

## BUILDING MODERN SALES AND LEADERSHIP CULTURES



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AMY FRANKO  
FOUNDER AND PRESIDENT,  
IMPACT INSTRUCTION GROUP

Through sales and leadership development programs, Impact Instruction Group helps middle-market organizations accelerate growth.

As the oldest of five daughters, Amy Franko says leadership is in her DNA. After a decade of honing her skills in technology sales with several global companies, she saw an opportunity to apply her experience in a bigger way.

“I’d always wanted to become an entrepreneur, and I had an opportunity to pivot into the training and development space,” she recalls. “The easier thing would have been to stay in my comfortable sales role. But I remember thinking I didn’t want to look back in 10 years and wish I’d taken the leap.”

With almost no experience, one client, and a determination to succeed, Franko launched Impact Instruction Group in 2007. The risk paid off. Over the ensuing 10 years, she and her team earned the business of dozens of big-name clients, and her services have evolved along the way to meet her clients’ needs.

Today, the firm helps companies grow by building modern sales and leadership cultures. Available services include sales and business strategy consulting and customized sales and leadership development programs that help companies achieve their next level of growth. Franko has also become a sought-after keynote speaker on the subjects of strategic selling

and leadership. Her first book, “The Modern Seller,” will be published in 2018.

### HARD WORK PAYS OFF

What distinguishes Impact Instruction Group is the firm’s boutique size, which allows for flexibility and close collaboration with the client while still having access to the best talent necessary to meet client needs. Franko brings her unique background as a sales leader, entrepreneur, and board director to help clients succeed today and also keep one eye to the horizon.

The firm continues to outperform itself each year, and Franko’s success has not gone unnoticed. In recent years, she’s received numerous awards, including 2017’s President’s Plaque from the Girl Scouts of Ohio’s Heartland for her leadership role in developing their board of directors. She received the 2016 Columbus Smart 50 Award from Smart Business magazine for her accomplishments as an entrepreneur, and she was named a 2015 Woman You Should Know™ by Women for Economic and Leadership Development for her leadership and philanthropic contributions.

Whether it’s a keynote, strategy work, or sales and leadership programming, a passion for developing leaders is at the heart of everything Franko and her team at Impact Instruction do: “It’s the moment when a client realizes that what they’re learning will help them to grow in their sales or leadership role—I love to see people step into the best version of themselves as leaders because of the work we do together.”



Visit [impactinstruction.com](http://impactinstruction.com) to learn more about the firm’s offerings and get access to free sales and leadership resources, including Franko’s e-book, “6 Strategies to Maximize Sales Results.”