

## Client Spotlight

# A Leading Pharmaceutical Company

### Challenge

A high-performing commercial team faced rising expectations in a competitive and highly regulated market. Product and technical knowledge were already strong, but the organisation wanted its commercial people to lead themselves more effectively, build deeper trust with colleagues and customers, and sharpen the business judgement behind their decisions.

The job to be done was to raise the whole team to a consistent standard of personal effectiveness, trust and commercial acumen, and to make new habits stick in the flow of work rather than fade after a single workshop.

### Our Approach

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Rather than a single course, the journey paired short workshops with sustained reinforcement. It opened with a pre-assessment and kick-off to align the team, then progressed through effectiveness (The 7 Habits of Highly Effective People), trust (Leading at the Speed of Trust) and commercial impact (Building Business Acumen). Each stage was reinforced over the following weeks with on-demand micro-courses, peer huddles, group coaching and a sustainment plan that kept the learning alive at work.

The journey closed with a customised, business-relevant application activity, a post-assessment and a graduation event, so the team could apply the learning to its own context and see how far it had come.

### KEY ELEMENTS OF THE INITIATIVE

- A phased journey building personal effectiveness, trust and commercial impact in sequence.
- Flagship frameworks: The 7 Habits, Leading at the Speed of Trust, and Building Business Acumen.
- Short workshops paired with on-demand micro-courses on topics such as emotional intelligence, proactivity, time management, difficult conversations and growth mindset.
- Sustainment plans running for weeks after each stage to embed new habits.
- Peer huddles, group coaching and group discussion for ongoing reinforcement.
- Pre and post assessments to frame the journey and gauge the shift.
- A customised, business-relevant application activity and a graduation event.

### Business Outcomes

The journey gave the commercial team a shared language and a consistent set of habits for leading themselves, working with trust and thinking commercially. Reinforced over months rather than delivered in one sitting, the new behaviours took hold in everyday work.

Team members became more intentional and proactive in managing priorities and relationships, more confident in difficult conversations, and sharper in the judgement behind their commercial decisions. The blended, sustained approach helped build lasting commercial-leadership capability aligned with the organisation's growth ambitions.

#### Industry

Pharmaceuticals

#### Region

GCC

#### Delivery

Blended: workshops, on-demand micro-courses, coaching and sustainment

#### Engagement

Commercial-team leadership journey

#### Frameworks

7 Habits, Leading at the Speed of Trust, Building Business Acumen