

Presented by
Management Forum

MBA Strategic Thinking for Pharma and Biopharma Professionals

16-17 June 2025
+ 2-3 October 2025

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 dates

16-17 June 2025

Live online

09:30-16:30 **UK (London)** (UTC+01)

Course code 14646

GBP **1,199**

EUR **1,679**

USD **1,919**

2-3 October 2025

Live online

09:30-16:30 **UK (London)** (UTC+01)

Course code 14964

GBP **999** ~~1,199~~

EUR **1,399** ~~1,679~~

USD **1,607** ~~1,919~~

Until 28 Aug

How to book



Online:

ipi.academy/2533

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



Email:

info@ipiacademy.com



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

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



Very knowledgeable [speaker, who] brought the course to life by dipping into her own experiences of some scenarios which made the course very relatable.

 **Derek Lilley**
National Account Manager
Colonis Pharma Ltd
Feb 24 2025




The speaker was very well prepared and knowledgeable on the subject.

 **Brent Nelson**
Director, Analytical R&D/QC
Renaissance Lakewood, LLC.
Jan 29 2024



Excellent way of getting some experience on strategic thinking!

 **Lorena González**
Continuous Improvement Manager. Pharmaceutical
Innovation
FAES FARMA S.A.
Jan 29 2024

Run this programme in-house for your whole team

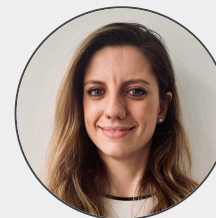
Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up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

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IPI
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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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