



Driving Transformational Change, Engagement, and Strategic Alignment for a Leading Global BioPharma Innovator



THE BACKGROUND

A Global Biopharma Company, respected for its commitment to diversity and inclusion, engaged The Game Changer Collective to create a programme to support a high profile change initiative.

The initiative engaged 1,400 individuals across five global locations balancing in person and virtual activities.

The Executive Leaders wanted to facilitate a change in behaviours and ways of working to encourage more collaboration across regions and drive continuous improvement.

They wanted to make sure everyone:

- Understands the overarching organisational objectives, their function's priorities and how they support both of these.
- Is inspired and re-energised to deliver in a culture of continuous improvement.
- Feels curious and emboldened to explore digital tools, techniques and support.
- Develops their understanding of users and their roles in creating a fantastic user experience.
- Feels connected to one another – wanting to collaborate and have fun together.



OBJECTIVES

The Leadership Team aspiration was for all employees to feel part of one team, regardless of their location. They wanted individuals to recognise their own contribution to the organisation's growth and wider objectives around patient care.

The Game Changer Collective created a series of events designed to encourage curiosity. These enabled employees to think about what they are doing and can do to contribute to the support function's broader objectives.

The programme also provided an opportunity for them to think about different ways of working, allowing more collaboration, to support themselves and the wider organisation.

The Game Changer Collective worked with the Leadership Team to develop a programme that supported them in:

- Identifying how individuals are energised to make an impact.
- Helping employees feel confident in their roles to thrive within the organisation.
- Fostering a culture of continuous improvement and collaboration.

WHAT WE DID



The Game Changer Collective created three key streams, as part of the programme, to support objectives:

1. Designed a programme focused on individual growth and accountability.
2. Delivered an innovative and interactive learning experience to ignite a positive mindset at an individual level.
3. Introduced The GC Index® to leaders to understand individual, team and organisational impact and contribution.



A. Leadership Team Insight into Impact

Recognising the critical role of the Leadership Team in sponsoring the regional events, the first element of the programme was the completion of individual GC Index® profiles. This provided data and insight into people's proclivities, their innate drive to make an impact and contribution in the workplace.

Supported with one-to-one coaching to explore the application of their data helping them understand more about how they are energised to make an impact and how they work with others to accelerate positive change as individuals, within their function, and as members of the organisation more widely.

B. Leadership Team Development Day

This centred around developing a self aware, empowered, and engaged Leadership Team where every individual's unique impact and contribution is recognised and valued.

It enriched the team with a greater understanding of one another to maximise collaborative utilisation of strengths to make better, faster, decisions which positively impact the business.

This supported team cohesion and unified strategic thinking to recognise opportunities with speed of impact.

C. Regional Ambassador Workshop

The GC Index® was also introduced to senior managers who played a critical role in the success of the change initiative across their locations. A combination of individual coaching sessions and a group knowledge session ensured an understanding of how their individual data could support their impact leading the events.

The profile helped shape the role individuals wanted to take in the delivery and engagement of the sessions and provided a platform for development discussions and plans.

The insight also supported collaboration and enabled them to take action quickly.

D. Human Needs Workshop

The Game Changer Collective developed an interactive Human Needs Workshop, based on the work by Tony Robbins and Cloé Madanes.

This was designed to support individuals to explore what drives and motivates them and then align this insight to their roles.

A virtual train the trainer workshop ensured that senior managers experienced the value of the session and were confident to facilitate with support materials in their locations.



THE IMPACT MADE

Data from The GC Index® provided a framework and language that shows how everyone:

1. Wants to make an impact to a role, team and/or organisation
2. Can communicate to help them to achieve their collective ambitions.

The insights and data were used to enable quality debate, quality decision making and build confidence for excellent execution. This helped drive action quickly and effectively, in a collaborative way.

WHAT THE TEAM HAD TO SAY...



“The Game Changer Collective were creative, inspiring, challenging and flexible.

They gave us a new appreciation for a more creative mindset and what value that brings to our team.”

Senior Leadership Executive



“The Game Changer Collective brought cognitive diversity and creativity to our team that we would never had without them.

They are truly inspirational and we are proud to work with them.”

Senior Procurement Manager



“I really believe that understanding how we make an impact as individuals and a collective team made a difference to how we led through the programme and contributed to its success.”

Senior Leadership Executive

The Insight provided by The GC Index® can help decision making in any business process and improve productivity.

Our programmes

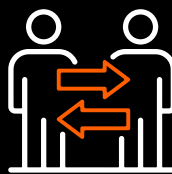
The Game Changer Collective programmes include impactful leadership and insightful team development programmes, transformational coaching, enhancing employee engagement initiatives and much more.



Impactful Leadership Programmes



High Performing Teams



Transformational Coaching



Diversity, Equity, Inclusion & Belonging



Employee Engagement

Are you curious?

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