

UPS — Executive Communications

(Presentation strategy across Sales, GBS, Procurement, and C-suite)

Case Study



Objective

Improve clarity, trust, and engagement in high-stakes enterprise communications — ensuring leaders could explain complex initiatives in a way people understood, remembered, and acted on.

Approach

- Applied Smart Brevity to simplify complex program messaging into clear, scannable slides.
- Humanized leadership by incorporating authentic stories, family references, and shared interests to build trust.
- Designed branded decks aligned to enterprise tone and stakeholder goals.
- Coordinated visual and stage experience to ensure clarity and accessibility.



Outcomes

- Increased employee buy-in during major initiatives.
- Stronger alignment across cross-functional teams.
- More confident, prepared leaders with a repeatable communication model.
- Clearer expectations, fewer misinterpretations, and more productive Q&A discussions.

My role

Strategy • content structure • story framing • design direction • stage + room readiness
• rehearsal support • message consistency across programs