



Time to make an



Time to make your Mark.

CONTACT

Mobile: +61 488 024 207

Email: petra@impaccct.com

www.impaccct.com

MISSION

To inspire, educate and entertain High Performers to make an impaCCct. In their Career. In their Life.

VALUES

- Learning - as Education has the Potential to impact the World
- Excellence and High Performance - as it is an Attitude and not a Skill
- Zest for People. Zest for Life. Zest for Innovation.

EXPERIENCE

GROUP WORKSHOPS

Inspirational, educational + entertaining = edutaining

You can expect highly informative Sessions, delivered in a fun and entertaining Way so you will walk away with Excitement, Reinvigoration, Motivation - but also practical Steps - to take action right away!

1:1 COACHING

Transformational, eye-opening + energising

- Working with you 1:1 means we get to go deep and uncover hidden Gems that are meant to shine.
- Our Process is well thought through and has helped Hundreds of ambitious People to excel in their Career and Life whilst having joy doing it.

HOW TO BOOK?

GROUP WORKSHOPS | IN-HOUSE TRAINING

Send an email with your Requirements and ideal Outcome to +makean@impaccct.com and we will get back to you within 2h of your Enquiry.

1:1 COACHING

Please book your FREE 45-Minutes Strategy Call to ensure we are the right Fit for each other over at www.meetme.so/PetraZink



MORE HUMAN. MORE PERSONALISED INTERVENTIONS. MORE IMPACCCT.

PROFILE

We believe in challenging the Status Quo and are driven to help Companies and their Talents to not only survive but thrive in tomorrow's World - by knowing and owning their *how*.

Innovation comes from the Need to improve oneself, hence our Mission is to create Work Environments that foster and nurture ongoing and self-driven Learning for Staff to grow and do so at their own Pace.

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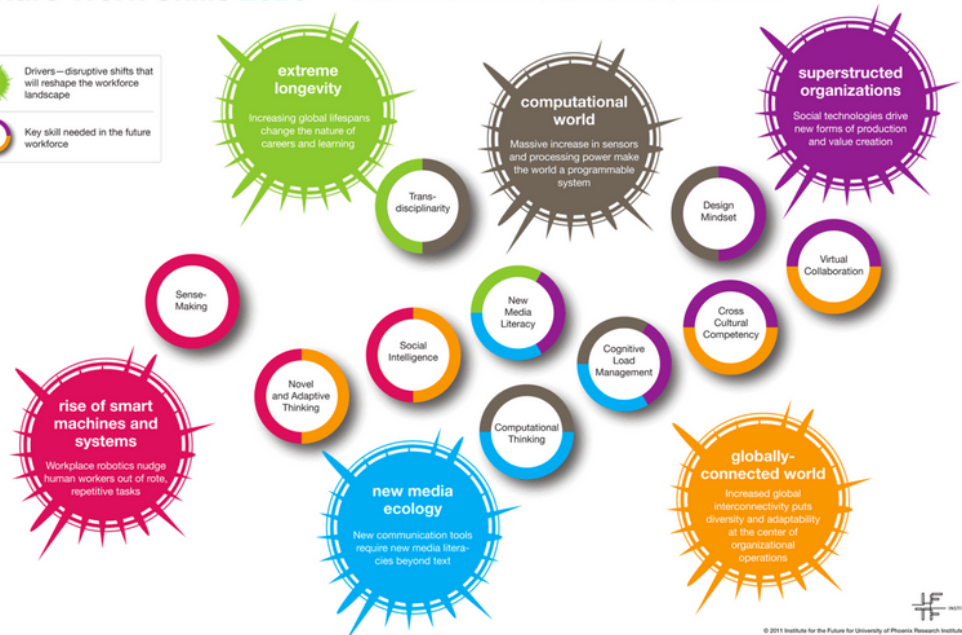
@petra_zink



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Future Work Skills 2020

While all six drivers are important in shaping the landscape in which each skill emerges, the color-coding and placement here indicate which drivers have particular relevance to the development of each of the skills.



WE CANNOT PREPARE FOR JOBS THAT DON'T EXIST YET ...

But we can prepare for how we respond to it and make the most out of what we already have

ACCORDING TO THE INSTITUTE FOR THE FUTURE FOR THE UNIVERSITY OF PHOENIX, THE CHANGES THAT TECHNOLOGY BRING REQUIRE A NEW SET OF SKILL SET.

