

## Pharma/Bio Case Study

**Client Sector:** International brand name pharmaceutical company

**Company Profile:** Global company, poised for growth

**Industry:** Brand name pharmaceuticals

**Geography:** GTA (Toronto)

**Team:** Human Resources, Corporate Relations

### Overview of the Impact of the Team Development

This team has been doing team development work for one year. The initial benchmark assessment identified how the team gets derailed from the strategic plan to facilitate the growth of the company.

### Situation, Challenge, Business Drivers

1. Team continuously got derailed with internal “fire drills”
2. Not acting strategically
3. Functioning in reactive mode
4. Lack of clarity with senior management regarding their role in the future growth of the company
5. This team needed to step up their strategic work with their internal clients

### Our Approach

Soulzatwork, in collaboration with the director of this team, designed a team development process that would support the evolution of the team’s leadership in preparing this company for growth. We collectively identified the challenges, and determined the best starting point was to understand how they were functioning and what was needed to shift them to be more strategic and bring increased value to the corporation.

### Methodology

1. Completed Team Diagnostic – two-day workshop with entire team
2. Thirty- and 60-day teleconference follow-ups
3. Quarterly one-day off-site meetings of team focused on behaviors and actions that promote alignment with strategic plan
4. Eight teleconference calls per year – team coaching check-ins
5. This work continues on a regular basis with this team

### Results

1. Clear understanding of respective and collective roles in the organization
2. Creation of shared performance goals for the team
3. Alignment with their strategic plan
4. Aware when they “go off plan” and support each other to get back on track
5. New conversations with senior leaders to help them understand the need to shift their own behaviors to serve what is best for the organization
6. Last two internal events have operated more smoothly and clearly than historically
7. The CEO is clear about how they can support the foundation for growth
8. The team is more confident to have difficult conversations with senior leaders in service of what is best for the organization
9. There is more respect and trust in their team
10. The team coaching work has grown to four other teams in the company, including the executive team