

Description of the task, with which Convinced.dk has assisted:

Description: *“Convinced assisted with the creation of a PowerPoint presentation for the executives in the Johnson Controls concern. The purpose was to present our strategy for the Marine division, and visualize how the division can strengthen our competitiveness in a convincing and credible way.”*

I have collaborated with Mads Holm Iversen from Convinced.dk regarding:

Name: Ejner Brodersen  
Organization/Company: Johnson Controls  
Title: Director, Global Marine Services  
Email:

**1. Did the cooperation with Convinced contribute to the degree of creative and communicative quality of the presentation?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Minimum

Maximum

Comment: *“Mads has really been a huge help. “Story line” became coherent and easy to communicate.”*

**2. Was the task handled and solved in an efficient way?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Minimum

Maximum

Comment: *“Had a short meeting with Mads, going over the task at hand and the desired output. We have had a great and constructive collaboration. This is the first time I feel like having received input from a consultant without me having to contribute or work too much. Mads has really been a huge help.”*

**3. To which extent would you assess Mads Holm Iversen’s capability to analyze and grasp your challenges and core messages – and transform these into professional and efficient presentation material?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Minimum

Maximum

Comment: *“Quick, short and to the point.”*

**4. Would you recommend Convinced to others?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Minimum

Maximum

Comment:

May we use your evaluation as a reference? Yes  No