LOOKING AT THE TRENDS, SOFT SKILLS HAVE NEVER BEEN MORE IMPORTANT AND WILL CONTINUE TO RISE IN IMPORTANCE WHEN MORE AND MORE STEPS AND PROCESSES IN JOBS WILL BE REPLACED BY TECHNOLOGY.

BY BEING AWARE OF WHAT IT IS THAT MAKES YOU UNIQUE, WHAT IT IS THAT YOU ARE BETTER IN THAN OTHERS SO YOU CAN PROVIDE VALUE TO THOSE AND CAPITALISE ON IT IS THE ONLY WAY TO FUTURE-PROOF YOUR CAREER.

KEY IS TO CLARIFY YOUR UNIQUE SET OF SOFT SKILLS THAT YOU CAN APPLY TO ANY INDUSTRY OR ROLES THAT ARE RELEVANT AND IN DEMAND AT THE TIME.

TRADITIONAL EDUCATION TEACHES YOU THE WHAT AND THE HOW.
IMPACCCT TEACHES YOU THE WHY BEHIND THE WHAT AND THE HOW.
=====

WORKSHOPS ARE DESIGNED TO MOTIVATE AND INSPIRE YOUR TEAMS BY REALISING THEIR OWN POTENTIAL AND OPPORTUNITIES WITHIN YOUR ORGANISATION BUT ALSO EQUIP THEM WITH TOOLS, TIPS AND TACTICS THEY CAN PUT INTO PRACTICE STRAIGHT AWAY.

HAVING A MORE ENGAGED AND MOTIVATED WORKFORCE MEANS MORE CREATIVITY, HIGHER LOYALTY & STAFF RETENTION AND OF COURSE, HIGHER PRODUCTIVITY.

WE HELP YOU TO BRING THE BEST OUT OF YOUR TEAM FOR YOUR ORGANISATION!





INTRAPRENEURSHIP *Academy*



DEFINITION

INTRA- PRENEURSHIP

[IN-TRUH-PRUH-NUR]

Applying entrepreneurship principles in organisations by providing employees a framework for them to innovate, create accountability, take on responsibilities and proactively design their own path



WORK

~50%

Current work activities are automatable by adapting available technology

**400-800
Million**

Jobs can potentially be displaced by adoption of automation

8-9%

2030 workforce (2.66 Billion) will be in new occupations



FUTURE SKILLS

Entrepreneurship & initiative-taking (33%)



Leadership & Management (33%)



Interpersonal skills and empathy (30%)



Advanced communication and negotiation skills (27%)



Adaptability and continuous learning (24%)



2002-
2016

Change of hours worked

2016-
2030

+27%

Technology Skills

+60%

+13%

Social & Emotional Skills

+26%

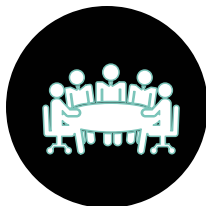
+9%

Higher cognitive Skills

+9%



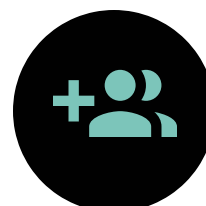
SOLUTIONS



Leadership shows direction and enables action



"Boxes and lines" less important, focus on action



Teams built around end-to-end accountability



Quick changes, flexible resources



ADJUSTMENT

27%



More continuous learning

24%



Create new business units

23%



More cross-functional collaboration

21%



More agile ways of working

19%



More team-based work



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*Constant change is the only constance we have.
We help your team to prepare for dealing with change, embracing
disruptions and empower them to be(come) the best version of
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We believe in challenging the Status Quo and are driven to help Companies and their Talents to not only survive but thrive in tomorrow's World - by knowing and owning their how.

