

SIEMENS

Case Study – Siemens

Coaching for better communication skills



ClarkMorgan
Evolving People

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

Xiao Shan was worried. One of her main co-workers, another Vice President, had left the company, and there were no plans find a replacement. The duties would be folded into her own position, even though she was already working 60 hour weeks, overseeing a whole division, with four departments, 27 OEMs for her products, and over 500 subordinates. With the new responsibilities, she saw no way to competently get everything done in a solution oriented manner which would affect not only her own career but the effectiveness of Siemens in China.

ISSUE

Through conversations with her peers, subordinates, and supervisors, Xiao Shan had received feedback that her messages and goals, when communicating, were not always understood and remembered. She was understandably frustrated.

“I’ve told them and told them multiple times what we need to do, but they still don’t understand. What can I do to improve my communications skills and efficiencies?”

Xiao Shan was extremely busy and so the majority of her presentations were written and developed by her team. Her team would submit these to Xiao Shan who would then make the presentation. However, her team would not consider the audience when developing slides. There was no consideration as to what they would be interested in, and how to influence and make the presentations memorable.

Xiao Shan thought back to professional examples of when she had clearly understood the goals, the efforts, and still remembered the points, even though much time had passed. Then she thought back to situations when confusion reigned, when frustration reared its head, situations and information that were only memorable in the negative. From this, she decided that her meeting and presentation skills could be improved, and that she had to change her communication style.

SOLUTION

ClarkMorgan Ltd was approached with a preliminary list of Xiao Shan’s perceived coaching needs. Through in depth consultation with her designated personal coach, four areas of improvement were targeted for coaching training and treatment:

1. Audience Analysis,
2. Presentation Planning,
3. Personal Presentation Skill Improvement, and
4. Meeting Control & Facilitation.

One of Xiao Shans’ major presentations duties was going to many factories prior to Spring Festival and give an inspirational and appreciative 5 minute speech. However, the speeches were boring, with economic facts, statistics, and elements that were not suited to the majority of her audiences, who were factory workers. The audience would not be able to relate, and the effectiveness of the speech would be lost. After Xiao Shan and the coach’s analysis of the audience and the goals of the speech were complete, the coach and Xiao Shan worked on making a more targeted presentation template that could be used and adapted for the majority of her factory presentations. Specific facts and achievements, linked to specific departments within the factory, were be highlighted. An analogy to everyone’s efforts, similar to how the 2012 Chinese Olympic Swim team won medals, would be used to make the completed and expected successes in the future was devised. These techniques would make the speech more memorable and applicable to the Chinese audience.

RESULT

Xiao Shan's presentations and meetings skills abilities became more powerful. She solicited feedback on changes in the effectiveness of her presentations and found a significant improvement. She was able to use the presentations and meetings time to fulfill her goals, with less wasted time, better results, and increased efficiencies. Just as importantly, Xiao Shan felt more confident when in front of different audiences, and her audiences could see that as well.

MODULES USED DURING COACHING

Audience Analysis

- AUDIENCE Analysis
- Key Message

Presentation Planning

- Planning Clear Agenda Items
- Visualise your Plan – Storyboarding
- Structuring your Presentation
- Increasing the Effectiveness of your PPT Structure
- Presenting Information in a Persuasive Manner

Personal Presentation Skill Improvement

- Confidently Beginning a Presentation – The 5 Step Introduction
- Body Language
- Volume, Tone, Speed and Pauses
- Handling Nerves

Meeting Control & Facilitation

- Handling Difficult Questions
- Delegating Effectively

CONTACT INFORMATION

For further information or any questions regarding this case study or ClarkMorgan in general please contact:

Morry Morgan

Marketing Director

Room 2102, Building A Shanghai
Universal Mansion, No.172 Yu Yuan
Road Jing'an District, Shanghai,
200040

上海市静安区愚园路172号环球世界
大厦A楼2102室

+86-21-5403 5500