



Presented by
Management Forum

Conflict Management for Pharmaceutical Executives

15-18 September 2025
+ 12-15 January 2026

This highly effective four module webinar aims to help delegates to develop and hone their skills in resolving and managing conflict.



Format:
Live online



CPD:
12 hours for your
records



Certificate of
completion

Course overview

Effective conflict management is essential for pharmaceutical executives to navigate the complexities of a dynamic, globalised industry. This four-module webinar equips participants with vital strategies and tools to identify, address, and resolve workplace conflicts. Key topics include understanding the roots and types of conflict, developing communication strategies, managing diverse relationships, and employing the innovative Seven Lens Toolkit for decision-making and problem-solving. Participants will gain practical experience through workshops, case studies, and role-play exercises. The course concludes with a personalised conflict management profile and a tailored development plan.

The webinar will be delivered over four half days to suit the time frames of individuals in the UK, Europe, East Coast United States and Canada. After the webinar, participants will be offered an opportunity to attend a 45-minute confidential coaching session with the course tutor where they will be able to share and discuss their PDP (Personal Development Plan).

Benefits of attending

- **Explore** the concept of conflict in the workplace (pharmaceutical organisations)
- **Understand** why and how conflict occurs and how we can limit and prevent it
- **Learn** how to deal with difficult people and situations
- **Discover** ourselves and others – people with whom we need to build relationships
- **See** how to modify behaviour – develop effective communication strategies
- **Become** more effective in managing and handling conflict – using tools and techniques
- **Manage** upwards, sideways and downwards (bosses, clients, staff and colleagues)
- **Practice** using tools and techniques that help us to prevent, mitigate and resolve conflict in the workplace

Who should attend?

This course will be beneficial to anyone in an executive position at a pharmaceutical company.

Programme

Day 1

Introduction

- How do we define conflict in the organisation?
- What causes conflict?
- What types of conflict issues exist within the organisation (comparison of scenarios)
- Defining problem-solving and decision-making related to conflict
- Identifying typical challenges within the Pharma industry at the current time
- Skill sets and competencies needed for conflict management, problem solving and resolution (self-assessment tool)

Exploring and categorising the different types of conflict

- Intrapersonal
- Interpersonal
- Intragroup
- Intergroup
- Understanding the key challenges and obstacles to managing and resolving conflict in the pharmaceutical industry
- Self- and other-awareness (how I as an individual perceive a situation and how others relate to the same issue)
- Thinking styles
- Influencing styles (strategic versus tactical) when it comes to dealing with conflict
- Cross-cultural differences and attitudes

Day 2

The 'Seven Lens Toolkit' for managing conflict

- Assessing (researching facts, data and important information)
- Envisioning (encouraging strategic thinking)
- Testing (engaging in risk analysis and what if scenarios)
- Approving (building trust and buy-in across cultures and functions)
- Innovating (formulating creative ideas and solutions)
- Delivering (developing and executing the action plan for dealing with conflict)
- Self-assessment questionnaire – understanding your strengths and weaknesses

Day 3

Communication

- Exploring the various methods of communication in the contemporary business world
- Remote versus face-to-face communication challenges
- Learning how to deploy communication tools such as Zoom, Microsoft Teams, Google Meet etc. for dealing with conflict (intragroup and intergroup)
- How to navigate organisational structures when dealing with conflict e.g. hierarchical versus matrix structures
- Solving problems and making decisions with people from different cultural backgrounds
- Managing expectations when dealing with conflict
- Understanding how conflicting values and ideas can affect conflict resolution

Day 4

Practical workshops with case studies and role play

- Modifying our behaviour to suit conflict challenges
- Understanding the differences between aggressive, assertive and passive behaviour
- How to plan communication sessions prior to engaging in conflict resolution (one to one, one to group or within a group)
- Exploring typical scenarios that occur within the pharmaceutical regarding conflict resolution case studies and role plays)
- Learning, acquiring and practising effective behaviours that help to resolve conflict
- Learning assertive techniques that help to deal with potential conflict
- How to minimise negativity and acrimonious consequences when dealing with difficult people (role-playing exercises)

Conclusion

- Participants will be given the opportunity to identify their own personal conflict management profile, as well as a 5-10 point Personal Development Plan (PDP)

Presenter



Robert Hersowitz

Robert Hersowitz has established an international reputation as a management and management development consultant. He has spent the past thirty years designing and delivering programmes and workshops to a wide variety of organisations in Europe, the USA, the Middle East and Africa.

His expertise is broadly based, working with middle and senior management in the private and public sector. He has trained and coached over 30,000 managers and executives.

Other assignments include long-standing projects with clients in the airports, industrial gases, information technology, financial services, pharmaceutical industries, govt., military and voluntary sectors.

He is a regular contributor to conferences as a keynote speaker and seminar leader both in the UK and abroad. He has written and published several articles and has contributed to a number of books on themes of Human Resource Development, Virtual Teams and Self Managing Teams for Prentice Hall and HRD Associates

Course dates

15-18 September 2025 **Live online**

13:30-17:00 **UK (London)** (UTC+01)

Course code 15565

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

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

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

Until 11 Aug

12-15 January 2026

Live online

13:30-17:00 **UK (London)** (UTC+00)

Course code 15562

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

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

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

Until 08 Dec

How to book



Online:

ipi.academy/3115

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



Email:

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Phone:

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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.

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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.

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