

# Biopharmaceutical Global Marketing Team

## CASE STUDY

Team Presentation Training

**The Challenge:** Dr. Gary Genard was hired to coach the Global Strategic Marketing unit of a UK-based biopharmaceutical company specializing in human genetic therapies (HGT). The company was transitioning from R & D to moving its first product into the sales pipeline. The firm's leadership realized that its corporate culture needed to change to reflect a new emphasis on marketing, and had recruited a top-notch international marketing team consisting of 7 individuals from 6 countries.

As it faced its new business challenge, the company was experiencing a significant problem: its top level management was resisting the GSM team's recommendations. The problem was recognized both by management and the new marketing team. Dr. Genard was hired to improve the communication skills of the GSM team as it presented its strategic plan and recommendations to upper management.

**The Training:** He worked with the team to:

1. Boost the communication skills of individual members.
2. Increase the team's effectiveness in high-stakes internal presentations.

Specific targeted skills included:

- Telling an exciting story.
- Conveying powerful crisp messages.
- Gaining alignment.
- Influencing the C-suite to take recommended action.

The program was held as part of a 2-day staff retreat held in Boston. The team members learned nonverbal skills to improve their physical presence, confidence, and poise while speaking to the senior leadership. Theater-based exercises helped boost creativity in presentation design, openness, engaging listeners, and thinking on one's feet. Group exercises were used to translate the team's cohesiveness into a seamless series of individual talks which increased the team presentation's effectiveness.

(more)

*"This was a remarkable workshop. Your passion, insights and your very effective way to challenge each one of us on our global marketing team to give his/her best has been fantastic. The positive effect of the workshop has been immediate and very visible, as we all see examples of it every day at our company."*

**~ VP of Global Strategic Marketing**

**The Outcome:** The GSM team was able for the first time to function as a cohesive unit in its presentations. Videotaped practice pointed up imbalances in the amount of time and importance given to different parts of the overall presentation. The team members also benefitted for the first time from comments they were able to contribute to each other in the group training. Additionally, up to this point, the team members had planned and practiced their presentation to senior management individually and apart from one another. This off-site training was the first opportunity they had had to truly work as a team in their presentation. Finally, the supportive nature of the group training allowed some members to be more willing to open up, take some chances, and grow individually in areas they needed to for a more dynamic presentation persona. Upon completion of this training, Dr. Genard was hired to train key personnel in the company's marketing and sales units.



Contact us to learn how Dr. Gary Genard can help sharpen your team presentations.