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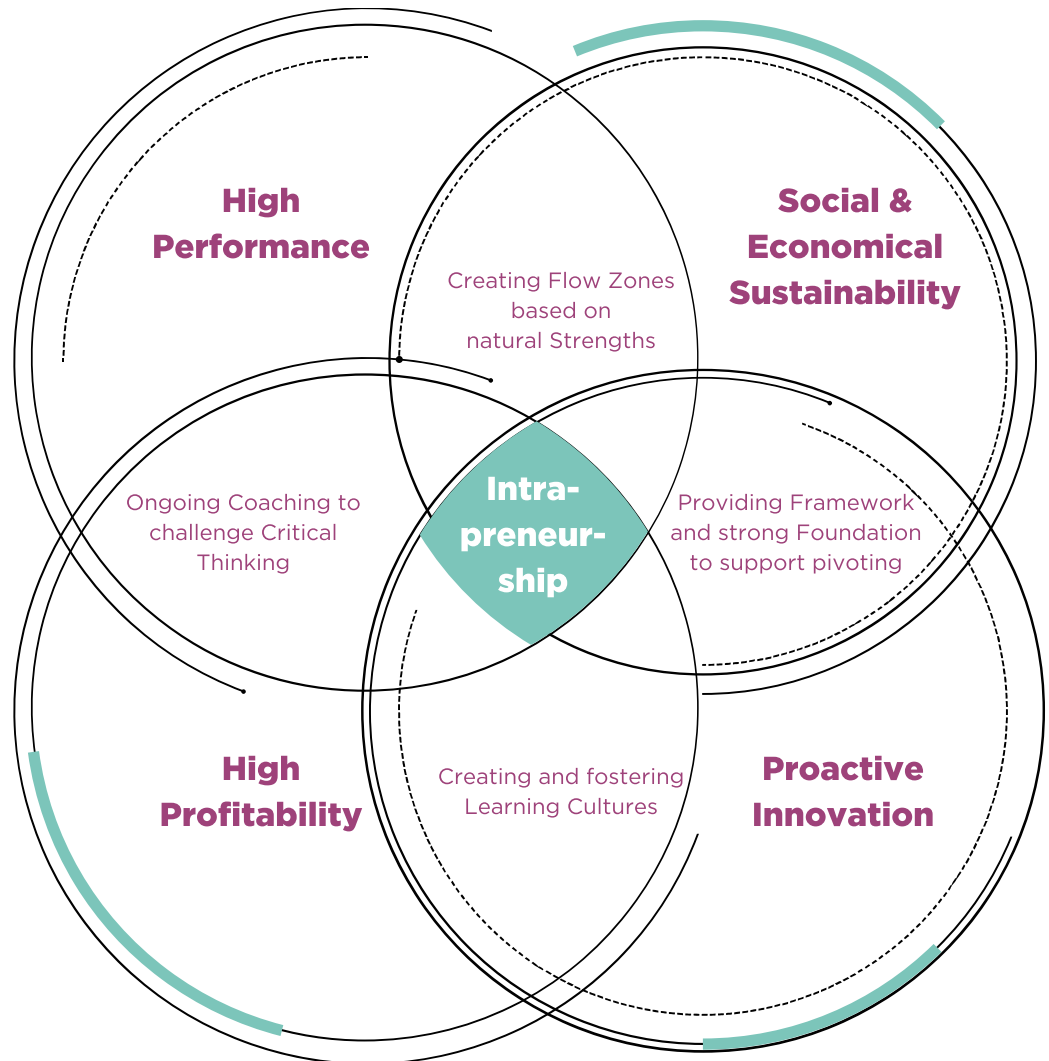


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Benefits of Intrapreneurship and impaCCt Model





