

Presented by  
Management Forum

# MBA Strategic Thinking for Pharma and Biopharma Professionals

21-22 September 2026

Working in the highly competitive pharmaceutical industry, with ever-increasing change and pressure, is probably one of the most challenging managerial roles of any industry today.



**Format:**  
Live online



**CPD:**  
12 hours for your records



Certificate of completion

# Course overview

**Working in the highly competitive pharmaceutical industry, with ever-increasing change and pressure, is probably one of the most challenging managerial roles of any industry today.**

This MBA strategic thinking workshop has been especially designed to help you transcend these challenges by training you to become equipped to see the bigger picture in all aspects of your role. This two day interactive workshop will provide practical strategic thinking tools taught on MBAs to apply to your role. It will help you build your strategic thinking skills to guide the direction of your teams, develop strategies to key pharma and biopharma business problems, create a vision for the future, and implement strategic thinking within your team. You will gain new ways of thinking, making choices and implementing them using 'Helicopter' or 'Strategic Thinking'. You will be able to implement what you have learnt on the course and immediately apply this into the workplace.

The workshop will focus on a number of areas in the pharmaceutical industry using MBA strategic business cases.

## Key areas covered:

- What is MBA 'strategy' & 'strategic thinking' - and the importance of this within the pharma and biopharma industry?
- How artificial intelligence (AI) innovations are being used and developed in the pharma industry
- Building strategic plans for your teams, group and/or organisation
- Application to pharma case studies, your issues and at a departmental, and individual level
- How to use the MBA strategic thinking tool-kit

## Who should attend

All those in the pharmaceutical industry who make strategic choices, and who feel that they could rise to future challenges by being more strategic, behaviourally skilled, and creative. Managers who are keen to be able to deliver strategy more easily and to then evaluate its effectiveness - whether technical or commercial.

This is particularly relevant to heads of teams/departments, those responsible for leading a project, or those in roles attempting to influence other areas of their organisation, especially in matrix management.

# Programme

## Day 1

### Introduction and objectives

#### What is strategy and strategic thinking?

- Helicopter thinking
- The importance of strategy for the pharmaceutical industry
- Artificial Intelligence (AI) being used in the pharma industry
- The Strategy Process and tool strategic kit used on MBAs

#### Environmental analysis

- Strategy tools
- Competitive analysis
- Case study in the pharmaceutical industry
- Critical thinking model and application

#### Generating and evaluating strategic options

- Creativity for generating options
- Evaluating strategic options
- Pharma case study continued

## Day 2

### Strategy implementation

- Strategic project implementation
- Leadership
- Change management (pharma case study)

### Behavioural

- Effective and strategic communication (pharma case study)
- Managing stakeholders and influencing agendas
- Behaving strategically

### Evaluation

- Monitoring implementation
- Performance drivers and indicators
- Problem diagnosis

### Application

- Business plan structure
- How to apply the strategic tools following the course

# Presenter



## **Laura Brown**

Dr Laura Brown MBA is an independent Pharmaceutical Training and Management Consultant, and visiting lecturer at Cranfield School of Management, a leading European business school. Laura has worked in the pharmaceutical industry for 25 years. She has facilitated strategy development for a number of teams in the pharmaceutical industry.

Laura has also co-authored several books on strategy and related areas including "Be Your Own Strategy Consultant", "Value-Based HR Strategy", "Strategic Project Management" and "Pharmaceutical Project Management".

# Course date

**21-22 September 2026** **Live online**  
09:30-16:30 **UK (London)** (UTC+01)  
*Course code 16125*

GBP **999** ~~1,199~~  
EUR **1,399** ~~1,679~~  
USD **1,607** ~~1,919~~

**Until 17 Aug**

## How to book



**Online:**  
[ipi.academy/2533](https://ipi.academy/2533)

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



**All good! I learn quite some insights. As a researcher I was unsure if I would understand the content of the course entirely, but I did not have any problem; plus, I learned new tools and techniques that I will definitely implement. 5\* - I would recommend.**

 **Clara Vázquez García**  
Immunology Dept.  
Max Delbrück Center  
Feb 24 2025



**The speaker has comprehensive knowledge and effectively shared the knowledge with participants.**

 **Katarzyna (Kasia) Wegner**  
Head of Global APID  
Ipsen Manufacturing Ireland Ltd  
Oct 30 2025



**The strategic thinking training was highly valuable and well-executed. It offered a balanced mix of theory, practical tools, and reflection. The sessions were thoughtfully structured, and Laura's expertise made the content engaging and relevant. I came away with a clearer understanding of strategic frameworks and a renewed confidence in applying them to complex business challenges. I would definitely recommend this training to professionals looking to enhance their strategic mindset.**

 **Bérengère Duhamel**  
Head of Business Insights  
MedinCell  
Oct 30 2025



**Very good prepared content/ppt. The speaker has comprehensive knowledge and effectively shared the knowledge with participants.**

 **Katarzyna (Kasia) Wegner**  
Head of Global APID  
Ipsen Manufacturing Ireland Ltd  
Oct 30 2025

## 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

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