

A Remote 2 Day Meeting

From Face-to-Face to Virtual

SKILL AREA: Leadership through Change

PARTICIPANT TYPE: Managers

METHOD: Virtual Learning Event (VLE)

SITUATION

- Our client is a top 10 blue chip pharma company with a global footprint
- They wanted to inform the US field Medical Affairs leadership team of urgent business updates and to upskill those managers to lead through change well, utilising remote technology
- It was important to ensure consistency in understanding, and onward communication and engagement across US Med Affairs
- The original plan was to have a face to face meeting, however travel restrictions due to COVID-19 meant this was not possible
- Delaying the communication of the business updates would have caused significant issues for the client

STRATEGY

- Amplity** redesigned the content of the meeting into a virtual format
- Working closely with the global leadership team, an engaging, interactive and informative 2 day virtual meeting was designed and facilitated
- Each general business update session was followed by smaller virtual breakout sessions
- These breakout sessions were facilitated by an **Amplity** Coach and were an opportunity to discuss the business update, share ideas for implementation and engage in real-life practice for onward communication
- Despite the breakout sessions being remote, the **Amplity** facilitators created a safe space where participants could discuss any concerns around the business updates, agree on personal objectives and become aligned on a common approach for engagement

RESULTS

- The structure of the meeting encouraged discussion and kept participants engaged throughout. They particularly valued practicing and being coached in small groups
- Despite taking place remotely, participants were still able to work in a collaborative way
- The feedback from the client was incredible:
 - “What you did mattered”*
 - “The highlight was the small facilitated breakouts”*
 - “This type of meeting will become best practice around the globe”*
 - “You continue to demonstrate why you are different to other vendors”*



Amplity Health staff working remotely