

---

# ECHO RESEARCH TARGETS EFFECTIVE PRESENTATION SKILLS

## CHALLENGE

---

As Echo Research continued to grow, Sandra realised she must share more business pitches and client presentations with her senior management. But, in order to ensure the consistently high standards Echo Research's clients have come to expect, Sandra turned to The Aziz Corporation to hone the presentation skills of the management team.

*“The Aziz Corporation understood what we were trying to do and devised solutions that really worked for us...”*

## SOLUTION

---

The Aziz Corporation prepared an intensive, tailor-made one day tutorial on presentation skills for the Echo Research Team. Sandra Macleod said: “The Aziz Corporation looked at the fundamentals of our business and the strategy behind the oral communications we were planning. Because they understood what we were trying to do, they were able to give constructive criticism and devise solutions that really worked for us.”

The tutorial provided new and useful advice both for team members who had never presented before and for old hands. For the experienced presenters, it was an opportunity to step back and take an objective look at their skills - many had developed bad habits, but it takes an outsider to point them out and suggest new techniques.

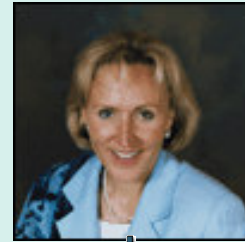
The Aziz Corporation tutor prepared the Echo Research team for client presentations and for new business pitches. The team was encouraged to change its perspective - to think about the audience and what it wants to hear - and then focus the message. Importantly, the Echo Research team was reminded that potential clients would not share the same in-depth knowledge of the subject and so findings should be explained in simple, clear terms.

---

*Empowering Leaders to Lead*

---

## PRESENTATION SKILLS CASE STUDY



echo

## BACKGROUND

---

Sandra Macleod, Chief Executive of Echo Research, knows that Effective communications are vital to business success. Which is why she launched Echo to help clients research, easeure and improve their communications effectiveness. Today, after 14 years in operation, the firm is now the recognised leader in communications research. Government departments and FTSE 100 companies across all industry sectors rely on Echo's independent analysis to measure their communications performance and plan for the future.



THE AZIZ  
CORPORATION

---

*The team was encouraged to change its perspectives – to think about the audience and what it wants to hear – and then focus the message...*

## **SOLUTION**

---

The tutorial not only improved individuals' presentation skills, but also brought team members closer together. This paid off when they subsequently attended presentations and pitches together. The resulting business benefits have convinced Sandra of the value effective communicators can add to the company's bottom line and she now sends all managers and senior personnel to The Aziz Corporation for training.

*“When several people came up to me after the presentation and told me my approach was unusual and lively, I knew that was The Aziz Corporation’s influence...”*

Sandra herself embarked on two further days of tutorials in preparation for a CBI conference attended by several hundred decision makers. As both co-host and speaker, Sandra wanted to ensure her 25 minute presentation, involving slides and props, was highly professional and held the audience's interest throughout. Sandra recalls: “It was an important event from which I wanted to derive maximum benefit for Echo Research. When several people came up to me after the presentation and told me my approach was unusual and very lively, I knew that was The Aziz Corporation's influence. I was even told I should give speaker training to other people!”

**For further information contact:**

**The Aziz Corporation  
1 Aziz Court  
Parkhill, Winchester  
Hampshire SO21 3DS**

**Telephone: (01962) 774766  
Facsimile: (01962) 774728  
Email: [info@azizcorp.com](mailto:info@azizcorp.com)  
[www.azizcorp.com](http://www.azizcorp.com)**