



## Global Generic Pharma Company - Pharma

**Project:** Design and deliver a global leadership meeting for 250

**Business Challenge:** Generic pharma companies are under huge pressure to capture and commercialise market opportunities once drugs come off patent whilst driving efficiency within this relatively low margin healthcare sector. Reinforcing purpose and harnessing culture as a key enabler of transformational progression is key. The culture was moving towards an “Unbossed” leadership style.

**Solution:** White Space. The key to this solution is the securing of white space in the architecture to enable movement & interaction and in the agenda to enable reflection, challenge and creativity. Three zones created an intimate auditorium for focussed input, an open café zone for storytelling and involvement and a chat zone for showcasing & relaxed conversations with the exec.

Empowerment was key. The extensive movement and permission to cluster around areas of interest and challenge delivered a great energy that ran throughout the 2 days.