

Remote Strategy Meeting

Facilitating a virtual strategy meeting to enable senior leaders and their teams to plan for, and agree on their strategic priorities for the next three years

THERAPEUTIC AREA: Immuno-Oncology CR&D

PARTICIPANT TYPE: Senior Leaders and direct reports

METHOD: Virtual Learning Event (VLE)



SITUATION

- ◆ **Global blue-chip** pharmaceutical company seeking to refine their strategic priorities within their Immuno-Oncology Clinical Research and Development function for the next three years
- ◆ Due to the COVID-19 pandemic, the f2f meeting was converted to a virtual one utilizing Adobe Connect
- ◆ The 2 day meeting needed to be very interactive to continuously engage 65 people from across 3 sites on 2 continents
- ◆ The deadline from brief to delivery was 2 weeks
- ◆ It was vital that everyone's thoughts and opinions were truly heard in order to genuinely influence the strategic priorities for clinical focus and financial investment



STRATEGY

- ◆ **Amplity** used our experience and knowledge of remote engagement, capability development and the Pharmaceutical industry to design a bespoke meeting for our client
- ◆ We collaborated closely with the leadership team to create tailored content specific to their unique circumstances and requirements
- ◆ The meeting was collaboratively co-led by the client's senior leadership team in CR&D and **Amplity** Health Facilitators, with expert technical support
- ◆ Pertinent clinical abstracts were shared, discussed and understood, with pros and cons of individual approaches debated in small break-out groups, with collective feedback presented back in the main room
- ◆ The **Amplity** facilitators ensure that everyone in the break-out groups had many opportunities to contribute to the discussion



RESULTS

- ◆ The structure of the meeting encouraged discussion and kept attendees engaged throughout. They particularly valued being able to discuss and debate the concepts in their smaller break-out groups, including utilization of a polling function to help identify those platforms or approaches to be prioritized for significant investment
- ◆ Despite taking place remotely, attendees were still able to work in an extremely collaborative way, asking questions via Chat, using White Boards, Q&A Boards and 'real-time' polling. All the written contributions were collated by **Amplity** and shared with the client
- ◆ There was fruitful discussion around both the current strategy and a large range of clinical abstracts and posters which will help inform and shape the future strategy
- ◆ The challenging debates were facilitated in a safe space by **Amplity** so that attendees did not feel unduly influenced to align their thinking with the Leadership Team's preference on strategy. This was evidenced by the fact the consensus view was to prioritise a different novel approach, replacing one of the 3 original strategic priorities
- ◆ The client is extremely happy with the outcome and feel that they achieved the intention of ensuring everyone in their function had an opportunity to contribute, feel heard and genuinely help shape the strategic priorities for investment over the next 3 years in clinical R&D Immuno-Oncology for their organization
- ◆ This remote meeting was significantly less expensive than the last time it was facilitated face-to-face, with comparable impact and equivalent outcomes

