

Building commercial leadership



Client need

A life sciences company with a distributed P&L runs an annual program to improve new general managers' commercial leadership and ability to deliver on business goals. These newly promoted leaders come from a variety of commercial and non-commercial backgrounds, and the company wanted participants to benefit from the program regardless of whether they were already leading sales teams, had indirect sales teams, or were selling through a partner channel.



The solution...

BTS helped develop the organization's leaders in three key leadership areas:

1. Building Talent for Competitive Advantage
2. Strategy Development and Execution
3. Financial and Commercial Acumen



Results

As a result of the program, 30 percent of the actions participants committed to take in their day-to-day roles have been completed. Focusing on on-time delivery resulted in manufacturing a Biological Drug Substance 95 percent on time and on target for the site. Participants also reported increased confidence pushing back, which led to an improvement in workplace culture.
