

Transforming Sales Capability Global Pharmaceutical Company

Introduction

A top-10 pharmaceutical company commissioned Focus Games Ltd to develop a board game to help transform its global customer-facing operations. The game's main objective would be to engage local and regional management teams in order to create a supportive and enthusiastic foundation for deployment of the transformation programme.

Background

The Pharmaceutical industry is working in an increasingly hostile marketplace with pressure on revenue and margins arising from a complex interplay of internal and external issues. Performance improvement is a key objective for many firms and to do this they must radically improve the scope and nature of the relationships that they have with customers and stakeholders.

Our client's vision is to develop *"cutting edge sales capabilities"* and to *"continuously create value across all brands and regions"*. To make this a reality they had to *"create and foster a strong learning community within the sales organisation"*.

One of the most important levers for successful implementation was to activate local organisations to implement the new ways of working and ensure they become embedded as *"the way we do things here"*.

They asked Focus Games Ltd to create an interactive board game to focus attention on a series of guided and structured reflective discussions about the transformation programme.

The 'narrative structure' of these discussions would be carefully constructed to ensure that while players feel they have control over the game they are in fact being led down clearly defined pathways.

Objectives and learning outcomes:

The game's main objective would be to engage management teams and stakeholders to create a supportive and enthusiastic foundation for deployment. Playing the game will help participants to:

- Understand the aims of the programme
- Develop an understanding of what excellence looks like at a local level
- Identify the areas that will need most attention during activation/implementation
- Map the key challenges in their organisation
- Agree the levels of support they will need from the programme team

Studio:

The White Studios, 309 Templeton
Business Centre, Glasgow, G40 1DA

Customer Service:

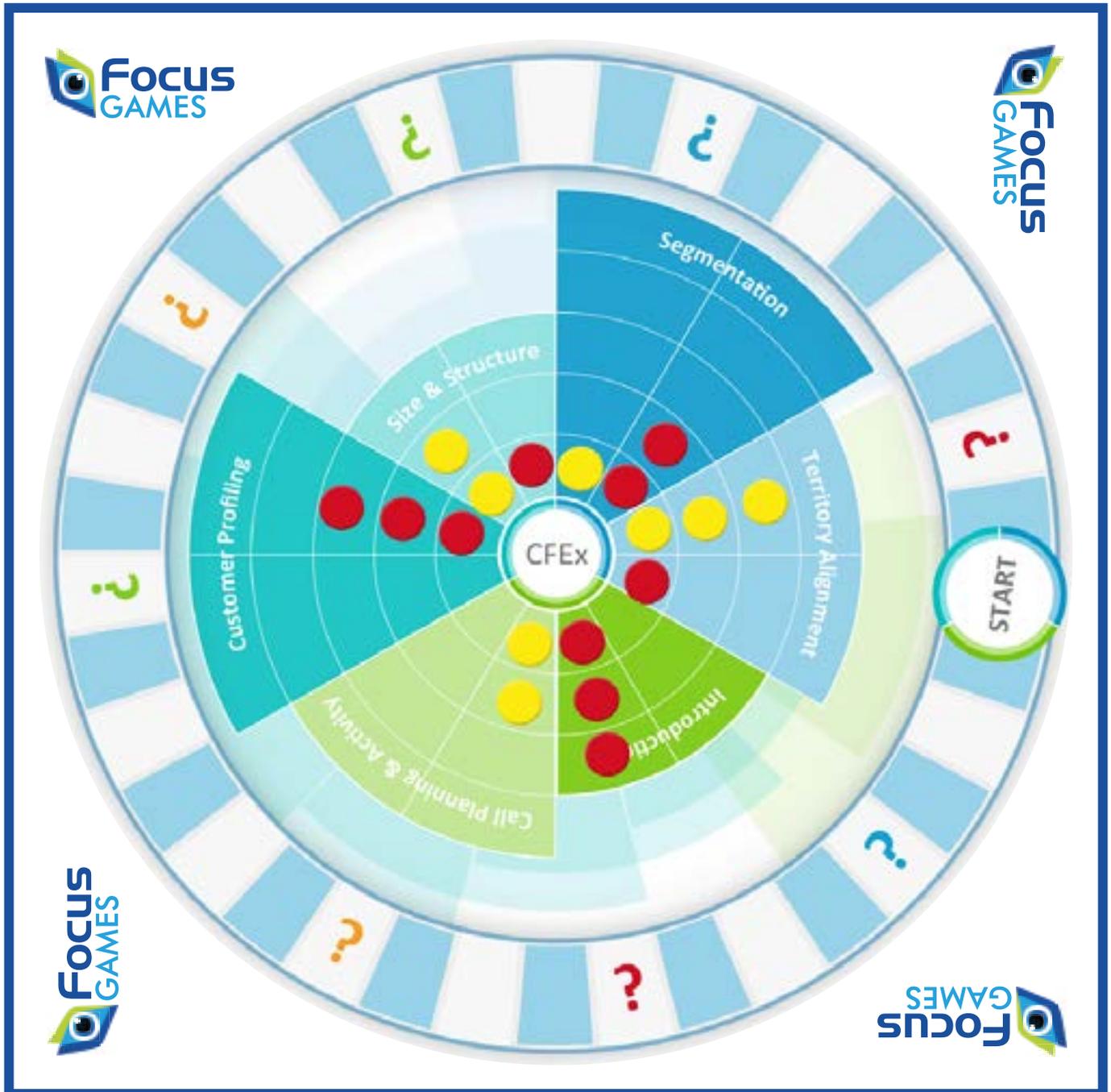
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Using the game

After testing the game within their organisation our client ordered 100 copies of the board game. The game is now being actively used across the world and feedback from the organisation is excellent.



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