

Executive Presentation Skills®

Case Study

Featuring: Swiss Banking Group SYZ

BACKGROUND

Founded in Geneva in 1996, the Swiss banking group SYZ (www.syzgroup.com) specialises in asset management, with two highly complementary lines of business: private banking and institutional asset management. SYZ offers a new approach to asset management that combines the advantages of traditional private banking in terms of soundness, independence, and quality of relationships, with a clear focus on management performance obtained by means of modern investment techniques.

SYZ's size and culture enables it to build a relationship of mutual trust and communication among the end client, their manager, and the bank. Because communication equates to trust, SYZ knows that each of its professionals need to present information and respond to inquiries in an effective and compelling manner.

BUSINESS CHALLENGE

SYZ had initially identified about 15 percent of their employee population who could benefit from development sessions focused on presentation and public speaking skills. The objective was to increase effectiveness of presentations and communications to a variety of internal and external stakeholders, including group management meetings, prospect and client presentations, and events.

In addition to core presentation skills, a key area of focus was how to handle difficult questions. The skill development programmes needed to be aligned to individuals while demonstrating a consistency in communication throughout SYZ. The delivery also needed to accommodate the many languages of the SYZ global banking and investment community.

SOLUTION

After meeting with SYZ representatives, Communispond recommended its Executive Presentation Skills® programme. This two-day, instructor-led presentation skills workshop is designed to enable participants to organize, prepare, and deliver a powerful and effective presentation to any group using appropriate verbal and non-verbal skills. Participants learned techniques and practiced skills including:

- Using eye contact to command audience attention and control nerves
- Leveraging verbal and non-verbal communication cues
- Applying the power of appropriate stance, speaking volume, word inflection, and hand gestures
- Defining the purpose and outcome of the presentation
- Analysing audience expectations, needs, and biases
- Building ideas into a logical flow and sequencing idea blocks for impact
- Creating a captivating presentation opener
- Choosing and using good visuals
- Taking and handling audience questions, including challenging ones

Other modules strengthened speakers' ability to brief superiors, including how to present to-the-point updates without too much detail, and how to establish credibility in impromptu situations to compellingly present a particular point of view.

RESULTS

As a result of participating in these programmes, individuals increase their ability to be seen as:

- Experts in their field
- Convincing and articulate
- Professional
- Motivated and engaging
- Committed to driving business decisions
- Adept at handling difficult questions

On the post-class evaluation form, participants gave an average score of 5.1 (on a scale of 1 to 6, with 1 being poor and 6 being excellent). Participants added these comments to their evaluation forms:

“Amazing the improvements I was able to witness in just 48 hours on a personal and team basis.”

“A truly excellent and amazing training.”

“Very interesting. Outstanding Instructor.”

“Very enjoyable experience. Practical. I would recommend it.”

“Very excellent course. A big thank you!”

“Great experience. Work hard, but also play hard.”

NEXT STEPS

The company plans to extend the offering of Communispond's Executive Presentations Skills® programme to a wider audience within SYZ. Currently, SYZ plans to incorporate this learning as a key part of future employee development to create consistent presentation and communication skills across the company.