MCE

READY-TO-RUN IN-COMPANY



Building a Data-Driven Organization in Pharma & Biotech

PHARMA & BIOTECH

READY-TO-RUN

What is a **Ready-to-Run** programme?



MCE's Ready-to-Run programmes are standard MCE programmes delivered to one organization at a time. There are no public sessions or individual registrations.

01

Standard content

The programme is delivered as designed: the same six modules for every group.

02

Your team only

Only participants from your organization are in the room.

03

You choose the logistics

Dates, group and format: on your site, at a venue or online.

How does Ready-to-Run compare with other MCE formats?

	Open programme	Ready-to-Run	Custom programme
WHO ATTENDS	Individuals from different organizations	Your team only	Your team only
CONTENT	Standard	Standard	Designed for you
DATES & LOCATION	Scheduled public sessions	You choose	You choose
A GOOD FIT WHEN	You are developing one or a few people	You have more than three people to train	You need content designed for your organization

More than three people to train?

If you plan to send several people to an open programme, a Ready-to-Run programme for your team is a practical option to compare.

Request a quote >

Building a Data-Driven Organization in Pharma & Biotech

Turn your data into sharper decisions — and build the culture that keeps doing it.

Why This Programme Matters to You



Pharma generates enormous data — across research, clinical development, market access, commercial, medical affairs and patient support. The advantage isn't in collecting it. It's in the ability to turn it into insight that changes decisions.
That takes more than analysts and tools. It takes leaders who can read data critically, teams with real data literacy, and a culture where decisions are made on evidence — all inside strong governance, privacy and responsible-AI guardrails.

This programme builds that capability across your organization: stronger analytics leadership, better data-driven decisions, and a culture of continuous, evidence-based learning.

Competences

- Data-driven decisions
- Analytics leadership
- Data governance
- Insight translation
- Learning culture

Who Is It For

You lead teams whose decisions should be sharper with better use of data, and you want to build data literacy and an evidence-based culture — without needing to become a data scientist yourself.

Experienced Managers

Senior Managers & Directors

Learn, Practise and Use

- **Make** better decisions using data and analytics.
- **Translate** data into insight that actually changes what you do.
- **Lead** analytics work without being a data scientist.
- **Build** data literacy across your teams.
- **Apply AI** and analytics responsibly in a healthcare context.
- **Get** governance, quality and privacy right.
- **Build** a culture of evidence-based, continuous learning.
- **Leave** with a plan to make your area more data-driven.

PRACTICAL INFORMATION

DURATION
2 days

BUSINESS IMPACT

Improves decision quality, increases organizational responsiveness, and helps teams create greater value from data and analytics investments.

Click here for dates, locations and full programme outline

Programme Modules

1

From Data-Rich to Insight-Driven

Most pharma organizations collect huge amounts of data, but few use it well in everyday decisions. You look at where data really changes decisions in your business, and where it is simply reported.

2

Analytics for Leaders (No Data Science Required)

Leaders don't need to be data scientists, but they do need to ask the right questions. You work on understanding what analytics and AI can and cannot do, and on judging the quality of the insights you receive.

3

Turning Data Into Decisions

Good data does not help if decisions are still made on habit. You practise using data and evidence in real business decisions, from commercial planning to operations, and explaining those decisions to others.

4

Governance, Privacy and Responsible AI

In pharma, data use is limited by privacy rules, regulation and public trust. You work on governance, data privacy and responsible use of AI, so that innovation does not create new risks.

5

Building a Data-Driven, Learning Culture

Tools and dashboards alone don't create a data-driven organization. You work on building a culture where people share data, test ideas and learn from results, across functions and countries.

6

Your Data-Driven Action Plan

You apply what you have learned to a real decision or process in your organization. You leave with a clear plan: where to start, which data to use and how to build the right habits.



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

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