



Preferred supplier
with multi-year
MSA since 2021



11 countries to date;
700+ managers and
executives



Functions: R&D, Regulatory Affairs,
Medical Affairs, Strategic Marketing,
Market Access, Commercial, Corporate

98%

Program
Recommendation



GOAL

Mengjuan Li (VP & Head of HR for APAC R&D and China) contacted us because the **feedback from their current communication training vendors was “always mixed”**.

SOLUTION

“Present to Influence” Trainings (In-Person Regular & E-learning):

- Pilot for a group of R&D scientists. They unanimously rated the session with the highest score, leading us to win the **RFP with a multi-year MSA**
- We continue to deliver **e-learning and in-person trainings** for teams across all functions in APAC regions (China, North Asia, Southeast Asia, APAC Regional Teams)

Tailored Solution For Executives

- *“Present to Influence”* e-learning followed by 1-hour *“Ask Me Anything About Communication”* webinar and 1:1 coaching for key presentations

HR Leader for APAC, Skye Abernethy (Training Sponsor):

“**The feedback was tremendous.** Diverse learners each took something different and valuable away. **We were impressed with the capability build and ROI.** We will now be **enrolling new leaders** to set them up for success in influence and persuading.

IMPACT

1 Stakeholder Survey

Mengjuan Li (VP & Head of HR) surveyed key global stakeholders of the R&D Compound Development Team Leader group before and 3-months after the e-learning to rate their communication effectiveness. The **rating increased from 2.8 to 3.9** out of 5. This was described as a **significant increase**.

2 Manager Feedback

A Medical Affairs Therapeutic Area Lead delivered a presentation at a symposium after completing the e-learning. **Her manager, the VP of Medical Affairs, commented her presentation was clear and concise and attributed the improvement to the training.**

3 Continued Use of the Framework

Participants report they are using the framework **a year later** and find it **valuable to their daily work**.

4 Participant Feedback

Self-evaluation of key learning objectives (out of 10):

BEFORE	AFTER	INCREASED
6.4	7.9	23.4%

Case Study:



Mercedes-Benz



Multi-year, ongoing engagement



In-person trainings held in China with participants from APAC & EMEA



140+ employees: R&D Engineering and Finance

99% Program Recommendation

GOAL

R&D Director Andreas Sigloch reached out for help achieving these goals for his Engineering teams:

- 1 How to communicate **technical content** in an easy-to-understand way to non-technical audiences
- 2 How to effectively communicate to **global audiences**

SOLUTION

“Present to Influence Premier” In-Person Trainings (Includes 1:1 Coaching)

- 2 trainings for high-performing R&D engineers
- After seeing the business impact, we were engaged to lead trainings with every other R&D department and Finance

IMPACT

1 Manager Feedback

- ✓ Making **complex ideas simple and succinct** for people without a technical background
- ✓ **Collaborating effectively** across functions with people who have different values and goals
- ✓ **Influencing** senior leaders and peers from HQ and other global offices

2 Participant Feedback

Self-evaluation of key learning objectives (out of 10):

BEFORE	AFTER	INCREASED
3.9	7.4	89.7%



CFO of Daimler Trucks China, Gerald Tropper (Training Sponsor):

“ In our daily work environment, it's crucial to be able to **deliver complex content in an understandable way, customized for the respective audience.** We made a huge step in this direction from this training!

R&D Engineer (In-Person Training Participant):

“ It's **beneficial to our work** and the step-by-step approach and practice **helped me achieve immediate progress.** This was the best training I've ever taken!

Case Study: **VANDERLANDE**

a TOYOTA AUTOMATED LOGISTICS company



Multi-year, ongoing engagement



In-person trainings held in Australia, Singapore, and China with participants from APAC & EMEA



120+ employees across all levels and functions

99% Program Recommendation

GOAL

Joyce Du (Head of HR China) contacted us to work with their 2 Managing Directors. They deliver critical presentations to clients and communicate with diverse stakeholders.

Their goals were to:

- 1 **Shorten time** spent preparing for presentations
- 2 Increase their ability to **influence** and manage different **stakeholders**
- 3 Represent the company well at **industry events**

SOLUTION

“Present to Influence Premier” In-Person Trainings (Includes 1:1 Coaching)

- Started with 2 Managing Directors, then engaged to work with all department leaders
- Continue to lead in-person “Premier” trainings for key teams: APAC Executive Team, Sales, Sales Engineering, Project Management, Finance

Cross-Cultural Communication In-Person Trainings

- After consulting with leaders, our 1-day “Cross-Cultural Communication” training became part of the mandatory onboarding for all new APAC employees

IMPACT

1 Manager Feedback

- ✓ Understanding and influencing **senior management** and **diverse stakeholders**
- ✓ Developing and delivering successful presentations with **less preparation time**
- ✓ Increased confidence for **impromptu** speaking
- ✓ Working effectively with **global** counterparts

2 Participant Feedback

Self-evaluation of key learning objectives (out of 10):

BEFORE	AFTER	INCREASED
5.1	7.4	45.1%

3 Participant Success Story

Shortly after completing the “Present to Influence Premier” training, a sales executive delivered a key client presentation. **He closed the deal and cited the training as a contributing factor to this success.**



Executive Managing Director, Doney Xu
(In-Person Training and Executive Coaching Participant):

“ People working in an international company will **definitely benefit** from this training.”

Case Study: co-operators



Direct engagement
with a business leader



E-Learning with team
dispersed across Canada



Group Sales
department
(23 people)

100% Program
Recommendation

GOAL

Gillian Castle (Associate VP of Group Sales) at Co-operators Insurance reached out to increase the effectiveness of her sales team's **client-facing presentations**.

Gillian desired a learning experience with a high level of engagement. However, with a **geographically-dispersed team**, in-person trainings were not feasible.

SOLUTION

Custom Implementation of “Present to Influence” E-Learning

- We consulted with Gillian to curate a **custom learning journey** of the “Present to Influence” e-learning program
- Implemented an approach where the team completed pre-recorded **e-learning modules via live, virtual sessions** in small groups of 5-6 people
- Each participant led a session for added facilitation and presentation experience
- We developed a **custom schedule and facilitation guide**:
 - Debriefing exercises
 - Discussion questions
 - Sharing experiences related to lessons and daily work
 - Highlighting key learning points and how to implement them

IMPACT

1 Manager Feedback (Quotes from Gillian Castle)

- “ It enabled the teams to see themselves in real time and come across **more clear, concise and professional**
- “ Everyone **became confident** with a new outlook on how to present and have been **applying the new skills** not only to presentations but also in our daily communications with others
- “ The teams liked the format and custom facilitation guide. This kept it **interactive, held attention and kept everyone accountable**

2 Participant Feedback:

Self-evaluation of key learning objectives (out of 10):

BEFORE	AFTER	INCREASED
6.7	8.3	23.9%

AVP of Group Sales, Gillian Castle (Training Sponsor):

- “ **My teams found the *Present to Influence* training a game changer.** You could clearly see our group took what they learned and applied it.



Account Manager (E-Learning Participant):

- “ The **toolkit** PDF is going in my **‘take everywhere career bag’** and for personal use forevermore.



Lead with Words
GLOBAL COMMUNICATION

Let's connect!



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