



Developing best-in-class influence and persuasion skills to work with global counterparts

SNAPSHOT

Present to Influence E-Learning; **Ask Me Anything About Communication** Webinar



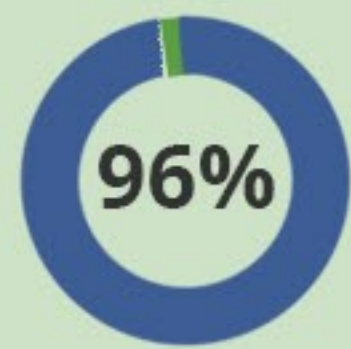
300+ high-performing employees: entry level to senior directors



Remotely in **12 countries**



Multi-year Master Service Agreement



Would recommend to colleagues

TESTIMONIALS

"A huge thank you - my presentation story will now be more clear, logical, persuasive, and end with action!"

Medical Affairs Therapeutic Lead - Hematology (Australia)

"I loved the training. It brought me to the **next level of leadership skills!** My influencing skills are developing every day by applying these lessons. Presentations have always been one of my biggest strengths, but they have gotten even better because of this training!"

Strategic Marketing Director - Solid Tumor Targeted Therapies (Japan)

GOAL

Skye Abernethy (HR Leader at Janssen) contacted Lead with Words to help achieve this business goal for the Strategy, Medical Affairs and Regulatory Affairs teams:

"Our regional APAC teams need to have **best-in-class influence and persuasion skills** to work with our global counterparts to ensure APAC is on the radar and meeting the unmet needs of our patients."

SOLUTION

"We leveraged Lead with Words *"Present to Influence"* program to strengthen this capability across our key markets: China, Japan, Singapore, Australia, Korea."

"We enrolled **100+ senior directors in this scalable e-learning**. The *"Ask Me Anything About Communication"* webinar was a highlight and an effective way to close out the learning. It was interactive and practical for our leaders."

RESULTS

"**The feedback was tremendous.** Diverse learners each took something different and valuable away - including how to efficiently prepare and deliver meaningful communications."

"**We were impressed with the capability build and ROI.** We will now be enrolling new leaders in the regional team to set them up for success in influence and persuading."

"As a vendor, Michelle & Mike were very informative and the logistics were simple to coordinate."

We won the RFP in 2021 to become Johnson & Johnson's preferred supplier in APAC. Since this interview, more learners in 12 APAC countries have completed the e-learning. As of 2023, we expanded to become a supplier for North America and EMEA.