



Presented by  
Management Forum

# Agile Leadership for Pharma and Biopharma Professionals in a hybrid world

4-5 July 2024  
+ 18-19 November 2024

This comprehensive two-day course will introduce you to the core concepts of what makes an excellent leader - in the context of the pharmaceutical industry - and how to apply the different skills of leading your staff and team to maximise results



**Format:**  
Live online



**CPD:**  
12 hours for your records



Certificate of completion

# Course overview

**Working in the pharmaceutical, biopharma, device and animal health industries has become increasingly challenging and fast moving. Previously, excellence in technical areas would have guaranteed a successful career.**

Now, to develop and even sustain your career you will almost certainly need to build your leadership skills to perform in your existing role or gain promotion. To maximise an organisation's performance, employers are looking for people who can genuinely lead their staff, departments, projects and organisations to success in a hybrid world.

Leadership skills are an extremely valuable commodity and need to be learned (rarely are they naturally acquired). As a leader you are expected to inspire vision, develop commitment, retain staff and lead your team/department/ organisation to achieve outstanding performance, thus advancing your career.

This comprehensive two-day course will introduce you to the core concepts of what makes an excellent leader in the pharmaceutical industry – and how to apply the different skills of leading your staff or team to maximise results. You will become competent and familiar in a range of well-recognised leadership techniques, which you will then go on to use on a daily basis when you return to the workplace, enabling you to perform at a higher level.

This course will include pharmaceutical case studies and interactive discussions to share best practice.

## **Key topics to be addressed:**

- Understanding leadership and how to develop your leadership skills to a higher level
- How to apply leadership to set your strategic direction
- Leading and developing your team, department or company to stay relevant to today's pharmaceutical business needs
- How to lead successful change in the pharmaceutical industry

## Who should attend?

**This course, designed specifically for the pharmaceutical, biopharma, medical device and animal health industries, will be relevant for existing leaders/managers who wish to enhance leadership skills to a higher level, as well as those new to or aspiring to a leadership/management role including:**

- Team leaders, project leaders and managers
- Heads of departments
- Managers who have received little or no formal leadership training and who need to enhance their skills
- Anyone who wants to develop leadership skills to achieve greater success

# Programme

## Day 1

### Understanding leadership

- Why leadership is so important in the pharmaceutical industry and leading in a hybrid environment
- What are the core competencies of effective leaders in the pharmaceutical industry?
- Pharma case study
- Understanding models of leadership, including agile, and how to apply these to maximise performance

### Developing leadership style including strategic skills

- Understanding the 'bigger picture' and being strategic as a leader
- Taking into account the leadership concept you are working in – and how to adapt it
- Defining direction and strategy for you, your team and your organisation

### Leading and developing a pharma team, department or organisation

- Understanding the stages of team development and how different roles maximise team performance
- Key qualities of high performing teams
- Setting direction and vision to inspire your team
- Delegating whilst maintaining responsibility
- How to lead in a matrix environment

## Day 2

### Leading successful change in pharma

- Why and how leaders are change agents and can facilitate successful change
- How leaders create the conditions for successful change – pharma case study
- How to lead successful major change and deal with resistance to change
- The importance of the leadership role for implementing effective change

### Enhancing communication

- Managing and leading effective project meetings in pharma
- Stakeholder analysis and communication planning
- The global dimension and importance of cross-cultural considerations

### Dealing with conflict, poor performance and problems

- Identifying and developing your conflict management style
- Key principles to influence and negotiate
- Managing challenging people and situations
- Giving feedback to poor performers to improve results

### Motivating the team

- Identifying and responding to the different needs and motivations of your team
- Define what motivates you and your team
- Motivating the team for optimum performance

### Action planning

- Incorporate what you have learnt into the workplace – preparing a personal action plan

# Presenter



## **Laura Brown**

Dr Laura Brown BSc, PhD, MBA is a management and training consultant in the pharma industry. She has extensive management and leadership experience, having held senior positions with GSK, Hoechst Marion Roussel, MDS, and GCRP, and also has a degree in psychology. Since completing her MBA, Laura has co-authored several books on management including The Ultimate Book of Business Skills, Strategic Project Management, Demystifying Strategic Thinking, Developing the Individual and Project Management for the Pharmaceutical Industry. Laura has facilitated on an MBA leadership skills programme and lectured on an executive MBA course at Cranfield School of Management, one of Europe's leading business schools.

# Course dates

**4-5 July 2024**

**Live online**

09:30-17:00 **UK (London)** (UTC+01)

Course code 13832

GBP **799** ~~999~~

EUR **1,159** ~~1,439~~

USD **1,327** ~~1,639~~

**Until 30 May**

**18-19 November 2024**

**Live online**

09:30-17:00 **UK (London)** (UTC+00)

Course code 14002

GBP **799** ~~999~~

EUR **1,159** ~~1,439~~

USD **1,327** ~~1,639~~

**Until 14 Oct**

## How to book



**Online:**

[ipi.academy/1446](https://ipi.academy/1446)

Alternatively contact us to book, or if you have any queries:



**Email:**

[info@ipi.academy](mailto:info@ipi.academy)



**Phone:**

[+44 \(0\)20 7749 4749](tel:+442077494749)

## Discounts

- Booking more than one delegate on any one date qualifies for a **15% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

## Further information

### Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

### Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

### Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit [ipi.academy/content/terms-and-conditions](https://ipi.academy/content/terms-and-conditions)

# Reviews



**Great and very useful! Thanks!**



**Eva Panarese**  
Senior Marketing director  
Camurus AB  
Mar 2 2023



**It was a great opportunity to hear from other industry professionals. Found the pace and the presentation to be of great quality.**



**Jordan Stefanov**  
Senior Contract Manager  
BeiGene Ltd  
Sep 29 2022



**Laura was great speaker and very competent. I took this course to get more insight in what leadership is and to get tools and tips in how to manage people. I definitely got what I hoped for to get.**



**Fida Issa**  
Safety Surveillance Specialist  
Novo Nordisk A/S  
Sep 30 2021



**The speaker was well-prepared, obviously has experience in the pharma industry.**



**Balázs Szatmári**  
Head of Global Clinical Operations  
Gedeon Richter Plc.  
Mar 25 2019

## Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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