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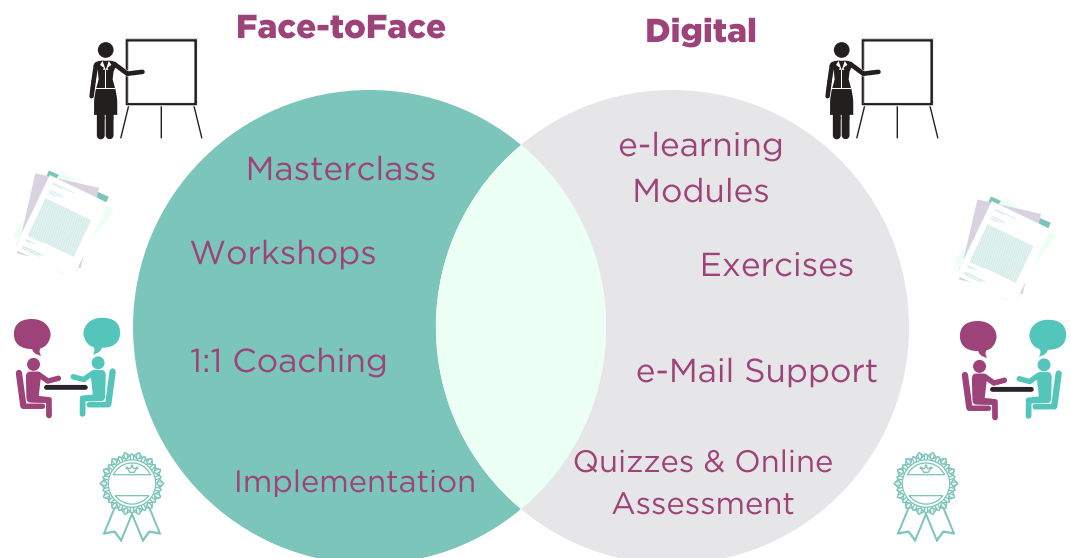
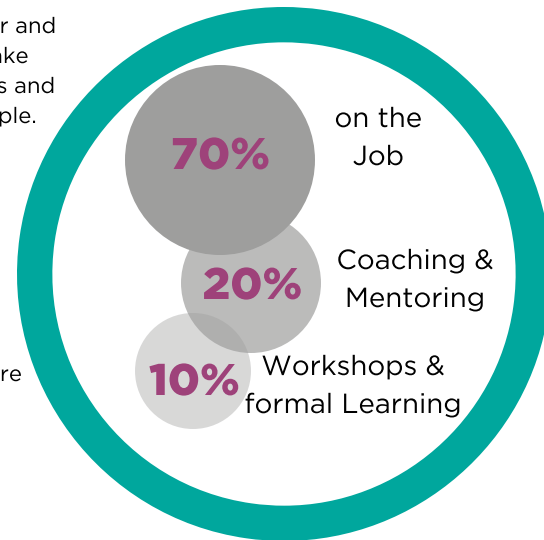
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Blended Learning following to the 70 : 20 : 10 Rule

70% enables them to discover and refine job-related Skills, make Decisions, address Challenges and interact with influential People.

20% learn from Others through Social Learning, Coaching, Mentoring.

10% traditional Course Structure and formal Content Delivery



INTRAPRENEURSHIP

6-MONTHS ACADEMY

THE PROGRAM

Over a period of 6-Months, we work with you and your staff to develop intrapreneurial capabilities and a culture of self-driven learning and performance at their highest potential. All based on insights from testing so we can connect ideas with capabilities and profitability before others do!

THE METHOD






Depending on the size of and available resources in your Organisation, we offer 2 Methods:

1.) Train the Trainer
(Intense Training for HR Teams to conduct program internally)

2.) Train the Team
(impaCCCT Coaches conduct the Training)

Both Programs are a combination of training, coaching, self-paced learning and group workshops.

THE DELIVERY

Group Workshops	
Online Learning	
1:1 Coaching	
Group Coaching	
Practical Exercises	

THE CONTENT

MODULE 1

Principles of High Performance

- Habits & Routines
- Mindset

MODULE 2

High Performance Traits & Teams

- Personality & Brand Archetype Test
- Clarifying individual Flow Zones

MODULE 3

Future of Work

- Economical and behavioural Changes impacting your Role & Industry
- Prepare for Roles that don't exist yet

MODULE 4

Commercialisation of your Position

- Defining unique Point of Difference
- Clarifying Target Audience

MODULE 5

Market your Position

- Optimising online & offline Presence
- LinkedIn Profile Optimisation
- Speaker Kits (if applicable) + Bio

MODULE 6

Networking & Relationship Building

- Effective and efficient Ways to build relevant Network
- Maximising Relationships



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Average
salary:
\$81,800



Average
turn over rate:
10%



**How much
does staff
turn over
cost you?**



Average
costs for
leaving employee:
6-9 months salary



Average
employees: **20**



\$114,500





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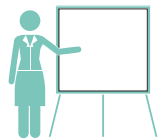
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Option 1: TRAIN THE TEAM

(for Individuals and Teams)



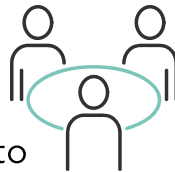
Online Academy
with Content,
Exercises and
Resources



1x monthly
75min in-house
Training/Coaching

**How much
does it cost to
join the
Academy?**

3h Group
Workshop to
kick off Academy



1x monthly
1:1 20min Coaching

Costs depend on Team Size

BOOK YOUR FREE HIGH PERFORMANCE CONSULTATION HERE





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Option 2: TRAIN THE TRAINER

(for HR & Team Leaders)



Costs depend on Team Size

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SOME CLIENTS WE HAVE WORKED WITH





WHAT SOME OF THEM HAVE TO SAY



Marija Hall, CAHRI
Manager, Workforce
Planning

Petra is a passionate, inspiring and knowledgeable speaker in the field of personal branding. Her authentic presentation style and valuable content ensure that as a workshop participant, you leave feeling equipped to apply the learnings in your own profession or business.

