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**InspireOne**  
Performance, Inspired

# BUILDING LEADERSHIP CAPITAL

Pharmaceutical and  
Medical Devices

## Industry Trends

# PHARMACEUTICAL INDUSTRY

Over the past year, the pharmaceutical industry has witnessed increased collaboration, agile adaptation, and adopted an innovative approach to deliver high quality medicines throughout the pandemic and beyond. The industry has shown unwavering commitment to supporting the country's healthcare needs as well as enhance its footprint across the world.

### AI and ML Transforming

#### DRUG DISCOVERY

AI and ML are powerful tools for drug discovery and development, analysing vast datasets to identify potential drugs and predict their interactions with biological systems. These technologies can accelerate the identification of promising compounds, optimize drug development processes, and bring life-saving medications to patients faster and more cost-effectively. AI applications also optimize clinical trials, monitor patient outcomes, and enhance supply chain management. ([Source](#))

### Tailoring Treatments with

#### PERSONALIZED MEDICINES

The global custom medicine industry is expected to reach USD 717 billion by 2025, with the potential to significantly advance healthcare. The industry's growth is driven by advancements in big data, artificial intelligence, and genomic testing. With the availability of data, processing power, and AI, researchers can now create personalized treatments using an expanding medical data collection, demonstrating the potential of customised medicine in treating various illnesses. ([Source](#))

### Industry Shifts and

#### GTM EVOLUTION

The industry is transitioning from "Make in India" to "Develop in India," emphasizing global reach and collaboration, notably in Medical Devices, Pharmaceuticals, and Disposables. Simultaneously, pharmaceutical firms are adopting innovative Go-To-Market (GTM) models, mirroring FMCG/Consumer strategies. This transformation highlights the crucial need for adept channel management and consumer engagement, influenced by the growing roles of pharmacists, patient empowerment, and evolving healthcare decision dynamics. ([Source](#))

### Nanotechnology

#### IN DRUG DELIVERY

Nanotechnology utilizes nanoparticles to precisely deliver medicinal compounds, ensuring targeted accuracy and controlled drug release. These microscopic particles not only enhance drug solubility and bioavailability but also pave the way for more effective and safer therapeutic treatments, marking a significant advancement in medication delivery. ([Source](#))

### Increased Focus on

#### SUSTAINABILITY

Amid environmental concerns, the pharma industry increasingly emphasizes sustainability, adopting eco-friendly practices in packaging, reducing emissions, and prioritizing renewable energy. Additionally, there's a focus on greener manufacturing, aiming for reduced water usage and waste. ([Source](#))

# PHARMACEUTICAL INDUSTRY

The pharmaceutical industry has experienced significant market changes, but talent availability has not kept pace. This, coupled with the industry's traditional inward-looking nature, has led to talent shortfalls. To remain competitive, organizations must align their workforce with new growth models and emerging skills, develop a strategy to address skills gaps, and be proactive in developing a talent pipeline. This involves balancing hiring from diverse sectors with employee training and development.

## Regulatory Affairs and GROWTH OPPORTUNITIES

Regulations are a key driver of upskilling and reskilling in the pharmaceutical industry, as companies require employees to understand complex rules governing drug development, manufacturing, and marketing. Investing in training programs covering regulatory compliance ensures employees are updated with the latest requirements and best practices. ([Source](#))

## Digital Transformation and ADVANCED ANALYTICS

Digital talent availability is currently limited. A focus on building capabilities across Digital Marketing, Analytics, Internet of Things, Machine Learning, Digital GTM Sales and Distribution Models will be essential. Business professionals must become fluent in the language of technology. The sector can learn from sectors such as FMCG and E-commerce, which have been early movers. The pace of digital adoption will be a key determinant for future success. Tech-savvy Boards will be an added advantage([Source](#))

## Attracting and Retaining TOP TALENT

The industry has traditionally focused on filling vacancies, but companies need to shift towards hiring talent for future potential. The industry is showing positive signs, importing talent from sectors like FMCG and e-commerce. This trend is predominantly at senior management levels and needs to spread across the organization for overall culture and mindset evolution. However, many companies have not adequately nurtured and onboarded external talent due to a conventional outlook on skills and experience required. ([Source](#))

## Work-life BALANCE

The pharmaceutical industry faces a growing trend of worker burnout due to high-stress environments, including research, development, and regulatory approvals. To address this issue, companies should promote work-life balance, including regular breaks, flexible schedules, and vacation time, which can help employees recharge and maintain a healthy work-life balance. ([Source](#))

## Cross Functional TRAINING

Companies can encourage employees to gain skills outside of their core competencies by offering cross-functional training programs. This can help employees develop a broader skill set, which can be helpful in cross-functional collaborations and team-building efforts.([Source](#))

## Why

# INSPIREONE

With 25 years of expertise, **InspireOne** has been committed to assisting organizations in transforming their businesses. We focus on the people, build leadership capabilities, and deliver impactful results.

