

International Pharmaceutical Company Industry



Business Challenge

Industry: Pharmaceutical

Faced with challenges in sales, research and development, this organization decided to change their culture to be more aggressive, entrepreneurial and innovative—a decision seen as very important to their long-term future.

Solution

Bring clarity to the current and desired culture by analyzing perceptions of the company's strengths and weaknesses. Review the leadership talent pool, then restructure and organize around peoples' strengths. Encourage the development of stronger relationships and improve communication among top leaders.

Results

Independent implementation of more specific and achievable goals.

Meetings and interactive work started to change the thinking, which then started changing behaviors.

Continuous improvement concepts implemented with new projects.

Increased sense of fulfillment and engagement in their jobs.

The greatest accomplishments in this process have been the changes in thinking and behavior which have brought the rewards of a new culture that will carry them into the future.

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