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foundation for confidence

How developing leaders in the Pharmaceutical sector drove increased market competitiveness.

The client...

Super brand (High Street) Pharmaceutical Wholesaler and Retailer (23rd Retail Price Index). 9000 employees located across 1200 UK sites.

The issues...

A programme of change played a necessary part in our client's response to increasing competition brought about as a result of Government legislation in relation to pharmacy regulations. Specifically, our client needed to:

- increase "over the counter" sales
- reduce staff turnover due to uncertainty
- increase effectiveness of 180 middle and senior managers

What we did...

At the outset Denison Williams Consulting generated Board ownership, as well as sponsorship and support to the senior managers (from a position of, "it's the management's fault!"). 8-hour manager coaching and shadowing sessions were delivered across multiple sites with people undertaking at least 5 sessions. This was supplemented with "Preview and Review" telephone and email support to all managers.

What happened as a result...

- employee turnover reduced by 15% over 12 months
- successful introduction of (UK first) "Pharmacy Services"
- % increase in effectiveness of management communication - cost measurement of meetings frequency/ length and output translated into workplace changes - fewer meetings produce more action
- % increase in job applications received by our client company

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