

# Case Study

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## Understanding the Audience to Drive Optimal Performance

### Services

Needs Analysis  
Change Management  
Process Improvement  
Coaching  
Innovation Clinics  
Strategic Planning  
Implementations  
Personal Development



*"Much more than a conference speaker."*

### Scenario

A global leader in infection prevention and contamination in the healthcare, pharmaceutical, defense and industrial markets, Scribb 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.

### Goal

For their North America Sales & Service Meeting, Scribb 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.

### Challenge

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 move the audience toward commitment.

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

### Solution

Wade's keynote was broken down into 12 one-hour rotating sessions. Each team grouping had differing audience needs and unique ways of looking at solutions.

In each session, Wade demonstrated the failings in their current way of presenting as information read-a-thons. He showed how their slides were their crutch to connecting and seeing what their audience wanted.

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

Wade'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.