



Connie Dieken

transforming LEADERS into INFLUENCERS

## CASE STUDIES

# Simplify to Amplify: Remove the Bloat to Influence the Board of Directors

Corporate presentations are often filled with overwhelming amounts of content because in order for many to prove they've done their due diligence, they believe more is more.

In working directly with Connie Dieken, the client was able to present succinctly with knowledge and power, gain approval for a billion dollar investment, and separately generate an information rich, leave-behind document.

## Client's Goals

The client was no stranger to presenting to audiences of all sizes. He wanted to better connect with his audiences and learn how to effectively present to different people and different sizes of groups. He also wanted to gain approval for a billion dollar investment with his board.

## Main Challenges

Like most corporate employees and C-level executives, the client had mountains of slides, charts and data sheets. Quantity of information was definitely not an issue, but simplifying to amplify the message into manageable pieces was. And as is the case with any executive, having enough time to filter through presentations is in short supply.

To compound the issue, the client would even create additional slides to add the already overwhelming presentation. And in this case, we were looking at 95 slides for a short presentation.

## QUICK FACTS

Position: CFO

Industry: Manufacturing

Company Size: 100,000+

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CONFIDENTIALITY: Due to the sensitive nature of executive coaching, individual client names are protected.

## Connie's Solutions

In order to prepare for his presentations, he needed to improve:

### → **Presentation Skills**

- » Speech and Delivery
- » Audience Insight
- » Message and Organization

## Results

Right off the bat, Connie had to help him boil down his presentation quickly, so he was taught to take a critical quick pass through his presentation in the effort to reverse engineer it and boost the signal-to-noise ratio. She helped him to understand his audience and find their resistance level and amount of knowledge to find the right mix of slides to speech ratio.

Most importantly, he learned how to start at the end: what action did he want the audience to take? Connie taught him to remove the noise to avoid people missing the action he wanted them to take.

Connie coached the client in grasping the difference between a presentation while he was on stage and a presentation to leave behind to show additional read-through information and data.

After coaching with Connie, the client learned to better trust his instincts on stage and understand the audience for what he wanted from them. He transformed what would have been a very dry and long 95-slide presentation into 5 slide, dynamic speech.

Since coaching, he has been able to use what he learned to present more effectively to his team, his peers and his board.