IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Modern Agile Leadership for Pharma and Biopharma Professionals: Adapting to a Changing Workplace

10-11 May 27
+ 15-16 November 27

This comprehensive two-day course will introduce you to the core concepts of what makes an excellent leader - in the context of the pharmaceutical industry - and how to apply the different skills of leading your staff and team to maximise results

Format:
Live online

CPD:
12 hours for your records

Certificate of completion

Course overview

The pharmaceutical, biopharma, medical device, and animal health industries are evolving faster than ever, with increasing complexity and competition. In the past, technical expertise alone was enough to build a successful career. Today, professionals must develop strong leadership skills to thrive in their current roles, drive innovation, and advance within their organisations.

Employers are looking for leaders who can motivate teams, navigate change, and drive strategic success - whether managing staff, departments, projects, or entire organisations. Effective leadership is not an innate talent but a skill that can be learned and mastered.

This comprehensive two-day course provides a deep dive into what makes an exceptional leader in the pharmaceutical industry and how to apply practical leadership techniques to maximise team performance. Through pharmaceutical-specific case studies, interactive discussions, and real-world applications, you'll gain the confidence and capability to lead with impact.

By the end of this course, you'll be equipped with proven leadership strategies that you can immediately apply in your workplace to enhance your influence, drive results, and accelerate your career.

Benefits of attending

- **Elevate** your leadership skills to transition from manager to strategic leader
- **Define** and implement strategic leadership to set the right direction for success
- **Build** and lead high-performing teams in the pharmaceutical industry
- **Lead** change and transformation effectively within the pharmaceutical sector

Who should attend

This course, designed specifically for the pharmaceutical, biopharma, medical device and animal health industries, will be relevant for existing leaders/managers who wish to enhance leadership skills to a higher level, as well as those new to or aspiring to a leadership/management role including:

- Team leaders, project leaders and managers
- Heads of departments
- Managers who have received little or no formal leadership training and who need to enhance their skills
- Anyone who wants to develop leadership skills to achieve greater success

Programme

Day 1

Understanding leadership

- Why leadership is so important in the pharmaceutical industry and leading in a hybrid environment
- What are the core competencies of effective leaders in the pharmaceutical industry?
- Pharma case study
- Understanding models of leadership, including agile, and how to apply these to maximise performance

Developing leadership style including strategic skills

- Understanding the 'bigger picture' and being strategic as a leader
- Taking into account the leadership concept you are working in – and how to adapt it
- Defining direction and strategy for you, your team and your organisation

Leading and developing a pharma team, department or organisation

- Understanding the stages of team development and how different roles maximise team performance
- Key qualities of high performing teams
- Setting direction and vision to inspire your team
- Delegating whilst maintaining responsibility
- How to lead in a matrix environment

Day 2

Leading successful change in pharma

- Why and how leaders are change agents and can facilitate successful change
- How leaders create the conditions for successful change – pharma case study
- How to lead successful major change and deal with resistance to change
- The importance of the leadership role for implementing effective change

Enhancing communication

- Managing and leading effective project meetings in pharma
- Stakeholder analysis and communication planning
- The global dimension and importance of cross-cultural considerations

Dealing with conflict, poor performance and problems

- Identifying and developing your conflict management style
- Key principles to influence and negotiate
- Managing challenging people and situations
- Giving feedback to poor performers to improve results

Motivating the team

- Identifying and responding to the different needs and motivations of your team
- Define what motivates you and your team
- Motivating the team for optimum performance

Action planning

- Incorporate what you have learnt into the workplace – preparing a personal action plan

Presenter



Laura Brown

Dr Laura Brown BSc, PhD, MBA is a management and training consultant in the pharma industry. She has extensive management and leadership experience, having held senior positions with GSK, Hoechst Marion Roussel, MDS, and GCRP, and also has a degree in psychology. Since completing her MBA, Laura has co-authored several books on management including The Ultimate Book of Business Skills, Strategic Project Management, Demystifying Strategic Thinking, Developing the Individual and Project Management for the Pharmaceutical Industry. Laura has facilitated on an MBA leadership skills programme and lectured on an executive MBA course at Cranfield School of Management, one of Europe's leading business schools.

Course dates

10-11 May 27	**Live online** 09:30-17:00 **UK (London)** (UTC+01) *Course code 17149*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 15 Mar**
15-16 November 27	**Live online** 09:30-17:00 **UK (London)** (UTC+00) *Course code 17485*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 20 Sep**

How to book

Online:
ipi.academy/1446

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

Overall, I found the webinar to be highly informative and engaging. The content was well-organized and covered the topic comprehensively. The presentation was smooth and visually appealing, making it easy to follow along. The speaker was knowledgeable and communicated the points clearly, providing insightful examples and answering questions effectively. I felt that the webinar added value to my leadership knowledge.

Silvia Sparapani
Clinical Operations Lead
Hays Ltd. C/o F. Hoffmann-La Roche
Nov 18 2024

★★★★☆

Great and very useful! Thanks!

Eva Panarese
Senior Marketing director
Camurus AB
Mar 2 2023

★★★★★

It was a great opportunity to hear from other industry professionals. Found the pace and the presentation to be of great quality.

Jordan Stefanov
Senior Contract Manager
BeiGene Ltd
Sep 29 2022

★★★★☆

Laura was great speaker and very competent. I took this course to get more insight in what leadership is and to get tools and tips in how to manage people. I definitely got what I hoped for to get.

Fida Issa
Principal Pharmacovigilance Process Expert
Leo Pharma
Sep 30 2021

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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