

## ... CASE STUDY

# Helping Patients Prevail at a Biopharma Company

## Challenge

The organization had undergone a transformation from a pharmaceutical company to an agile global biopharma company. A critical component of this transformation was to execute a robust people strategy to ensure that employees and managers were prepared to support the business strategy.

Key to the success of their people strategy was the effectiveness of their managers. Managers needed to lead and coach employees in a new and forward-looking way, including understanding and incorporating the latest research in neuroscience as it applies to coaching and developing employees.

## Solution

In transforming manager performance, we introduced an online learning platform that reached 4,500 managers to help them improve their skills in coaching and drive performance. Two streamlined blended learning paths were created: one for new managers and one for established managers.

Path creation included the design and development of webinars, virtual classroom activities, podcasts, curated content. A full suite of interactive options was used to provide deeper learning on the most critical leadership topics.

## Business Impact

The learning paths empowered managers to be accountable for their own development.

Attendance and engagement improved:

- **496 managers** attended courses in the **New Manager** learning path
- **679 managers** attended courses in the **Established Manager** learning path
- **3,700 managers** participated in the online learning platform with **81% rating** the experience 4 or 5 out of 5



I would highly recommend this course to my colleagues, and I found it exceptionally useful. It moved at a great pace and was never boring. The instructor found an excellent way to engage with us and demonstrate to us what excellence looks like.



## RESULTS

**Manager Capability Index** increased from 74.7% in 2015 to 81.6% in 2017, a **6.9% increase**

**Occupancy rates** of programs are at **90%**

**Use of online digital resources** has increased from 5% to 72%, reflecting a **67% increase**

On average, **1,600 managers** attend manager forums monthly, and favorability ratings are just **over 91%**

