

Case study: Stranger & Stranger



Perfect presentation skills training for the design company, Stranger & Stranger

"We all found the session very inspiring – just what I was hoping would happen, everyone has been talking about it! A greatly educational yet entertaining and above all enjoyable course. The whole team feel energised and are now much more enthusiastic about presenting – long may it last! A job well done – delivered with authority and inspiration."
Senior Manager, Stranger & Stranger



STRANGER & STRANGER
LONDON • NEW YORK



Objective

Stranger & Stranger is a packaging design and branding company specialising in alcoholic drinks. The company's designs have helped sell a billion bottles of beer, wine and spirits in one of the world's most competitive markets.

To win new business the company's consultants need to present the value of their award-winning designs to senior clients with credibility and impact.

To achieve this the company approached Reed Learning to create a practical in-house course on powerful presentation skills. Specifically they were looking for:

- A creative and inspirational trainer
- Effective ways to give consultants credibility and personal impact
- Practical skills development in responding to questioning

Solution

A trainer was selected from the Reed Learning faculty with the approach and creativity to deliver the two-day experiential course in Perfect Presentations. The bespoke programme drew on skills and techniques from the world of professional performance to transform the way the Stranger & Stranger consultants perform and communicate.

Unlike typical classroom training there were no chairs or tables, to help delegates feel comfortable with standing up and delivering a confident pitch. The programme format mirrored the task of presenting to clients, and as a result the course delegates were able to practise and fine tune their skills over the two days.

A set of 'Behaviour Change Targets' were developed to measure the delegates' behavioural development during the programme and beyond.

Result

The programme was a huge success with delegates:

"Excellent!"

"Brilliant and very useful"

"Refreshing, very interesting, not boring"

"Great enthusiasm and knowledge, perfect"

"What can I say? It was like seeing a different group of people. The important thing is that they all got something out of it which will stay with them. Great stuff." **Managing Director, Stranger & Stranger**

About our in-house services

Reed Learning delivers short courses, professional qualifications, in-house programmes and outsourced training services. In the last 10 years we've trained over 250,000 people, who choose us for the widest choice of venues and dates, largest pool of quality-assured trainers and guaranteed standards of training delivery.

We offer a wide variety of in-house services adapted to your specific needs, including:

- In-house training courses
- Training needs analysis and 360° review
- Coaching – team & individual, either face-to-face or by telephone
- Flexible drop-in sessions and eLearning
- Induction & Graduate programmes
- Assessments and testing
- Blended training including MP3 and eLearning
- Leadership and executive coaching

What makes us different?

- A focus on results and on demonstrating tangible returns on training spend
- The experience to offer advice and ideas on the most effective, best value approach, always beginning with the required end result in mind
- Free observations on our scheduled open courses or a free bite-size taster session on your premises if you'd like to try before you buy
- A training faculty of 350 quality-approved trainers. All of them are recruited, assessed, performance managed and developed according to our robust trainer competency model
- Over 15 years' experience in training delivery and management, as well as one of the widest, most diverse ranges of short courses and accredited qualification programmes in the UK

What do you get?

Everything we do is focused on transferring learning back to the workplace. Every in-house programme includes as standard:

- Consultancy and advice from our expert team
- Pre-course assessment to ensure the course is fully tailored to objectives
- Full printed course materials for future reference
- Personalised time-bound action plans to help delegates commit to their development
- Access to supporting MP3 and eLearning modules
- Post-course assessment after three and nine months to monitor impact and ROI

Pricing

Our pricing always includes full account management, pre & post course skills evaluation and course materials

Standard – starting from £1,150 per day

Customised – starting from £1,350 per day

Bespoke – quote upon request

How does it work?

You can choose from any of our existing short courses if they already meet your objectives. Or we can tailor any programme to meet your specific learning needs. We will select a trainer from our faculty of over 350 according to sector experience, subject knowledge and your company's culture. Then if you want to run your training off site we will help you select a suitable venue.



Every year we work with over 1,000 organisations. Our in-house clients include:

ACCA
Barclays
Balfour Beatty
Birkbeck University
BSkyB
Cambridge Assessment
Coutts
Diageo

Lloyds Banking Group
RS Components
Taylor & Francis
TheTrainline.com
Tube Lines
UK Power Networks
United Business Media
Whitbread



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