

Customer Case Study

Brian White, Training Director
Major Pharma Company



Brian talks about his experiences during his Pinnacle training

"Definitely a great experience....I've never been through training formatted that way"

"I liked, immediately diving into the videotaping in front of your peers. It helped break down walls and barriers and show that none of us is perfect."

"The format [was very effective.] Everything [was] based on doing an exercise, debriefing by getting feedback from the instructor and your peers, and then repeating the exercise."

Pinnacle skills in action: preparing and delivering a presentation

Brian often gives presentations to large audiences and is very comfortable in this role. In preparing for his next presentation, the Pinnacle workshop helped him set proper expectations.

"I wrote down my intent (intention), and my delivery was changed. Then I did something I had never done before and actually shared with the audience what my intention was..."

Just a week after his Pinnacle workshop, Brian was preparing for an executive presentation at a pharmaceuticals effectiveness conference. He switched up two things in his preparation based on what he learned. He:

- 1) focused on intention and shared this with his audience.
- 2) scripted and memorized his introduction

"I normally do well without this, but I did find that it helped me more concisely kick off my presentation"

Measuring effectiveness

As an experienced presenter who is very comfortable in front of his audiences, Brian is used to receiving high scores and very good feedback. After incorporating the skills and techniques that he took away from his Pinnacle Performance Company Workshop, he received near perfect feedback scores.

| Category | Avg Before Out of 5 | After |
|---|------------------------|-------|
| Evaluation of Speaker Content | 4.5 | 4.8 |
| Evaluation of Speaker Presentation Skills | 4.7 | 4.9 |

Change the way you communicate

www.pinper.com • 888-393-4730 • info@pinper.com