

## Objectives

- Gain practical knowledge on becoming a valued member of the senior management team
- Identify the ways to maximise your impact in the team
- Learn how to use resources to improve your team's performance

## Target Audience

- Senior Managers

## Course Content

The course includes practical sessions, supported by real-life Pharma case studies, workshops and checklists to allow delegates to leave with a personal action plan

### DAY 1:

#### Strategy and Strategic Plan Development

- Developing robust plans in a challenging environment
- Key Levers to guarantee achievable budgets and P&Ls
- Key Drivers of Success
- Tools for Business Strategy

#### Implementation as a Key Success Skill

- How to manage expectations
- Reporting and Measuring Success - the needs of different audiences
- Communication ideas - upwards, downwards and outside the organisation, communicating to generalists

#### External Business Challenges

- Drivers environmental change
- Key Governmental Developments - managing relationships and policy development
- Creating a customer - centric organisation

#### Self Challenges

- Understanding Self an Team
- Personality types, preferred styles, individual motivations and relationship drivers
- Understanding the challenges of a multicultural working environment
- Crisis Management
- The outcome of good (and bad) communication

#### Action Planning

- What will you do differently or better?