THE METHOD.

CASE STUDY: PRESENTATION PERFORMANCE

CLIENT / CONTEXT

Alight, a global HR and employee benefits company. One hundred and twenty Sales and Client Management professionals across its UK offices.

THE CHALLENGE

With ambitious international growth goals resting partly on its European sales team, the organisation needed salespeople to negotiate with more confidence and control – pushing back professionally while still protecting long-term client relationships.

THE SOLUTION

THE METHOD created an intensive one-day presentation Performance Programme to help participants communicate key messages with greater belief, confidence and impact – one-to-one, in small groups and in front of larger audiences.

PERFORMANCE PROGRAMME

THE TOOLKIT: THE PERFECT PRESENTER

- One 180-minute session developed participants' ability to communicate new business messages with greater conviction, power and charisma.

THE STUDIO: REHEARSAL LAB

- Participants rehearsed their own work presentations and received individual and group coaching and feedback to consolidate their new skills and improve their performance.

BUSINESS RESULTS

Supported the organisation's commercial objectives of retaining existing clients and closing more new business

The programme supported the business goal of equipping 120 Sales and Client Management professionals to present more successfully in important commercial situations. It also contributed to the ongoing development of the UK team by building lasting presentation skills for pitching new and complex business propositions.

"I can't wait to ask my team members & direct reports to join this programme! Great impact with a minimum of time invested. Great value for time investment!"

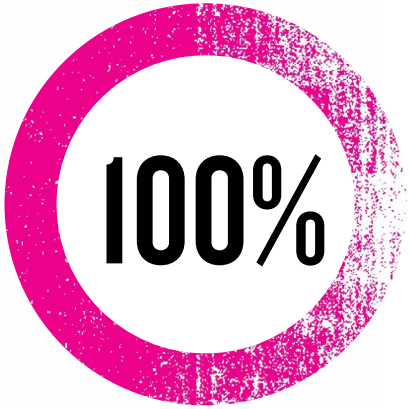
Advisory Director

PROFESSIONAL PERFORMANCE

99% could confidently deliver sales data as engaging and compelling customer stories.

98% could communicate key business messages with greater impact.

97% delivered messages that were memorable rather than informational.



EXPERIENCE / ADVOCACY

100% agreed they could immediately apply their new presentation skills in meetings.

100% agreed the programme delivered on their objectives.

100% would recommend the programme to colleagues.

"A really worthwhile investment of my time. The course was targeted, directly relevant and has really helped me to focus on my behaviours and work at enhancing my skills when presenting virtually."

Director