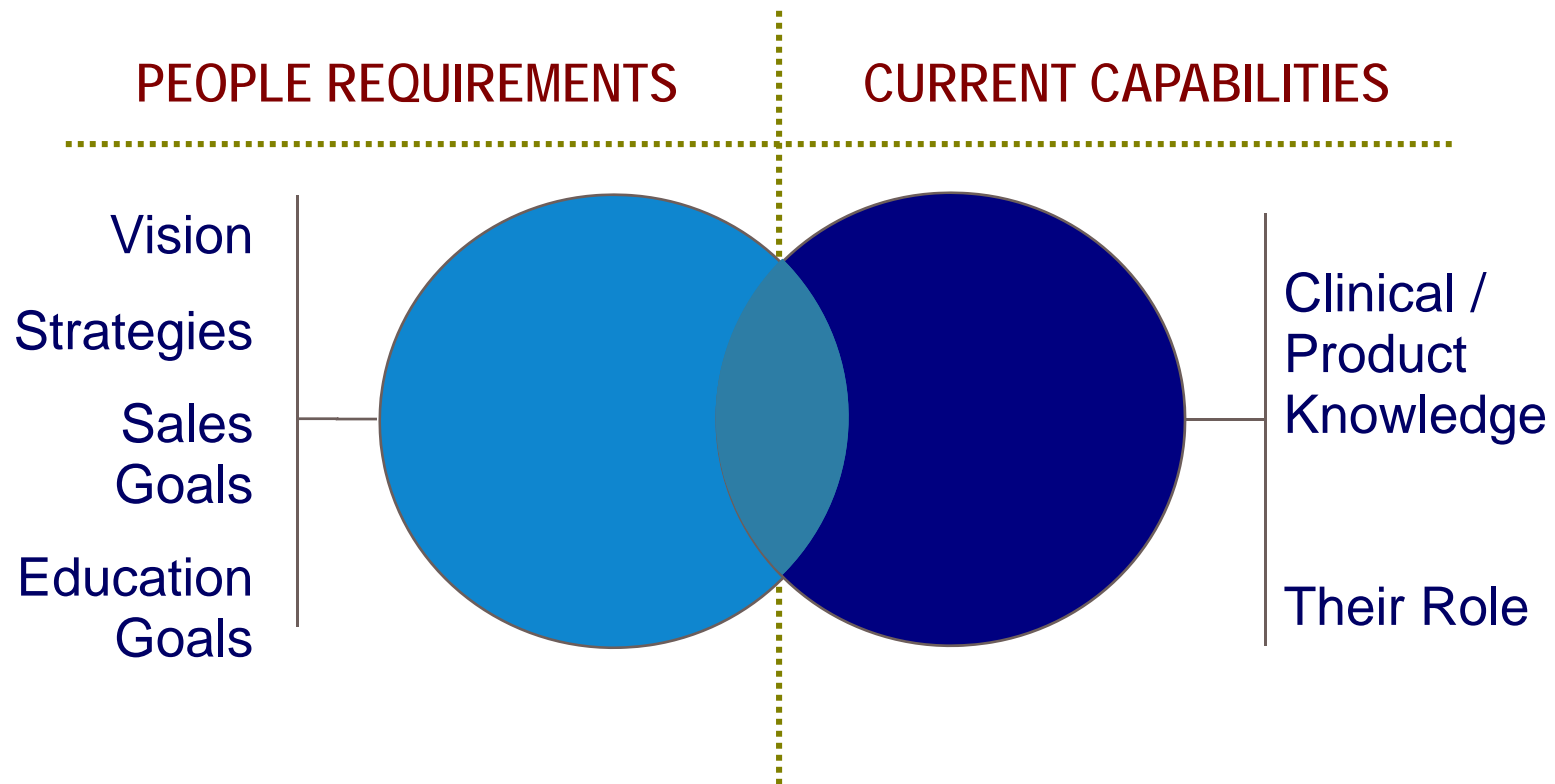
- Enhance effectiveness of teams and team performance
- Work effectively within a team
- Lead effective teams

Sales Leadership Training

The How

- Discovery learning
- Experiential exercises
- Case studies
- Reflection sessions
- Complementary partnership learning pairs
- Consultative development feedback
- Energizing activities
- Games

