

Transforming leadership



Client need

A leading global pharmaceutical company launched several new products within a short span of time, which put high demands on the organization's sales and marketing teams. The organization's leadership team identified that its **mid-level leaders needed to become more customer-centric** to maximize their contributions to the business. Working on remote teams, leaders needed a solution that would allow them to experience the same program and bring them together despite their differing locations.



The solution

A full-day BTS simulation called **Multipliers**, based on Liz Wiseman's groundbreaking book, *Multipliers: How the Best Leaders Make Everyone Smarter*, was delivered virtually:

- ✓ The simulation helped leaders understand how they were unnecessarily controlling and rescuing their people on projects, and demonstrated how to adopt the mindset and behaviors that would **increase intelligence and unlock potential in their team members**.
- ✓ After going through the virtual simulation, leaders were evaluated with a 360 assessment. Each sales leader received an individual report from the assessment. The following year, the next cohort of sales leaders went through the same *Multipliers* experience.



Results

"I didn't realize I was rescuing my people until after the course. Then a light bulb went on. Now I'm cognizant of opportunities to do a better job at handing things off and seeing what my team can do. I'm able to resist jumping in and taking care of it myself."

Participants reported:

Their team members are more self-reliant and demonstrate stronger ownership and accountability. Less time is spent rescuing and they can concentrate more on important tasks.