THE METHOD.

CASE STUDY: STRATEGIC PRESENTATION PERFORMANCE

CLIENT / CONTEXT

Ipsen, a leading global pharmaceutical company, preparing senior product leaders to communicate a major new strategy across the business.

THE CHALLENGE

Technically brilliant leaders needed to present with more impact — engaging stakeholders at every level and "selling the vision," not just the data.

THE SOLUTION

THE METHOD delivered a tailored programme combining presentation skills, rehearsal, coaching and feedback to help the team present with greater impact and charisma.

PERFORMANCE PROGRAMME

THE TOOLKIT: The Perfect Presenter

- One 180-minute session developed participants' ability to project more gravitas and energy, communicate with greater vocal impact and adapt their delivery to maintain audience attention and engagement.

THE STUDIO: Rehearsal Lab

- One 180-minute experience gave participants opportunities to practise new behaviours in challenging rehearsal exercises and receive individual and group coaching and feedback to fine-tune their presentation impact.

BUSINESS RESULTS

Successful strategic announcement

The team delivered the strategic announcement with strong impact across the organisation, securing a high level of stakeholder engagement and support and receiving overwhelmingly positive feedback. The programme also contributed to the ongoing development of key personnel for future high-stakes presentations and engagements.

PROFESSIONAL PERFORMANCE

98% felt more confident leading organisational change.

94% agreed they could engage and inspire employees with their new leadership vision.

96% reported greater confidence presenting to executive audiences.

"I estimated that I have presented/chaired/facilitated in over 5,000 events or meetings since starting my career communicating about the development of medicines 25 years ago. But only today have I received speaker training on how to deliver presentations charismatically and effectively."

Global Patient Officer, VP, Head of Patient Affairs, Ipsen

"There was a noticeable shift in how confidently our future leaders carried the direction of the business. Conversations that could have felt uncertain were handled with clarity and authority, and that made a real difference to how the change landed."

Senior Director, HR



EXPERIENCE / ADVOCACY

100% saw opportunities to apply the skills immediately in their workplace.

100% agreed the programme was valuable in their role.

100% would recommend the programme to colleagues.