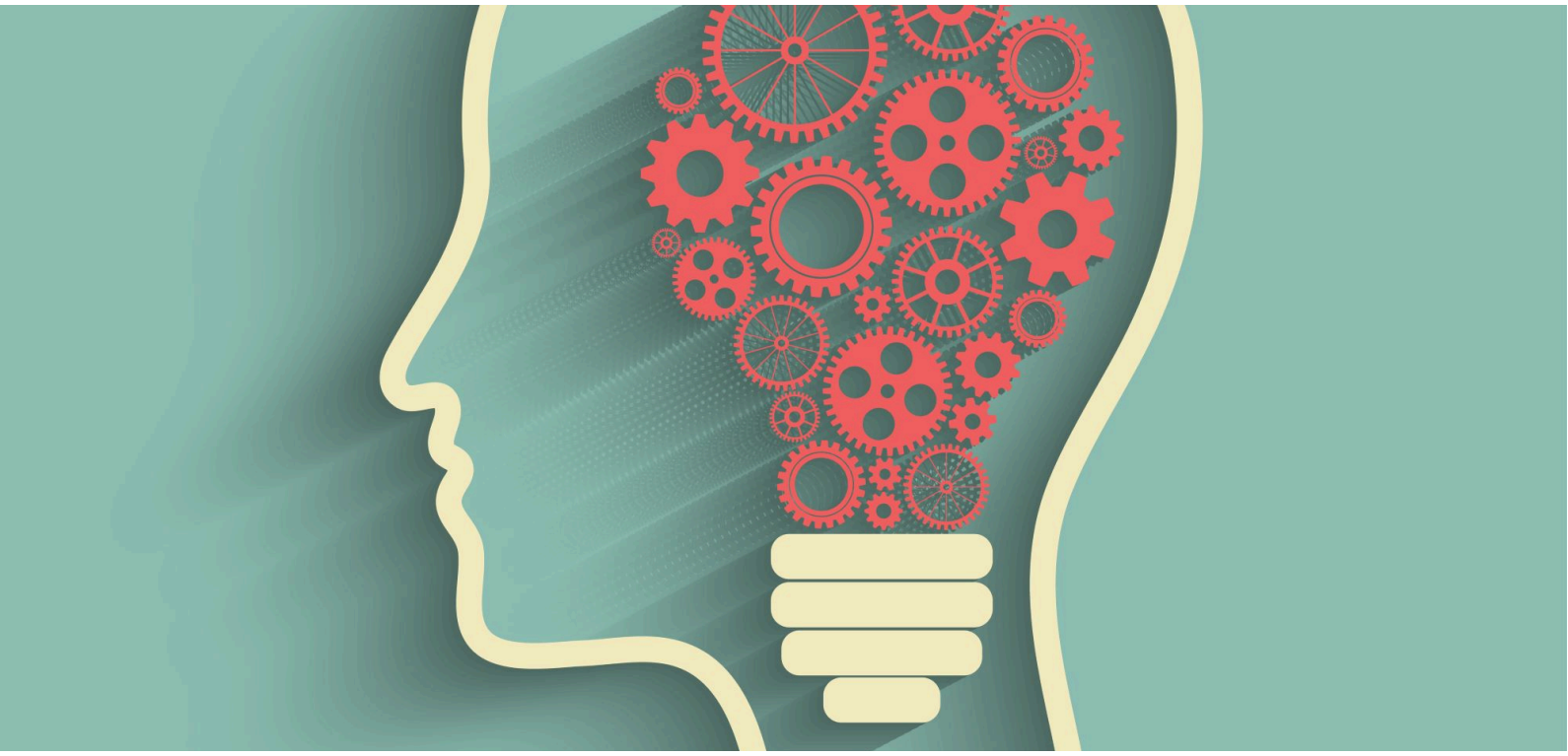
IPI Academy

MANAGEMENT forum



Presented by
Management Forum

MBA Frameworks for Strategic Thinking in Pharma & Biopharma

22-23 February 27
+ 20-21 September 27

Strategic thinking training course for pharma and biopharma professionals navigating industry pressures. Build vision, influence stakeholders, and implement winning strategies using proven MBA methodologies and practical tools.

Format:
Live online

CPD:
12 hours for your records

Certificate of completion

Course overview

Working in the highly competitive pharmaceutical industry, where change is constant and pressure is relentless, is arguably one of the most demanding managerial challenges in any sector today. This MBA strategic thinking workshop has been crafted to empower you to rise above these challenges by equipping you to see the bigger picture in every aspect of your role.

Across two highly-interactive days, you will work with practical strategic thinking tools taught on MBAs and learn how to apply them directly to your day-to-day responsibilities. The workshop will elevate your ability to guide the direction of your teams, develop strategies to address key pharma and biopharma business problems, create a compelling vision for the future and embed strategic thinking within your organisation.

