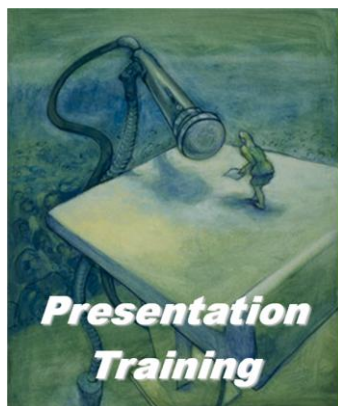


## Rainier Elevates Executive Presentation Skills

### ► Challenge: “Unpresentable” Executives from a World-Renowned Company



While brainstorming PR strategies with our advanced-materials client, ASM International, a passing remark from the CEO caught our attention. He was frustrated, he said, with the consistently poor quality of presentations by ASM executives.

Twice a year, ASM’s executive committee gives formal presentations to its Board of Directors about the company’s activities, plans, budgets, and so on. In order to assure the financial and organizational support of the Board, ASM’s CEO wanted ASM executives to be more persuasive than ever before. He also wanted to create a wider team of executives who could articulate ASM messages to various constituencies.

### ► Results: High Standards for Presentation Content & Techniques

Rainier took the initiative to conduct a unique two-day communications training workshop for ASM’s top executives. The course was designed to help senior managers develop and refine the organization’s key messages, prepare highly-effective professional presentations, use best-in-class techniques for PowerPoint materials development, and deliver those messages to the board of directors in a compelling and consistent fashion.

Rainier’s course resulted in ASM executives having a much higher level of sensitivity and awareness about their presentation development and delivery techniques. One month after the workshop, each executive had crafted concise and consistent presentations – based around consistent messaging, content flow, and visual elements – and had delivered them credibly to the Board (who voted to pass the proposed budget).

With Rainier’s help, the world-renowned expert in materials information now has presentation standards befitting the stature of the company and its executives.

### ► Tactics: Two Days of Intensive Training for Execs

Rainier’s lecture at ASM covered all the elements of effective presentations. Included was how to organize presentation material, how to use evidence to back up a premise, and how to bring listeners to a compelling conclusion. Rainier also integrated in-depth advice on how

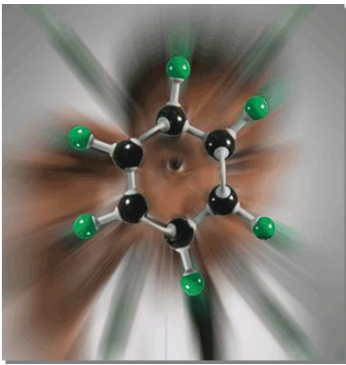
to improve the visual aspects of presentations in order to more effectively communicate information.

The course also addressed the physical aspects of presentation delivery, such as controlling nervousness, managing body language, communicating with enthusiasm, and expert techniques for handling Q&A sessions.

Following the lecture, participants spent a full afternoon closely working with Rainier to redesign an exiting ASM presentation according the newly introduced standards of excellence. The result elevated the material, and everyone's expectations, to an entirely new level of effectiveness and quality.

On day two of the course, with their merciless co-workers for an audience, each executive participant was videotaped delivering the revamped presentation. Together, the group reviewed the tapes and received objective and independent critical analysis from Rainier.

### ► **Background: “Everything Material”**



With the tag line “Everything Material” (created by Rainier), ASM supports materials scientists and engineers working with ceramics, polymers, composites, and metals, plus new classes of materials like superconductors, composites, nanotechnology, and more.

The company is the premier resource for information and networking for materials engineers, scientists, researchers, teachers, and students who need instant, quality access to information and professional networking.

The presentation training workshop for ASM illustrates Rainier's big-picture perspective and consistent commitment to the overall success of the agency's clients.