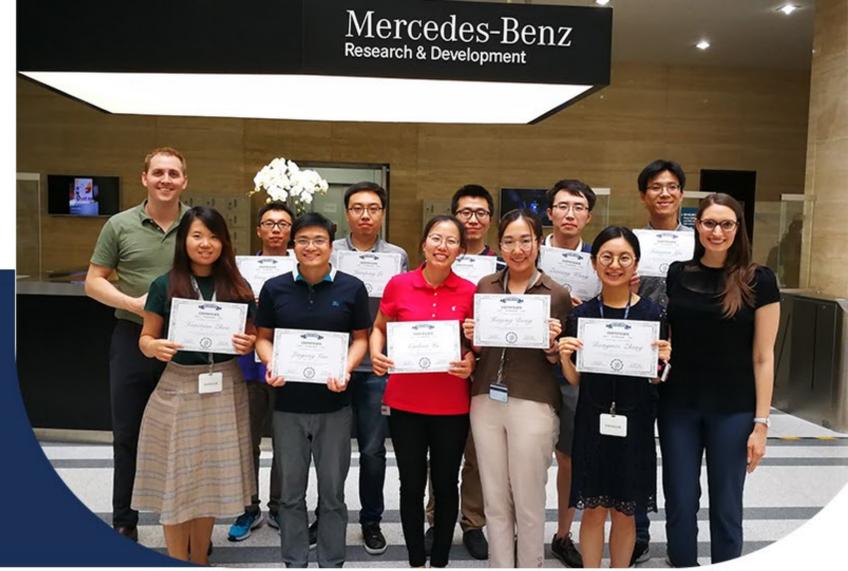




Mercedes-Benz

Helping technical employees  
communicate complex content  
in an understandable way



## SNAPSHOT

### *Present to Influence Premier*

Two-day, in-person training with 1:1 coaching throughout



**120+ employees**  
from R&D Engineering  
and Finance



Held in China, with  
participants from  
APAC and EMEA



Multi-year, ongoing  
engagement



Would recommend to  
colleagues

## TESTIMONIALS

"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!"

**GERALD TROPPER**  
CFO, Daimler Trucks China



"This training is beneficial for our work. The step-by-step approach and practice helped me achieve **immediate progress.**"

R&D Engineer

## GOALS

In 2016, 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 other functions
- 2 How to effectively communicate with HQ in Germany and other global offices

## SOLUTION

We led 2 "Present to Influence Premier" trainings with 24 high-potential R&D engineers on Andreas Sigloch's teams. After seeing the business impact, Sigloch **recommended the training to the other R&D Directors.** This quickly led to us delivering trainings with every R&D department, working with over 120 engineers.

**Word-of-mouth spread to other divisions** and the CFO of Daimler Trucks China, Gerald Tropper, requested our training for his finance teams. He also wanted to equip his teams to clearly communicate complex content to non-technical audiences.

## RESULTS

According to business leaders and training participants, we helped solve these daily challenges:

- ▶ 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
- ▶ Increased confidence