Typical Organization Speakers Bureau



Our Goal

CLINICAL
KNOWLEDGE
SPEAKING
SKILLS

INFLUENCE:
key messages

MANAGE:
time, behaviors, questions

LEAD:
effective discussions

Speakers Bureau Training

- Spokespeople for your company
 - Improve communications
 - Develop influencing skills
 - Enhance effectiveness of message delivery
 - Recognize and counter activities that lead to challenging audience behaviors
 - Lead effective team discussions
 - Address questions with confidence
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- Tips for live session facilitation
 - Delivering web cast and teleconferences
 - Interpersonal style assessments
 - Accentuate critical information
 - Skills practices and feedback sessions
 - Energizing activities

Value Added Services

- Pre-event materials for participants
 - *On-line and accessible 24X7 on secure link*
- Post-event follow-up
 - *Web cast or archived*
- Full service Meeting Management Resources
- Experienced adult educators who understand your needs

About iInfluence

- Strategic partnership



- Our combined expertise
 - Health care and Health care Related Industry
 - Unfolding the Leader Within
 - Developing Extraordinary Leaders / Speakers
 - Unleashing Talent
 - Influencing Skills
- Innovative, dedicated, and flexible
- Client focused

The iInfluence Team

- Melina Antypas – Project Manager and Instructional Designer
- Dee Morgillo – Project Manager and Logistics Director
- Facilitator Team
 - Experts in the market
 - Consistent
 - Reputable

Making a Difference Every Day

- Hundreds of leaders benefit from iInfluence leadership training
- New skills, behaviors & insights influence the work of thousands of people
- Clinical experts + Focused influencing skills = Impact from your Speakers Bureau

What Sets iInfluence Apart?

Realization

- The kind of business impact you want
- Tied to your organization's strategies
- Integrated into your business and culture
- Long-term sustainability
- Current content with exciting curriculum
- Value-added services

The iInfluence Client Experience

**Here's what our clients have come to expect.
You can expect the same.**

- Part of your team
- Understand your business & culture
- Honest advice & best practices and experience
- Creative, sustainable solutions that get results
- Industry savvy
- Access to right resources
- A deep sense of caring
- Dedicated, flexible and fun

A Strong Culture

- Driving for Client Results
- Reaching Higher
- Integrity
- Engagement
- Teamwork
- Flexible
- Professional Development

Solving Business Challenges

- Driving business growth through talent optimization
- Executing business strategies
- Spurring engagement and retention
- Increasing satisfaction
- Globalizing talent practices
- Increasing sales productivity

Solving People Challenges

- Helping new managers make the transition from individual performer
- Helping operational managers move to strategic managers
- Ensuring leaders can improve retention and drive growth
- Accelerating executive development so leaders can take on more significant challenges
- Leading to the next level - influencing

We Understand Your Industry

Industry

Pharmaceuticals /
Biotechnology

Medical-surgical

Business Supplies

Equipment makers

Distributors

Group purchasing
organizations

Institutions

Hospitals

Physicians

Integrated delivery
networks

Ambulatory
surgery centers

Clinics

Long Term Care

Departments

Marketing

Medical staff

Information
Technology

Public relations

Legal

Research
organizations

State Agencies

iInfluence Clients

- High client loyalty—96% would work with us again...and do
- Fortune 500
- Clients in all industries – pharma, biotech, business solutions, medical, lab, DI, nutrition, distribution, fitness, telecom, financial
- Institutions in the continuum of care

Truly Global

- Project Manager / Instructional designer has lived and worked in foreign countries, speaks 4 languages
- Culturally astute, published on the topic of cultural business issues
- Global project management capability
- Translation of materials capabilities

Developing Extraordinary Leaders

Capabilities

- Competency-based leadership/workforce curriculum
- Custom-built leadership programs
- On-line performance support system
- Training/assessment delivery options
- Consulting expertise and measurement tools
- Leadership selection systems

Developing Extraordinary Speakers

Capabilities

- Improve communication to enhance effectiveness of delivery
- Be more effective presenters/facilitators by understanding different audience behaviors and styles
- Develop influencing skills
- Recognize and counter activities that lead to challenging audience behaviors
- Lead effective discussions
- Handle questions with confidence and conviction

The logo for 'iInfluence' is located in the top left corner. It features a stylized lowercase 'i' with a blue dot, followed by the word 'Influence' in a serif font. The logo is set against a white background with a light blue circular gradient behind it.

iInfluence

COMPETITIVE ADVANTAGE. REALIZED.

Thank you.