



3M one of the world's leading innovative product company's with sales of over \$23billion worldwide and £830 in the UK, wanted a bespoke package of soft skills training within their healthcare division.

Objectives

- To develop 3M's key opinion leaders influencing skills within the dental sector.
- Develop them as a major driver in developing 3M's awarding winning key products within this industry.
- Developed a bespoke soft skills programme to enhance communication and presentation skills.
- Develop technical presentation skills to influence leading dentists throughout the country.

Deliverables

The bespoke course focused on bespoke needs of the highly experienced key opinion leaders, working with them on over **twenty areas** of personal development, including exercises and assessments to embed new skills and knowledge with practical and relevant applications to their roles.

Outcomes

Developed bespoke presentation skills to 3M Key Opinion Leaders

"Richard not only covered the material brilliantly but demonstrated the skills about which he was speaking to great effect. The skills I gained will be relevant to several areas of life, not only professionally."

Soft skills are becoming more important within companies as skill retention within our knowledge based economy becomes ever more important. Soft skills must be engaging, relevant and applicable for them to deliver a positive return on investment (ROI) for companies. This programme delivered the ROI results in enabling 3M to grow their market.

"Richard took us on a two day journey into the world of presenting and has left me hungry for more. An excellent course which is totally relevant and most rewarding. Thank you."

"It is great to be working with such high level influencers within 3M, they fully engaged with the course and made delivering it highly rewarding. The desire to improve their skills and knowledge in presenting and influencing was impressive and encouraged everyone to learn from each other as well as from what we were delivering."

Commented Richard Gourlay.