

Dachser Presents with Head, Hand and Heart

Young logistics talents at Dachser go global

Logistics is a global business, especially at Dachser with more than 300 locations worldwide. When designing the Dachser Placement Programme (DPP), a leadership development initiative for young talents, it was self evident that somewhere in the programme there had to be a module addressing communication skills (Rhetorik) and English language competence. The challenge was how to integrate this into a classical leadership development programme, design a three day module that made sense and also give participants something tangible and useful to take back to the work place.

“Killing two birds with one stone.”

The German concept of Rhetorik can be loosely translated as public speaking, demanding even for native speakers. Target’s proposal was to practise these rhetorical skills in the business context of presenting - something everyone can relate to. We agreed the training should focus on confidence when presenting in English, putting across the message clearly, concisely and completely, and managing questions.

The first challenge was how to handle 20 people with different English levels. We tested and split the 20 participants into two groups. The programmes ran parallel, the lower group receiving more language feedback, the stronger group focusing equally on language and presenting skills.

Each slide is a mini presentation

Participants learnt and practised a wide range of communication skills in English, including stage management, stance and attitude, body language and voice, structuring the presentation and slide management. Slide management was an area which delivered easy wins: getting in and getting out of a slide, bridging and linking, using the stage to underline a change in emphasis, and in particular action headings. Action headings are something like the headlines in the FT; they are a sentence, with a subject, a verb and an object. They describe “action” and give the essence of the slide, e.g.:

Traditional Headings	Action Headings
Background	<ul style="list-style-type: none"> • Dachser stands for innovation • Innovative solutions define Dachser’s market position
Key Facts	<ul style="list-style-type: none"> • Export sales drive growth
Options	<ul style="list-style-type: none"> • Closing Buxtehude warehouse releases capacity for expansion
Next Steps	<ul style="list-style-type: none"> • The process will be running by Q.3

Process learning and practice makes perfect

Each participant brought a “real” presentation to the seminar. And this was the basis of the work: break down the process, practice, feedback and repeat. A mixture of trainer and peer feedback, supported by individual and pair practice produced confidence and fluency.

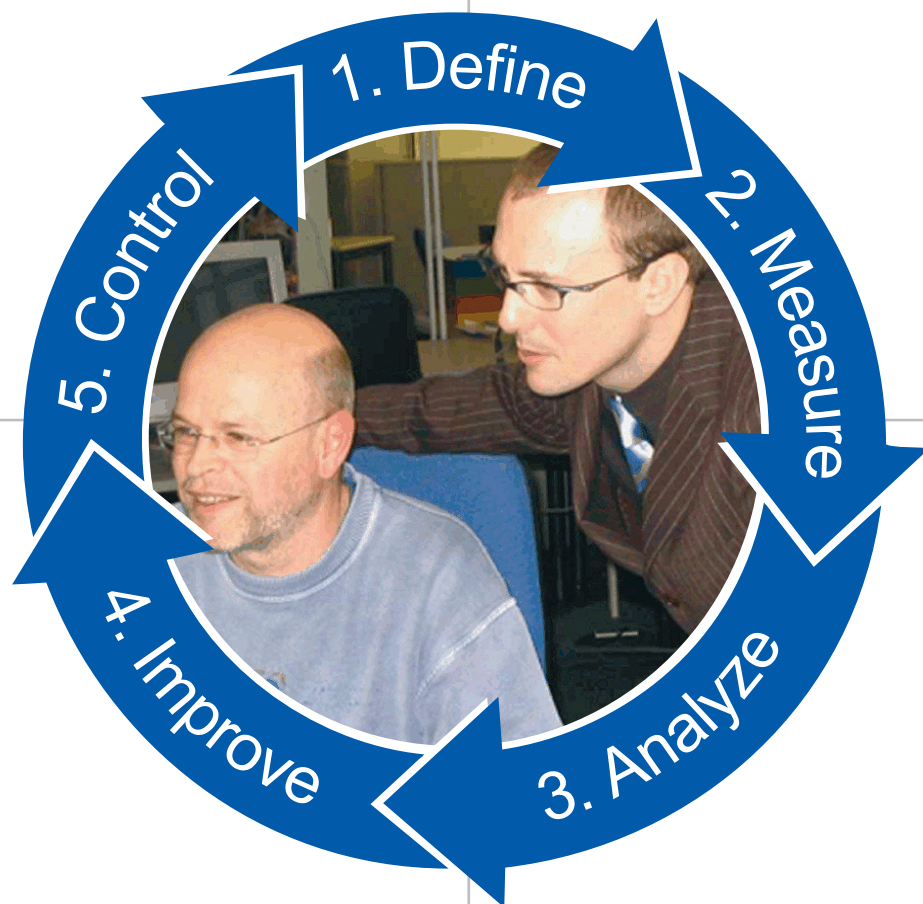
Dr. Elke Winkler, head of National Human Resources Development at Dachser, who also attended the seminar as a participant, summarised the seminar as follows:

“..... an interesting seminar with many possibilities to practise skills and language. The trainers motivated the participants to use and improve their communication.”

The Trainer Team

US&UK culture and language, training experience and logistics know-how were provided by James O. Culver and Tony Norman, who facilitated the programme.





Communication Skills in English

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- Remote Communication

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