



**IPI**  
Academy



*Presented by*  
**Management Forum**

# Working with Emotional Intelligence in the Pharmaceutical and Biopharma Industry

**20 October 2025**

This course will help participants learn to communicate and influence more effectively within the pharma and biopharma industries.



**Format:**  
Live online



**CPD:**  
6 hours for your records



Certificate of  
completion

# Course overview

*"What really matters for success, character, happiness and life long achievements is a definite set of emotional skills – your EQ – not just purely cognitive abilities that are measured by IQ tests." – Daniel Goleman*

**This training course is designed to help participants develop self awareness and improve their own communication skills within the pharmaceuticals and biopharmaceuticals industry.** In today's competitive and challenging workplace, we are not only being assessed on our technical skills, but also on how well we understand and handle ourselves and relate to others – our emotional intelligence. Emotional Intelligence is essential for all the relationships we have – whether with internal colleagues, external bodies such as with obtaining scientific advice, or suppliers – to be maximally effective.

This one-day training course addresses our own Emotional Intelligence (EI) and how we can better understand ourselves and interpret others to communicate and influence even more effectively. This course will provide you with the skills to be more self-aware and choose to manage your reactions. It also gives you the skills to assess others' emotions more effectively and deal with them successfully for enhanced performance.

The course is a highly interactive combination of theory, activities, exercises, and practical applications working on your real-life scenarios so you can develop your learnings for your benefit.

Please note, in order to benefit most from the course, delegates will need to complete two self-assessments and bring their results with them at the beginning of the course.

## Benefits of attending

By the end of this course, you will be able to:

- **Manage** and work with people more effectively by understanding and respecting their emotions
- **Understand** key emotional intelligence skills
- **Be more** adaptable to how others think and what different perspectives they have
- **Practice** several styles of influencing models to promote more emotionally effective conversations resulting in successful influence

## Who should attend?

This course is for anyone with a professional or personal interest in exploring emotional intelligence in workplace settings, including highly regulated industries such as pharmaceuticals, biotechnology, medical devices, veterinary, legal and other professional industries.

# Programme

## **Goleman's emotional intelligence model**

- Identifying and understanding the main concepts and the impact on behaviour
- Working with emotional intelligence – the key competencies

## **Listening techniques for influencing in the pharmaceutical and biopharmaceutical industry**

### **Scripting technique persuading**

- A simple structure to enable you to state your needs clearly and concisely without being too aggressive or apologetic

## **Relationship management in the pharmaceutical and biopharmaceutical industry**

- Adapting your communication style to take account of others. Tools such as Stakeholder Agenda Analysis and Social Styles help you to identify which style will be more appropriate for use in a given situation
- Critical thinking approach

## **Self-management and understanding the psychology of EI**

- How to regulate your internal experience working in the pharmaceutical and biopharmaceutical industry

## **The solution-focused approach**

- Focusing on the solution is focusing on success.
- The "third" conversation technique to help your objectivity

## **Action planning**

# Presenter



**Laura Brown**

**Dr Laura Brown** is a Management Consultant and Psychologist. Laura works in highly regulated industries such as the Pharmaceutical and Legal industries. She has consulted with numerous companies including Cranfield School of Management, most of the top 25 Pharma/Biotechnology companies, and several legal companies. Besides a PhD, and an MBA Laura also has a degree in Psychology. Laura is the co-author of several management books including "Developing the Individual".

# Course date

20 October 2025

Live online

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

Course code 15002

GBP **499** ~~599~~

EUR **699** ~~839~~

USD **803** ~~959~~

Until 15 Sep

## How to book



**Online:**

[ipi.academy/2196](https://ipi.academy/2196)

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



**Email:**

[info@ipiacademy.com](mailto:info@ipiacademy.com)



**Phone:**

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

## Discounts

- Booking more than one delegate on any one date qualifies for a **30% 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



**Loved the content, presentation, and speaker. Great course that I would recommend to colleagues, particularly in leadership positions.**



**Arielle Bibeault**  
Medical Science Liaison  
Genmab AS  
Oct 14 2024



**It was a very interesting, lively and educational course which gave me lots of food for thought not only in the context of my professional life but also of my personal life. It helped me also better understand my own manager(s).**



**Evridiki Christaki**  
Legal Expert  
Eurocontrol  
Oct 8 2018



**A good team presentation. A useful, concise introduction to the topic.**



**Dougal Gemmell**  
Director  
European Patent Office  
Oct 8 2018



**Well balanced content, excellent interpersonal skills and overall presentation clear and concise**



**Anita Dhorajiwala**  
Manager RA  
Apotex EU BV  
Mar 13 2017

## 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.

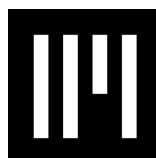
For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



**ALEKSANDRA BEER**  
**Tel:** +44 (0)20 7749 4749  
**Email:** [inhouse@ipiacademy.com](mailto:inhouse@ipiacademy.com)



**YESIM NURKO**  
**Tel:** +44 (0)20 7749 4749  
**Email:** [inhouse@ipiacademy.com](mailto:inhouse@ipiacademy.com)



**IPI**  
Academy

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

10-12 Rivington Street  
London EC2A 3DU

[ipi.academy](http://ipi.academy)  
**Tel:** +44 (0)20 7749 4749  
**Email:** [info@ipiacademy.com](mailto:info@ipiacademy.com)