You will discover new ways of thinking, making choices and turning them into action by using 'Helicopter' or 'Strategic Thinking', ensuring that what you learn can be implemented immediately in the workplace.

The course immerses you in a range of focus areas within the pharmaceutical industry using MBA strategic business cases, exploring what MBA 'strategy' and 'strategic thinking' really mean and why they are vital in the pharma and biopharma environment, how artificial intelligence innovations are being used and developed across the sector, how to build strategic plans for your teams, group and organisation, how to apply these concepts to pharma case studies, your own challenges and both departmental and individual situations, and how to use the MBA strategic thinking tool-kit with confidence and impact.

Benefits of attending

- **Gain** the ability to see the bigger picture in your role and apply MBA-level strategic thinking immediately in the workplace
- **Learn** practical strategic tools taught on MBAs to guide team direction, shape future vision and address key pharma and biopharma business challenges
- **Enhance** your decision-making by adopting new ways of thinking and implementing choices through effective 'Helicopter' or 'Strategic Thinking'
- **Understand** how strategic principles apply to real pharmaceutical industry scenarios through MBA strategic business cases and practical application
- **Discuss** the impact of emerging innovations such as artificial intelligence and how they influence strategy across pharma and biopharma organisations

Who should attend?

This course is ideal for all those in the pharmaceutical industry who make strategic choices and who recognise that they could rise to future challenges by becoming more strategic, more behaviourally skilled, and more creative.

It is designed for managers who are eager to deliver strategy with greater ease and confidence, and who want to evaluate its effectiveness whether their focus is technical or commercial.

This course is particularly relevant to heads of teams and departments, those responsible for leading a project, and anyone in a role that requires influencing other areas of their organisation, especially within a matrix management environment.

Programme

Day 1

Introduction and objectives

What is strategy and strategic thinking?

- Helicopter thinking
- The importance of strategy for the pharmaceutical industry
- Artificial Intelligence (AI) being used in the pharma industry
- The Strategy Process and tool strategic kit used on MBAs

Environmental analysis

- Strategy tools
- Competitive analysis
- Case study in the pharmaceutical industry
- Critical thinking model and application

Generating and evaluating strategic options

- Creativity for generating options
- Evaluating strategic options
- Pharma case study continued

Day 2

Strategy implementation

- Strategic project implementation
- Leadership
- Change management (pharma case study)

Behavioural

- Effective and strategic communication (pharma case study)
- Managing stakeholders and influencing agendas
- Behaving strategically

Evaluation

- Monitoring implementation
- Performance drivers and indicators
- Problem diagnosis

Application

- Business plan structure
- How to apply the strategic tools following the course

Presenter



Laura Brown

Dr Laura Brown MBA is an independent Pharmaceutical Training and Management Consultant, and visiting lecturer at Cranfield School of Management, a leading European business school. Laura has worked in the pharmaceutical industry for 25 years. She has facilitated strategy development for a number of teams in the pharmaceutical industry.

Laura has also co-authored several books on strategy and related areas including “Be Your Own Strategy Consultant”, “Value-Based HR Strategy”, “Strategic Project Management” and “Pharmaceutical Project Management”.

Course dates

22-23 February 27	**Live online** 09:30-16:30 **UK (London)** (UTC+00) *Course code 17008*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 28 Dec**
20-21 September 27	**Live online** 09:30-16:30 **UK (London)** (UTC+01) *Course code 17339*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 26 Jul**

How to book

Online:
ipi.academy/2533

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

★★★★★

All good! I learn quite some insights. As a researcher I was unsure if I would understand the content of the course entirely, but I did not have any problem; plus, I learned new tools and techniques that I will definitely implement. 5* - I would recommend.

Clara Vázquez García
Immunology Dept.
Max Delbrück Center
Feb 24 2025

★★★★☆

The speaker has comprehensive knowledge and effectively shared the knowledge with participants.

Katarzyna (Kasia) Wegner
APID Director
Ipsen Manufacturing Ireland Ltd
Oct 30 2025

★★★★☆

The strategic thinking training was highly valuable and well-executed. It offered a balanced mix of theory, practical tools, and reflection. The sessions were thoughtfully structured, and Laura's expertise made the content engaging and relevant. I came away with a clearer understanding of strategic frameworks and a renewed confidence in applying them to complex business challenges. I would definitely recommend this training to professionals looking to enhance their strategic mindset.

Bérengère Duhamel
Head of Business Insights
MedinCell
Oct 30 2025

★★★★☆

Very good prepared content/ppt. The speaker has comprehensive knowledge and effectively shared the knowledge with participants.

Katarzyna (Kasia) Wegner
APID Director
Ipsen Manufacturing Ireland Ltd
Oct 30 2025

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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