Through our focused efforts and strategic interventions, we've empowered pharmaceutical and medical devices organizations to enhance their **organizational capabilities** and progress toward **sustainable growth**.

Our success in navigating challenges through **cultivating visionary leadership, fostering aligned culture and values, and driving revenue growth velocity** has effectively guided organizations towards lasting prosperity.

Explore our client success stories to see how we have overcome challenges, implemented strategies, and delivered tangible results.

## Pharmaceutical and Medical Devices ILLUSTRATIVE CLIENTS



# Success STORIES

## Senior Leadership Team Development Initiative MULTINATIONAL PHARMACEUTICAL COMPANY

A recently joined expat CEO was mandated with an ambitious business agenda vis revenue, market share and new verticals. Six months into the system he felt that he and his team needed to align, collaborate and work with a systemic framework if the business agenda had to be achieved. He wanted to pre-emptively create this culture in his mixed tenure team.

### Approach

- The initiative was envisaged with a developmental agenda for his team and him to understand each other's styles of working and agree on some rules of engagement to be aligned and collaborative towards the business agenda.

- As a precursor for the SLT alignment on the business agenda, a workshop was designed with the following objectives:
- For the SLT to understand the preferred way of working / communication of all members and agree on the most productive ways of working with each other based on that understanding

### Outcomes

- Each SLT member created specific STOP START CONTINUE commitments vis-à-vis adapting to others' styles, handling conflicts and enabling collaboration. As a team they agreed on how they would leverage their strengths

## Developing Senior Leadership Team MERGED PHARMA ENTITY

Our client a global pharma organization, wanted to design a tailored learning intervention that allowed its managers to learn to operate at the next level, receive feedback and prepare for future promotion

### Approach

- Diagnostics of the current state of the leadership team – helping and hindering factors towards the stated objectives: Interviews with the entire team and organisational perspective from the HR lead.
- Workshop to sensitise the team to the long-term learning objective

- Agreeing on rules of engagement for working as a collaborative team: Understand impact of self and the impact we have on other team members, and build awareness, understanding empathy for other team members and their styles.

### Outcomes

- Team members agreed they are on the path to create a legacy that they would like to create as a leader. Individual and team reflections helped team members define the type of culture they would like to create in the team.

## Top Team Development

### AMERICAN MULTINATIONAL MEDICAL TECHNOLOGY COMPANY

At the time of the initiative, the SLT of the India division of this company comprised of new and tenured managers.

The mandate was to enable them to function as an aligned, collaborative and self-sufficient team working towards a common organizational goal. It was a developmental initiative with direct impact on organisational growth.

- The findings from these interviews were collated and shared with the organization in a half-day Development Session that focused on building collaboration using Emotional Intelligence. As a result of the session, the SLT was able to establish a common understanding and appreciation of issues, as well as identify specific actions at an individual and team level.

## Approach

- The solution began with an online **PEQM™** assessment and one-on-one interviews with the Senior Leaders. This helped identify the current state vis-à-vis the desired Leadership profile, the helping and the hindering factors for the team to work towards a common goal.

## Outcomes

- Identify Helping & Hindering factors for the new team to function as a fully functional team
- Define actions at 3 levels: Individual, Team Leader and Team as an entity

## Building Leadership Capital

### INDIAN BIOPHARMACEUTICAL COMPANY

Our Client, is an innovation-led biopharmaceutical organization that is enabling access to high quality, advanced therapies for diseases that are chronic. As a part of their talent development strategy, they wanted to develop their 45 High Potential leaders.

- Post completion of the program, **Nature and Nurture assessments** were leveraged to identify the High Potentials and craft a progressive plan for their leadership journey.

