

APRIL 8TH 2020



HIGH PERFORMANCE SKILLS FOR PHARMACEUTICAL PROFESSIONALS

Congress World

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High Performance Skills for Pharmaceutical Professionals

An exclusive online training opportunity for Pharmaceutical, Biotechnology, Medical Device & Health Professionals in Greece

Introduction:

High Performance Strategy Europe (HPSE) is pleased to be hosting a significant learning opportunity for Pharmaceutical, Biotechnology, Medical Device & Health Industry Professionals in Greece. *High Performance Skills for Pharmaceutical Professionals* is an exclusive online training that will be broadcast live from London, England at 10:30am (GMT+2) on **8 April, 2020.**

The Lead Trainer:

Pharmaceutical industry expert, Dr. Laura Brown BSc, PhD, MBA from Cardiff University is leading this exclusive training. Dr. Brown has held senior management positions with GSK, Hoechst Marion Roussel, MDS, and GCRP and is the creator of the *'Original Pharma Mini MBA'* - an accelerated management programme designed specifically for the Pharmaceutical and Biotechnology Industry to deliver the high performance management skills of an MBA.

Who Should Attend?

High Performance Skills for Pharmaceutical Professionals will be relevant to industry professionals of all levels of experience and will focus on the development of vital leadership and soft-skills for the success of companies within the highly competitive Pharmaceutical and Biotechnology industries. The training will be attended by representatives from leading Pharmaceutical and Biotechnology companies in Greece who desire to develop leadership skills and achieve greater success. Registrations for this online training event include teams and individuals with all levels of experience, including:

- Professionals from Operations, Sales, Research & Development, Clinical Research, Quality, Finance, Administration and Human Resources.
- Professionals aspiring to a leadership/management role who require leadership and team building capacity training.
- New Managers and professionals who need to enhance their high performance and leadership tool kit.
- General Managers, Managing Directors & CEOs aiming to continuously upskill and develop their high performance capabilities.

Training Content Overview:

Working in the Bio/Pharmaceutical industries has become increasingly challenging and fast moving. Previously, excellence in technical areas alone would have guaranteed a successful and dynamic career. In 2020, in order to develop and sustain a career within these competitive sectors, and gain promotion, Dr. Brown understands that professionals need to build and master certain leadership and high performance skills. That is why she created the **Pharma Mini MBA** programme.

The Pharma Mini MBA is a distillation of the most valuable parts of an MBA specifically applied to the Bio/Pharmaceutical industry. In this incredibly valuable online training, Dr. Brown will offer practical management tools for everyday application from her **Pharma Mini MBA** programme, which has been training global executives for more than 16 successful years.

Topic 1: Strategic Thinking within The Bio/Pharma Industry

- The Importance of Strategy in the Pharmaceutical Industry
- Strategic Thinking in the Bio/pharmaceutical Industry
- Strategic Analysis in the Bio/pharmaceutical Industry
- Applying Key Strategy Tools for Bio/pharmaceutical Professionals

Topic 2: Leading Change & Project Management for Bio/Pharma

- How to Create the Conditions for Successful Change
- Team Formation & Development Relevant to Pharma Business Needs
- Leading Successful Change: A Bio/Pharmaceutical Industry Context
- Project Management Skills for the Bio/Pharmaceutical Industry

Topic 3: High Performance Skills within The Bio/Pharma Industry

- The Core Competencies of Effective Leadership in Bio/Pharma
- Developing your Leadership Style to a High Performance Level
- Leading and Developing High Performing Teams and Departments

Outstanding Company Benefits:

High performance skills are very different to technical ones, yet vital for the success of organisations, particularly in the fast moving, highly competitive Biopharma industry. The skills taught in this training by Dr. Laura Brown are being used to significantly improve the success of bio/pharmaceutical projects in leading companies around the world in 2020. Here are some key benefits of having your employees take part:

- Attendees will understand what strategic thinking is and how to use strategy tools within the Bio/Pharmaceutical industries.
- Attendees will develop an understanding of key techniques of an MBA and receive the knowhow to apply them professionally.
- Attendees will become familiar with a range of industry relevant, high performance skills and techniques which can be used on a daily basis within their professional environment.
- Attendees will understand how to adapt to successful change within a Bio/ Pharmaceutical Industry Context.
- Attendees will develop key Project Management Skills for use in the Bio/ Pharmaceutical Industry.
- Attendees will feel motivated to perform at the highest level within their professional environment and wider organisation.

High Performance skills are an extremely valuable commodity and need to be acquired (rarely are they naturally acquired). As a bio/pharmaceutical leader in 2020, you are expected to inspire vision, develop commitment, retain staff and lead your team/department/organisation to achieve outstanding performance. Our training will help company employees in these areas.

Global Feedback For Dr. Laura Brown:

Novo Nordisk:

"Great tools and techniques, and well organised and presented. Excellent interaction and mix of course material and discussion."

AstraZeneca:

"I feel I've achieved my objectives, great course, and at a great pace for each module."

GlaxoSmithKline:

"The course was excellent, and easy to put into practice what I had learnt into the workplace."

GlaxoSmithKline:

"All areas covered in a clear and interesting way. I will be recommending that all of my administrative team attend the next course"

Roche:

"An excellent overview. She knows what she is talking about and provided relevant information customised to our needs, delivered in an enjoyable way"

Certificate of Completion:

- Individual training attendees will be awarded with a tailored certificate of professional development in: *'High Performance Leadership Skills.'*
- The certificate will be digitally awarded by Irish company *High Performance Strategy Europe (HPSE)* and can be displayed on each employee's LinkedIn profile.



Attend the Training:

The only way for employees of leading Greek companies to attend this "must attend" exclusive online training event is to secure a Company Training Pass. Company Training Passes come in 4 options:

- Company Platinum Training Pass | (20 Seats) (€110 p/p)
- Company Gold Training Pass | (15 Seats) (€120 p/p)
- Company Silver Training Pass | (10 Seats) (€130 p/p)
- Company Bronze Training Pass | (5 Seats) (€150 p/p)

To put this value in context, the cost of attending an in person training event with this content, can cost over **€2,000 per person** in London. Our costing provides a rare opportunity to maximise company wide learning for a minimal investment. *High Performance Skills for Pharmaceutical Professionals* is in high demand. Company Training Passes are limited. Your company can register interest while space remains by contacting:

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