



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.**