## Approach

- A highly intensive 4 module journey was designed aligned to client's competency framework. This program included **interactive workshops, job-based application assignments, gamified learnings, group coaching sessions and panel discussions** which was sponsored by their ELTs.

## Outcomes

- **43%** of the participants showcased that an impact was created because of the Learning journey.
- **18%** of the participants attributed the direct financial impact of **77 Crores** to the Learning journey.

# Success STORIES

## Enhancing Managerial Effectiveness LEADING PHARMA COMPANY IN INDIA

25 participants were tasked with a 6-month managerial effectiveness journey to enhance their people management capabilities within the organization. The solution was a blended approach, delivered through workshops, webinars, group coaching sessions, and the organization's existing technology platform - **Degreed**. It emphasized the importance of transition mindset and end-to-end talent management cycles.

### Approach

- A detailed pre-work exercise performed via key stakeholder interviews, FGDs with supervisors and interviews with participants to arrive at current state

- With insights from CXO, Business Heads, CHRO & HR Lead a desired state was arrived for the FLMs on people management, importance of transition mindset and end to end talent management cycle.
- A blended initiative was designed through pre-self-assessment (**Supernova Watson**), pre-reading articles through Degreed learning platform, instructor led workshops, webinars and group coaching sessions.

### Outcomes

- The participants gained enhanced awareness of people management skills, importance of transition mindset and better implementation of complete talent management cycle (hiring, performance management and retention)

## Leadership Development BRITISH MULTINATIONAL BIOPHARMA ENTITY

Our client, a global biopharma organization, wanted to design a tailored learning intervention that allowed its managers to learn to operate at the next level, receive feedback and prepare for future promotion

### Approach

- InspireOne collaborated with the client to design a custom-made leadership development intervention, with elements of assessment, feedback & development.
- Online pre-work gave every participant an insight into their preferences, style and impact.

- A day long business simulation, designed to reflect their business challenges and provide a stimulating and stretching, yet fun, experience.

### Outcomes

- Over 300 managers underwent the above intervention from all the different departments. Each workshop was tailored to reflect challenges in the nature of the division and level of the participants. As a result, all divisions were able to understand their emerging talent & improve their readiness into the next role. In coming years, the company was recognised as being one of the best-led organisations in the world.

**InspireOne** is India's leading consulting firm offering organizational and leadership development solutions. With over two decades of experience in the consulting domain, we help organizations convert their people and organizational capabilities into corporate value.

Our solutions are developed on the global and researched know-how of our partners - **Tack TMI and Podium**.

We deliver solutions globally and in different languages.

We are the recipient of the **Brandon Hall Excellence in Human Capital Award in 2023 – Gold in Best Development Program for Frontline Leaders, in 2022 – Gold in Best Use Of Blended Learning and in 2021 – Silver Excellence in Leadership Development**.

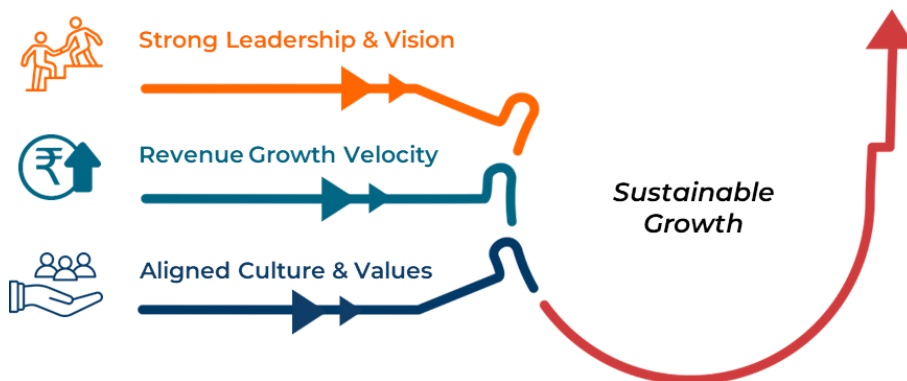
## Our

## CAPABILITY DEVELOPMENT FRAMEWORK

We help our customers attain **Sustainable Growth** by building **Leadership Capability** at all levels.

Sustainable Growth and Leadership Capability are intricately intertwined, and through our years of experience we have found that organizations that are

successfully navigating the road to sustainable growth have capable leaders in the driving seat who provide **"Leadership & Vision"**, create **"Aligned Culture & Values"**, and drive **"Growth Velocity"**.



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