

Focusing teams on critical issues

That was the challenge facing Barker Dewson and medical communication specialists, PPSI. The brief was to engage a large, international team of medical and marketing staff from a global pharmaceutical company with some emerging commercial issues.

The clients met at a large conference in Amsterdam and had an afternoon to agree how to approach communication with key customers, opinion leaders and fellow team members across Europe. The key problem was to adopt a method to help team members from a range of disciplines find common ground and plan their next steps. The clients had to rapidly process a range of data, agree a strategy, and amend any plans to suit their local markets. Using Kolb's learning cycle as a framework, Barker Dewson created a low-cost discussion guide to facilitate conversations between groups of 6-8 people.



A 90-minute session was summarised, and the clients agreed on a way forward, offering the best use of the limited resources available to them. The session was led by a PPSI manager, who said, "They got on with it, followed the process and came up with some useful solutions..."