

A black and white photograph of a woman and a man in a laboratory setting. The woman, on the left, is wearing glasses, a dark blazer, and a light-colored sweater. She is smiling and looking towards the man. The man, on the right, is wearing glasses, a beard, and a white lab coat. He is holding a dark mug and smiling back at the woman. The background is a blurred laboratory environment with shelves of equipment.

Building a Growth Mindset in Pharma

Pharmaceutical

Building a Growth Mindset in Pharma

Building Resilience, Driving Results.

Highlights

- **Mastering the Art of Engagement:** Develop your advanced communication and relationship-building skills to effectively connect with healthcare providers and key stakeholders.
- **Navigating the Regulatory Landscape:** Gain practical strategies for staying compliant and adapting to evolving regulations while maintaining a focus on patient needs.

Key Competences

- Adaptability & Agility
- Communication & Influence
- Critical Thinking
- Resilience & Tenacity
- Customer Focus & Patient-Centricity

The Right Programme for You

• You are a medical representative, medical science liaison, or other field-based professional interacting with healthcare providers and stakeholders.

Managers

New Managers

Business Professionals



Learn, Practice and Use

- **Understand** the specific challenges and opportunities you face in your role and how a growth mindset can empower you to excel.
- **Identify** and overcome limiting beliefs that may be hindering your performance and impact.
- **Develop** effective strategies for handling objections, adapting to market changes, and building strong relationships with healthcare providers and stakeholders.
- **Foster** a collaborative and supportive environment within your team, promoting knowledge sharing and mutual growth.
- **Cultivate** a deeper understanding of patient needs and perspectives, enabling you to advocate for their best interests.
- **Navigate** the complex regulatory landscape with confidence and maintain a focus on ethical and compliant practices.
- **Inspire** and motivate your colleagues through your own growth mindset and leadership.

Practical Information

Face-to-Face



3 days
€3,495

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

[Click here](#) for dates, locations and full programme outline

Programme Modules

1

Foundations of a Growth Mindset in Pharma

- Explore the power of a growth mindset in the context of the pharmaceutical industry.
- Learn how to identify and overcome fixed mindset barriers that can hinder your success.
- Discover strategies to foster a mindset of continuous learning, adaptability, and resilience, essential for thriving in a dynamic healthcare environment.

2

Mastering Communication and Influence

- Develop advanced communication and relationship-building skills to effectively engage healthcare providers, patients, and key stakeholders.
- Learn how to handle objections, tailor your message to different audiences, and build trust through active listening and empathy.

3

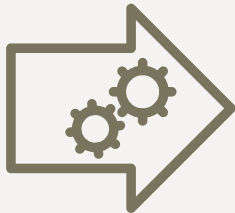
Navigating Challenges and Achieving Results

- Gain practical strategies for overcoming common challenges faced by field-based pharma professionals, such as adapting to market changes, navigating regulatory complexities, and managing rejection.
- Learn how to leverage a growth mindset to stay motivated, problem-solve effectively, and achieve outstanding results.



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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