MCE

READY-TO-RUN IN-COMPANY



# Leading Digital Transformation 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 >

# Leading Digital Transformation in Pharma & Biotech

## Lead digital and AI transformation that actually sticks — without compromising rigour or trust.



### Why This Programme Matters to You

Most digital transformations in pharma don't fail on technology. They fail on people — underestimating the cultural, behavioural and leadership change that new ways of working demand.

And pharma raises the bar: you have to drive enterprise-wide change while protecting scientific rigour, regulatory compliance and stakeholder trust. Push too hard and you break something that matters; move too slowly and you fall behind.

This programme helps your leaders drive transformation that sticks — building digital mindsets, agile ways of working, and the momentum to carry change through resistance to real adoption.

### Competences

- Transformation strategy
- Change leadership
- Digital mindset
- Agile working
- Sustaining momentum

### Who Is It For

You lead or sponsor digital and AI change in a pharma organisation, and you're accountable for adoption, not just implementation. You want transformation that lasts, inside a regulated environment.

**Experienced Managers**

**Senior Managers & Directors**

### Learn, Practice and Use

- **Set** a clear digital transformation strategy and where to focus.
- **Lead** the organisational and behavioural change transformation really requires.
- **Build** digital mindsets across technical and non-technical teams.
- **Introduce** agile ways of working that fit a regulated environment.
- **Move** faster while protecting rigour, compliance and trust.
- **Manage** resistance and keep people with you.
- **Sustain** momentum so change doesn't stall after launch.
- **Leave** with a transformation plan for your part of the business.

### PRACTICAL INFORMATION

DURATION
**2 days**

### BUSINESS IMPACT

Accelerates digital adoption, improves transformation success rates, and strengthens organisational agility across the business.

**Click here** for the full programme outline

# Programme Modules

1

## Why Digital Transformations Really Fail

Many digital programmes in pharma deliver new tools but little real change. You look at the most common reasons digital transformations fail, and why the cause is usually people and process, not technology.

2

## Setting a Transformation Strategy Worth Following

People follow a transformation when they understand where it is going and why. You work on setting a clear digital transformation strategy that is linked to business priorities and easy to explain.

3

## Leading the Change, Not Just the Tech

Introducing new technology is the easier part. You work on leading the human side of change: new ways of working, new skills and new roles, and helping people see what is in it for them.

4

## Agile Ways of Working Inside a Regulated Business

Agile methods were not designed for a regulated industry. You explore how to use agile ways of working in pharma while respecting validation, quality and compliance requirements.

5

## Carrying People Through Resistance

Resistance to change is normal, especially when people are already under pressure. You practise understanding the reasons behind resistance and helping people move from doubt to commitment.

6

## Your Digital Transformation Plan

You apply what you have learned to a real transformation in your organization. You leave with a clear plan: the priorities, the people to involve and how you will keep momentum.



# 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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