



London Speech
Workshop

Helping Medigold Health's Sales Conversations Achieve More With Rapport

"Everyone else offered a tune.
LSW offered a rhythm."

Medigold Health creates occupational health and wellbeing solutions for employers across the UK. Medigold's sales team is led by Sales Director Tom Butcher, who wanted to help his team fire on all cylinders.

THE CHALLENGE: "I JUST FELT THERE HAD TO BE A BETTER WAY OF DOING BUSINESS. "

"I realised our people were adopting learnt behaviours and styles that meant they weren't, in my opinion, as emotionally engaged with clients as they could have been," Tom admits. "I just felt there had to be a better way of doing business, a better, more emotionally intelligent way of holding conversations. We needed to be more self-assured. We needed greater authority and gravitas and an ability to command a meeting in a way that delivered the right results for all parties. A lot of that came down to being attuned to the audience and being able to 'sniff out' opinions through non-verbal communication. "

THE NEED FOR LONDON SPEECH WORKSHOP

"It was fortune that I happened upon London Speech Workshop [LSW]," Tom explains.

"I had a few calls with [Founder and Director] Emma and she sold the concept of the workshops. Her pitch contrasted starkly with some of the other providers I considered. They weren't a patch on LSW, frankly. "

" LSW OFFER SOMETHING FAR MORE VALUABLE THAN PRESENTATION TRAINING. THEY CHANGE BEHAVIOURS. "

"The process of putting the course together was very quick and easy. We delivered it to 25 client-facing members of the sales team. Then, having advocated it internally, we've gone on to train our senior team. "

"The sales team was really up for it. Our coach was Jools [Julia Montague] and as soon as the training began we could see that we knew we were in safe hands. "

THE RESPONSE

"It's been beyond expectations. Jools' ability to objectively provide feedback proved extremely valuable. I can see the results in my colleagues. I can see the growing level of confidence in what they do. And because this isn't homogenised training, their style remains theirs. They're not being forced into a particular presentation style – they're just better able to apply their style to engage a room. "

THE RESULTS: PUTTING LEARNING TO THE TEST

Tom contacted LSW because he wanted to develop a more emotionally intelligent sales team. So are they?

"I'd say definitely. It has definitely helped us. We're well on our way to rolling the workshop out across the business and I'll keep returning to them until we're all experts! "

MEDIGOLD CHOSE:

A one-day Powerful Presentations workshop, half-day follow up and 90-minute Virtual Connections webinar.

KEY OUTCOMES OF WORKING WITH LSW:

- Objective feedback helped the team grow
- The team are now more emotionally intelligent presenters, able to reflect on responses, not just outcomes
- Not forced to adopt unnatural presenting styles, the team's style remains their own

I WOULD RECOMMEND LONDON SPEECH WORKSHOP BECAUSE...

"They offer something far more valuable than presentation training. They change behaviours. You learn how to carry yourself. You learn to reflect and critically analyse. It isn't just about presentations – it's about all-round change. "

Giving Tokio Marine HCC International Newfound Presenting Confidence

“ THEY MADE IT FUN,
ENJOYABLE AND LEFT A
PERMANENT POSITIVE
LEGACY. ”

THE CHALLENGE: “WE’RE BATTLING FOR THE PRINCIPLE OF OUR PRODUCTS”

“The unusual thing about our Trade Credit products is that they are extremely valuable but non-mandatory,” says Ray Massey, Director of Underwriting - Credit with Tokio Marine HCC, a specialty insurance group with offices in the US, Mexico, the UK and continental Europe.

“That means our underwriters are constantly battling for the principle of our products and the value they add.”

Creating a compelling picture of that value demands the ability to present in a powerful way, something Ray acknowledges hasn’t always been his underwriters’ strongest suit.

“Our typical Trade Credit underwriter is a financially competent, highly intelligent, analytical individual. Yet we also need those people to be able to communicate the value we add with integrity.”

THE NEED FOR LONDON SPEECH WORKSHOP

“When you’re a relatively young underwriter facing an older finance director there’s an inevitable feeling of having to explain yourself to the headmaster,” explains Ray. “They may have confidence in what they’re saying, but less confidence in their ability to explain it. It is, I suppose, a form of imposter syndrome.”

Ray chose London Speech Workshop (LSW) to help. “It was clear, although not in an arrogant way, that LSW had very good quality trainers and that they would get the results we were looking for. And there was a huge desire to listen.”

THE RESPONSE: “ONE OF THE BEST COURSES THEY’VE BEEN ON”

LSW’s Cat Clancy ran two one-day workshops for cohorts of ten people, with an agreement for a further half-day follow up with each group. Cat tailored the courses to the needs of Tokio Marine HCC International’s Trade Credit underwriting team.

“I knew before I did this that it would be the most universally unpopular course I could have suggested,” Ray admits. “They weren’t doubting the course content or the trainer; they were doubting themselves.”

“That’s what made the post-course feedback so heartening. Everyone said they had thoroughly enjoyed it. They said it was one of the best courses they had ever been on.”

THE RESULTS: PUTTING LEARNING TO THE TEST

“A little while after the course we had a presentation to make to a room of around 20 professionals in Dublin. Some of the underwriters who had been on the course were presenting. All were more comfortable, confident and better presenters not just at the lectern, but across the boardroom table.”

TOKIO MARINE CHOSE:

Powerful Presentations
workshops

KEY OUTCOMES OF WORKING WITH LSW:

- Greater presentational ability at the lectern and across the boardroom table
- Reduced imposter syndrome
- Transformed confidence

I WOULD RECOMMEND LONDON SPEECH WORKSHOP BECAUSE...

“... of the professionalism, quality and enthusiasm of their trainers in what for us is not a natural sphere. LSW made the training fun, enjoyable and left a permanent positive legacy.”

Cat and Ray are already collaborating on a follow-up ‘Connecting with Others’ workshop for 2023.