



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

First Point of Contact

GOAL

In 2020, **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

We started with a pilot of *“Present to Influence”* for an elite group of R&D scientists. She said:

“It was designed and delivered so well that our 12 participants **unanimously rated the session with the highest score.** With this fantastic feedback, we collaborated to train our high-performing and high-potential employees spread over APAC.”

We’ve delivered e-learning and multiple in-person trainings for teams across all functions in APAC.

RESULTS

“The feedback has been overwhelmingly positive. Lead with Words is the **best training company I have used for effective communication and presentation skills.** I highly recommend them to other organizations.”

Expanding for Continued Impact

GOAL

Skye Abernethy (HR Leader for APAC) contacted us to help achieve this business goal for the regional Regulatory Affairs, Medical Affairs, Strategic Marketing, Market Access, and Commercial teams:

“Our regional APAC teams must 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 enrolled **100+ senior directors in the scalable e-learning** to strengthen our key markets: China, Japan, Singapore, Australia, Korea. The “Ask Me Anything About Communication” webinar was a highlight. It was interactive and practical.”

RESULTS

“**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.”

Evaluating Impact

1 Stakeholder Survey:

Key global stakeholders of the R&D Compound Development Team Leader (CDTL) group were surveyed before and 3-months after the training 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 Usage 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



140+ employees: R&D
Engineering and Finance



Held in China with participants
from APAC & EMEA

99%

Program
Recommendation

GOAL

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. **Word-of-mouth spread** and we worked with other divisions.

RESULTS

Business leaders and participants reported we helped solve these daily challenges:

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



CFO of Daimler Trucks China, Gerald Tropper, said:

“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!”

Case Study:

VANDERLANDE

a TOYOTA AUTOMATED LOGISTICS company



Multi-year, ongoing engagement



120+ employees across
all levels and functions



Held in Australia, Singapore,
and China with participants
from APAC & EMEA

99%

Program
Recommendation

GOAL

In 2017, Joyce Du, Head of HR China, contacted us to lead a “Present to Influence Premier” training for their 2 Managing Directors. They deliver critical presentations to clients and communicate with diverse stakeholders. Their goals were to:

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

SOLUTION

After the initial training, a Managing Director said, **“our employees will definitely benefit from this training,”** so he arranged a training for all the department leaders. After that positive feedback, we became a **strategic partner for APAC.** We continue to lead “Premier” trainings for key teams across the region: APAC Executive Team, Sales, Sales Engineering, Project Management, Finance.

RESULTS

Feedback across the organization highlighted these results:

- ✓ Understanding and influencing diverse stakeholders
- ✓ Developing and delivering successful presentations with limited preparation time
- ✓ Presenting effectively to senior management
- ✓ Increased confidence for impromptu speaking



We led a training at a critical time in their sales cycle. That same week, a sales executive delivered a presentation to their client. **He closed the deal and attributed the training as a contributing factor to their success.**