

CLS' custom solution optimizes global biopharma company's leadership development culture

Expanding excellence through leadership training

A global giant in the pharma sector, this research-driven corporation is intent on eradicating and treating the world's most infectious diseases. The company's medical and scientific innovators pool their collective genius to preserve life in a corporate climate of exceptional, industry-recognized honesty, safety and accountability. Through vaccines and treatment modalities, patient outreach and education programs, the organization excels as a steward of enduring health—keeping people and animals thriving amidst legacy and newly identified environmental pathogens.

As expected from a progressive organization guided by excellence, the client's body for standards and policies sought leadership development training for its people. Specifically, the client desired a learning solution to grow their culture of feedback and coaching for field medical professionals. An additional criterion was to build relationships as trusted partners between key opinion leaders (KOLs) and medical science liaisons (MSLs) through effective communication to better understand KOLs' needs and establish mindshare.

This endeavor necessitated a renowned and trusted leadership development vendor experienced in delivering customized, best-in-class design and materials. The approach recommended by CLS would serve to articulate memorable, relevant and engaging content presented by master facilitators with deep and rich experience in the pharmaceutical industry.

Industry: **Biopharmaceutical**

Number of Employees: **71,000**

Challenge

Growing a culture of feedback and coaching to use with medical professionals

Solution

Implementing custom e-learning modules and companion webinars that enhance connectivity

The solution serves as the conduit for facilitating the successful exchange of scientific information ...

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CLS prescribes the treatment

Discovery efforts into the organization's challenges revealed development opportunities that included: increasing the proficiency level of scientific knowledge, gaining and/or maintaining access to various experts, understanding the organization's matrix/internal stakeholders, encouraging teamwork/collaboration, demonstrating a positive attitude and helping top and underperforming team members envision career paths. This understanding informed the structure and substance of the final program topics, aiding the organization in promoting growth, developing best teams and talent, creating an awareness of training opportunities, leading virtual teams and helping staff manage responsibilities.

CLS crafted a solution that addresses organization-specific challenges detailed in six asynchronous e-learning modules and live, interactive companion webinars stylized with the organization's branding and logo. The modules, distributed a week before their complementary webinars, prime participants with engaging scenarios from the organization's global leaders, promoting inclusivity and resonating with the international participants. Reflection opportunities provided in the online modules through content-based knowledge checks permit participants to print the questions and answers for later review or use in the webinars.

Good prognosis for the program's reach

The solution serves as the conduit for facilitating the strategic and impactful exchange of scientific information and trust-building between medical professionals, resulting in targeted and measurable value back to the organization as a whole.

Both the organization and CLS consider the engagement a success as the solution has infused the organization's leadership development culture with enhanced professional connectivity as well as created alignment on strategic paths forward. The client's feedback has been positive, and they have even added several unplanned sessions to accommodate global time zones and maximize reach of the programming. To CLS, the greatest indicator of a successful partnership is the client's unwavering trust in our recommendations and expertise to produce a top-tier solution for a world-class organization.

SOLUTIONS EMPLOYED

The resulting solution was a series of e-modules and companion webinars that covered the following topic spectrum:

- Helping employees recognize opportunities for growth
- Providing leaders with tips to build a feedback culture
- Improving communication with technical experts
- Guiding leaders in developing their top talent
- Offering insights into managing remote staff
- Establishing expectations for performance alignment

"The greatest value is in using real scenarios to practice skill, applying what's being taught through a particular scenario I am facing now or in the future."

Senior Leader, Pharma Organization

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