

**Confidently deliver a clear, persuasive message**



**Project or team meetings**



**One-on-one conversations**



**Formal presentations**

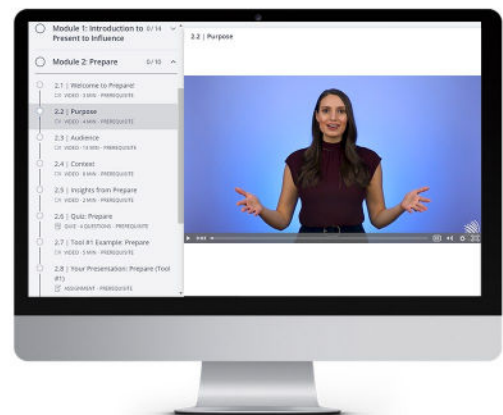
***Present to Influence***  
***will:***

**INCREASE YOUR  
INFLUENCE AND PRODUCTIVITY  
THROUGH  
CLEAR, CONFIDENT COMMUNICATION**

## Program Overview

### Problems we solve

- ▶ Frustration from long and unfocused meetings
- ▶ Lack of confidence causing great ideas to go unshared
- ▶ Disappointment from presentations that don't lead to action
- ▶ Constant struggle to keep everyone aligned

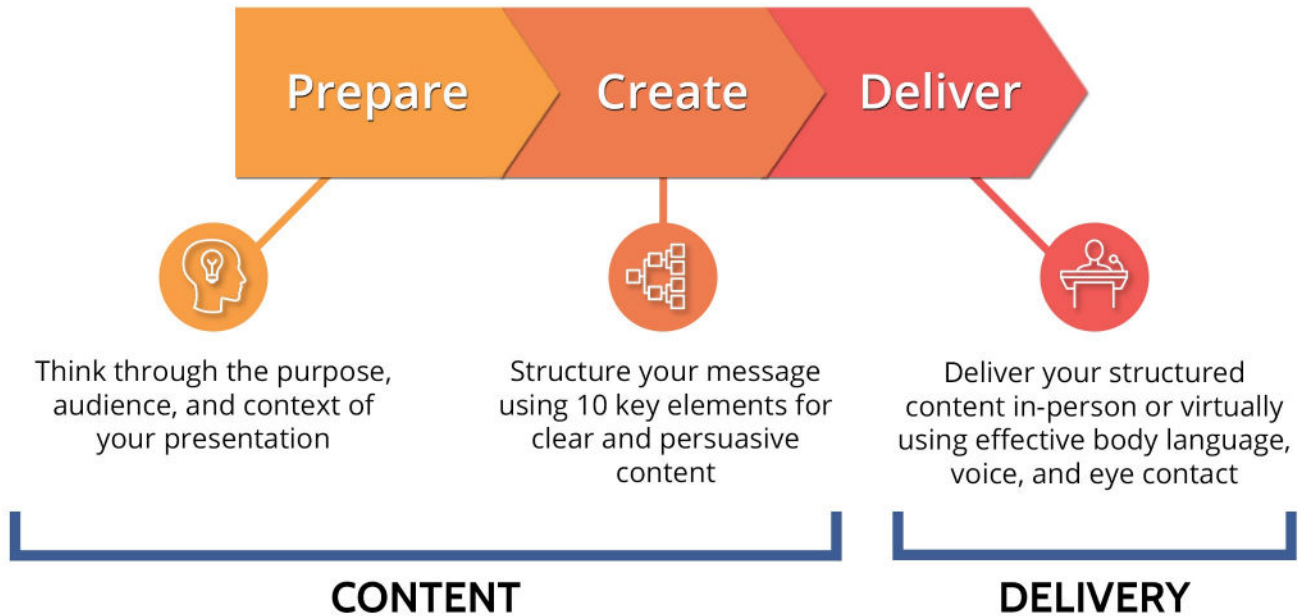


### Results you achieve

- ✓ More productive meetings
- ✓ Increased confidence
- ✓ Less stress and wasted time
- ✓ Greater engagement and action after meetings
- ✓ More effective 'micro-presentations': sharing one point in a meeting, one idea in a brainstorm, etc.
- ✓ 'Aha' moments that will stick with you for years

### How It Works

The core modules:



#### Flexible, on-demand learning

Bite-sized videos easily fit into busy schedules



#### Focused on content and delivery

Our step-by-step, comprehensive method focuses on content (what to say), then delivery (how to say it)



#### For all types of communication

Expertly designed for daily communication (virtual and face-to-face): meetings, 1:1s, and formal presentations



#### LOTS of practice

Each learner develops the content of their own real presentation, then delivers it part-by-part via 5 filmed presentations



### Customized Implementation To Meet Your Needs



Based on your specific needs and scope, we create a customized implementation plan so it's easy to roll out and see results:

- ▶ **Delivery Structures:** Cohort/Team, Individuals, or Hybrid. These range from 10-16 hours to complete
- ▶ **Communication Plan:** Customized timeline and email templates so it's easy to communicate with the learners
- ▶ **Value-added Options:** Webinars and 1:1 coaching



### Trusted By Leading Companies



Johnson & Johnson



AIRBUS



DAIMLER



Elektro

VOLKSWAGEN



北京瑰丽酒店  
ROSEWOOD  
BEIJING



co-operators

RSP

elanders

VANDERLANDE



### What Business Leaders Say



"The program has an **excellent structure and very good tools** to prepare presentations that influence. I know from experience that this training can benefit people from every background and provide skills for highly effective communication."

