



AkzoNobel

Tomorrow's Answers Today

Case Study – AkzoNobel

Creating global presenters

ABOUT CLARKMORGAN

Founded in 2001, ClarkMorgan Ltd is one of Greater China's most awarded training and development firms. The firm has been 'Training Firm of the Year' in both 2007 and 2008 by CCH Wolters Kluwer and 'Most Outstanding New Trainer' by the Hong Kong Management Association in 2008.

In 2005 the company began publishing China's longest running, bilingual human resources magazine, NetworkHR. In 2012 ClarkMorgan helped found the Chinese Association of Training & Development Specialists (CATDS).

Today ClarkMorgan Ltd has three offices across China, as well as an office in Melbourne, Australia. The firm assists both foreign and Chinese multinational firms improve the soft skills of their employees to improve productivity, engagement, sales and negotiation outcomes.

The company maintains a faculty of 12 full time trainers, each with unique skill sets. Trainers speak English, Mandarin, and Spanish and have worked throughout Australia, China, Europe, South East Asia, and the USA.

For more information, please visit www.clarkmorgan.com.

BACKGROUND

AkzoNobel is one of the largest global paints and coatings companies and is a leading producer of specialty chemicals. In China, the company has more than 7000 employees, located in Shanghai, Ningbo and other cities in China around the country.

At AkzoNobel China, employees are required to have a global working mindset, as well as communicate openly and clearly. The AkzoNobel human resources (HR) team understands that presentation skills play an important role in communication, especially when communicating across different offices worldwide. Consequently, the HR team has devoted a lot of their resources to assist the Chinese employees improve their presentation skills to keep them competitive in the AkzoNobel global business environment.

ISSUE

Trainees originated from a range of departments, including financial, purchasing, product research, and sales. While the roles of each trainee varied greatly, all trainees shared the need to present to both external and internal customers, and influence each to take action.

Upon initial interviews trainees also had difficulties with the following areas:

- Structuring a logical presentation.
- Maintaining confidence in front of the audience when using second language.
- Keeping an audience's attention.
- Suitable body language.
- Preparing professional and eye catching PowerPoint slides.

SOLUTION

ClarkMorgan ran the following two-day presentation program:

Day 1 – Preparation and Structure

This first session focused on the very basics of preparing for a presentation. The 'AUDIENCE analysis' model was introduced and then trainees were taught how to customise a message to fit each audience.

Creating a memorable message was taught, alongside building confidence when presenting in a second language.

Day 2 – Influencing the Audience

The second day began with the activity known as 'The World's Leading Expert'. In this activity, trainees drew upon what they learnt in the first day with respect to confidence. Trainees learnt how to present in a persuasive manner.

Trainees then learn how to build a strong conclusion, and handle difficult questions.

Finally, all trainees presented a 10 minute presentation that was filmed for and graded.

RESULT

ClarkMorgan received very positive feedback, with the trainer receiving a 4.48 out of 5.0 for his training ability, overall effectiveness of the training, and relevance to the workplace.

The program was successful also in the eyes of the HR department, who have invited ClarkMorgan to return in the upcoming year.

MODULES TAUGHT

Section 1: Before the Presentation

- Confidently Beginning a Presentation – The 5 Step Introduction
- AUDIENCE Analysis
- Planning your Presentation
- Handling Nerves

Section 2: During the Presentation

- Body Language for Presentations
- Volume, Tone, Speed and Pauses
- Handling Difficult Questions
- World's Leading Expert
- Presenting in a Second Language
- Increasing the Effectiveness of your PPT Structure
- Using Visuals in PPT to Create High Impact

Section 3: Finishing the Presentation

- Presenting in a Persuasive Manner
- Making a Strong Conclusion
- Final Presentation (Filmed and graded)

CONTACT INFORMATION

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