



Speaker Profile

Craig Collinson

Positive Personal Impact

“You Never Get a Second Chance to Make a First Impression.”

This presentation looks at the numerous ways that you affect other people’s perception of you and examines how dramatically that can enhance the positive personal impact you have on others.

It also helps you discover why perception is far more important than reality, how you can learn to use the incredibly powerful techniques of ‘rapport’ as well as helping you understand the real importance of what you say, how you say it and even, what you don’t say.

This highly effective presentation is perfect for any business that interacts with people face to face and is useful for any level of staff or management and can be delivered onsite or off site, in a 90 minute or a half day format.

By the end of this session each delegate will be able to identify new ways to:

- T** Build rapport with others naturally and easily resulting in immediately enhanced communication
- T** Talk with others using their own ‘language’ and powerfully maximise understanding
- T** Utilise active listening techniques to make others feel ‘important’
- T** Say exactly the right things to the most important person in the room and so create the positive results you want
- T** ‘Fake it ‘til you make it!’ and so demonstrate the illusion of confidence

When they leave each delegate will then be equipped with new and powerful communication strategies, which will give them the ability and confidence to have a new found positive impact on everyone they meet!

About the Speaker

Craig Collinson has been a professional trainer for 16 years and is also a Certified Practitioner of NLP and Hypnotherapy, delivering effective business coaching, management training and personal development. Craig works corporately with a range of companies in many professions and industry sectors working with them to develop staff and improve their productivity.



In addition he provides assistance to individuals to, amongst other things, build personal confidence and eliminate phobias.

“Craig gave a presentation to the South Yorkshire Branch of the CIPD, a hard group to impress due to their level of professional experience. Craig, however, managed to impress with his relaxed style of presentation and clear depth of knowledge. A very enjoyable event which gave the audience much food for thought.”

Helen Corner
South Yorkshire CIPD
Branch Chair

To find out more, or to book Craig to speak at your event or workplace, contact us now:

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