Kevin Rogers, President of Sales & Marketing at Elanders



"My sales teams found the *Present to Influence* e-learning a **game changer**."

Gillian Castle, Associate VP of Group Sales at Co-operators Insurance



"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 at Daimler Trucks China



"We work in a multicultural environment, **presenting our ideas to decision-makers from different backgrounds**, which requires excellent presentation skills. This training was the perfect fit for our people, and **everyone made significant progress**."

Mathewos Mehari, Finance & Administrative Officer at UNESCO



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

Doney Xu, Executive Managing Director at Vanderlande



### What Learners Say



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

**Strategic Marketing Director at Janssen Pharmaceuticals (Japan)**



Mercedes-Benz

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

**R&D Engineer at Mercedes-Benz (China)**



"The content was well presented, clear and supported by concrete examples. I could easily identify my areas of improvement and make connections to my current work and past presentations."

**Group Sales at Co-operators Insurance (Canada)**



"I had a 1:1 coaching call with Michelle before an important presentation. I found this session very necessary. She understood my initial ideas and helped streamline my core content. I'm now less anxious and more confident about the impact I'm going to make."

**Senior Organization Development Consultant at Volkswagen (China)**



"It was clear, practical, efficient, and busted the myth that presentations are scary."

**Engineer at Airbus (France)**

### Case Study: *Johnson & Johnson*

Since 2017, Mengjuan Li (VP & Head of HR, Janssen Pharmaceuticals APAC R&D and Janssen China) has been following Lead with Words on social media. In 2020, she reached out to run a pilot of **Present to Influence** for 12 of Janssen's top scientists. After a successful pilot, we won the RFP in 2021 to become Johnson & Johnson's preferred supplier in APAC.

Our e-learning has been a highly impactful program for J&J teams and leaders. For example, key global stakeholders were surveyed to rate the "effective communication" skills of their China-based R&D Compound Development Team Leaders prior to and 3-months after the training. On a 1-5 scale survey, the score improved from an average of 2.8 to 3.9.



**550+ employees:**  
entry level to  
senior directors

**9 countries**



**Would recommend  
to colleagues**

"Lead with Words is **the best training company I have used for effective communication and presentation skills** for our employees in Asia Pacific. I highly recommend them to other organizations."

**Mengjuan Li, VP & Head of HR at Janssen**

"We enrolled 100+ learners in this scalable e-learning. **The feedback was tremendous.** Diverse learners each took something different and valuable away. **We were impressed with the capability build and ROI.**"

**HR Leader, Janssen APAC**



### Meet Mike and Michelle Gropp



We are an adventurous husband/wife duo who are **passionate about clear communication**. While living and working around the globe for 10 years, we personally experienced the negative impacts caused by unclear communication in international and diverse organizations.

We founded **Lead with Words** in 2015 to partner with organizations to tackle this challenge and make a difference in their communication. We began delivering in-person trainings in China, and now, our e-learning has made **Present to Influence** accessible to organizations around the world.

You'll also see us on stages, captivating audiences at large events such as TEDx or facilitating the Global Leadership Summit, the largest leadership conference in the world.

We're both certified Master Trainers and Instructional Designers through ATD, the Association for Talent Development. This means our training is engaging and designed in a way for your learners to easily transfer what they learn back into the workplace.



#### Mike



- 10+ years living in China
- Fluent in Mandarin Chinese (testing at highest level in 2012)
- Experience in finance and sales
- Co-founded a bitcoin digital currency exchange
- Self-taught Python programmer
- Ultramarathon runner (50km, 100km)

#### Michelle



- 10 years living abroad in 7 countries (Canada, Mainland China, Hong Kong, Brazil, Chile, Austria, Denmark)
- Speaks 3 languages (Spanish, Portuguese, French)
- Experience in HR, finance, and international trade
- 2 Master degrees in business management
- Former competitive swimmer who trained 14-20 hours per week



Connect with us on **LinkedIn** to say hello, ask questions about communication, or to enjoy tips we share to help you increase your influence and productivity

## Ready to *Present to Influence*? Let's talk!

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 [www.LeadWithWords.com](http://www.LeadWithWords.com)

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Offices in Canada and China

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