



Connie Dieken

transforming LEADERS into INFLUENCERS

## CASE STUDIES

# Understanding the Audience to Drive Optimal Performance

A global leader in infection prevention and contamination in the healthcare, pharmaceutical, defense and industrial markets, STERIS stands at the forefront of innovations that keep our healthcare system moving.

Headquartered in Mentor, Ohio, the company holds one of the widest varieties of products in the industry and serves customers in more than 60 countries.

## Client's Goals

For their North America Sales & Service Meeting, STERIS wanted to learn the various ways in which it could drive optimal performance through all sales and service channels. They wanted to gain a better understanding of what their customers want and value and how to present information with influence.

## Main Challenges

With their wide product base, the company had a disjointed view of delivering presentations to their customer base. Like most companies, they followed a one-size-fits-all informational approach to presenting, which tends to ignore the needs of the audience and in the end, fails to convince the audience toward commitment.

The disconnect was clear: they needed to understand the audience and how to connect with their wants and values.

## QUICK FACTS



Industry: Life Sciences

Audience Type: Sales

Audience Size: 1,000

## Connie's Solutions

Connie's keynote was broken down in 12 one-hour rotating sessions. Each team grouping had differing audience needs and unique ways at looking at solutions. In each session, Connie demonstrated the failings in their current way of presenting as information read-a-thons. She showed how their slides were their crutch to connecting and seeing what their audience wanted.

## Results

Connie shifted the focus into actionable items to understand the customers' pain points and discovering their wants and values. After discovering that, she was able to help them understand how their content and delivery could influence their audience to the positive actions they wanted from them.

Connie's guidance helped to transform the ways in which the organization looked at presentations and sales. They were able to focus on what the customer needs rather than what they wanted to say.