As a leading female entrepreneur in Brisbane, Petra is always generous with her time and contacts and makes collaborating a pleasure.



Amy Ezzy
Employment Services
Specialist at Bond
University

Petra was a keynote speaker at QUT's Global Employability Conference in October 2016. Petra was pleasure to work with and her high level of professionalism and general passion was evident from start through finish. Petra delivered a keynote presentation that was engaging, inspiring and perfectly set the scene for the remainder of the event. Feedback from students was extremely positive and I very much look forward to welcoming Petra back on campus for future events.



Lauren Dallas
Entrepreneur, Growth
Marketer & Gin-Junkie

We were thrilled to have Petra speak at the launch event of Future Females in Brisbane. Not only an experienced entrepreneur and personal branding expert, but a very bubbly, engaging and relatable speaker. Our audience will forever remember we are human beings not human doings. Can't wait to see how Petra's journey evolves, and hope to be a part of it and work with her again in future!



Angie Galles
Investor Communications
Manager at Bank of
Queensland

Petra recently delivered a fantastic presentation to a group of small business founders at QUT Creative Enterprise Australia. The original speaker pulled out last minute and Petra (recommended by a colleague who had been placed by her), amazingly, stepped up and saved our hide. This spirit of generosity did not stop there. She is one of the most approachable people I have ever met and is quick to enquire how she can add value to your day. Despite the short notice she delivered a very engaging, thoughtful and knowledgeable presentation. She is by far one of the best expert speakers we have had throughout the program. Her perspective on all things people/culture is incredibly innovative and forward thinking. Every organisation needs a Petra Zinc at the helm! I couldn't recommend her more highly if you are looking for someone to help amplify your team or personal career journey. Petra is nothing short of a breath of fresh air!



I had felt for a long time that I hadn't truly found 'the thing' I was put on this earth to do. I'd tried reading all sorts of self help and entrepreneurial books. I'd even started studying again but still nothing felt right. It just so happened over coffee that a friend suggested I meet Petra - just because she'd be a good person to connect with. So Petra and I had coffee. Then I started reading Petra's articles and looking into some workshops she was holding. I could see she totally 'got it' so I took the plunge and signed up for some 1:1 work. BOOM...everything started to shift for me from the first meeting. I had no idea what the process entailed but I put my trust in her and got to work on my 'stuff'. In a matter of weeks my world opened up and the ideas were flowing. I'm on a new track and I couldn't be more excited. I'm so happy that I took the leap and didn't waste any more years of my life squandering my talents! I will always be grateful to Petra for her wisdom and coaching expertise.



In the last 3 months of speaking with Petra on a weekly basis I've become much more confident, positive about my future and really clear on what I want to do with my life.

It's amazing how positive and full of energy Petra is each and every session. With just the right questions and a little nudge here and there, Petra continuously challenged me to push past fears and other obstacles.

With a constant focus on my strengths and on the future rather than the past, my confidence has grown substantially and I am now very clear on who I am and what I want to do with my life.

Thanks to Petra I have a very clear plan for the next step in my career which is filling me with excitement and energy.

Thank you so much Petra for all your help! I could not have done this without you.†



I found Petra to be a true expert in all things personal branding. Her unique expertise lies in helping people identify their personal and shine off and online.

Speaking with Petra, it was immediately clear her passion lies in helping others be the best they can be. This combined with her strong communication skills, commitment to making sure her clients get the best results, and true customer focus, means she is the go-to for people who want to clarify and communicate their personal brand.

If you are wanting help with your personal branding, talk to Petra!



Petra has been the best coach I have ever worked with. Effective comms, prompting when I need it and zero nonsense.

Not all coaches make your life easier and keep you moving with structure that all is interconnected but Petra not only delivers on that front - she is also very direct and honest in her feedback and doesn't just tell you what you want to hear.



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