

# CASE STUDY

From an alumni of experts to a team united by passion and values: possible in just 2 days?



## Overview

Company:	Mid-size Pharma
Function:	Business Insights
Team Size:	<10
Region:	Germany
Therapy Area:	Specialty Care

## Situation

Everyone would be in the room and yet no-one, other than the Leader, was actually present.

Despite involving the team in forming the agenda, participation could be passive at best. Extended silences sucked energy out of their potential to shape and lead innovation across the portfolio of project and brand teams that they partnered.

With some achievements to their credit, the Leader was eager to use their first full team off-site meeting to help the team to bond and work more effectively together to deliver the potential that she passionately believed was within their scope to achieve... if she could just inspire them to engage.

This meeting was pivotal and our help was sought to ensure success.



## Our client's view

*"When I approached Annalise, I was well aware that I needed a skilful, high energy partner on my side, to push the team's self-imposed boundaries and change the dynamics within the team. Annalise is not only an excellent facilitator, who carefully and accurately reads the room and is resourceful [...] she also has the skill to draw out and put on the table uncomfortable truths in a manner that helps the team to face and resolve the underlying issue. Without her support, the team would not be where it is today."*

*[Director, Business Insights]*

## Our approach



- ❑ **INSIGHT:** Our first priority was to probe the story behind the silence within this team. Insight into the behavioural inhibitors swiftly came to light in the confidential 1:1 interviews that enabled everyone to have a voice and feel that they had a stake in this meeting's success
- ❑ **DESIGN:** Working in collaboration with senior members of the team, we co-designed a two-day programme that integrated a creative and playful framework that addressed the key issues and laid stronger foundations
- ❑ **DELIVERY:** As experienced meeting facilitators, we were able to intuitively draw on the complex team dynamic that emerged at the off-site to maintain momentum, create space for open discussion and reflection, and achieve the outcomes that mattered to everyone within the team.

## Outcome

The impact of this meeting was measured in many different ways:

- ✓ **FROM ALUMNI OF EXPERTS TO A TEAM:** Each person's distinct and highly personal experience of touching the collective potential within this group of experts created the foundations for a team with passion and clear values
- ✓ **A FORUM FOR INNOVATION:** New initiatives that arose from the torrent of ideas that flowed from the brainstorming activities went on to be showcased across the organisation as being primary examples of how yesterday's innovations swiftly become today's best practice
- ✓ **GALVANISED TEAM SPIRIT:** Perhaps the most significant measure of success was the spirit and camaraderie that emerged across those two days. This powerful driver of any team's success continues to empower this exceptional and gifted team to elevate the impact of their expertise on patient outcomes in ways that are only possible as a result of their cohesion as a team.