



“With an enhanced toolbox, and actionable insight, I am ready to be the leader I want to be.”

High Performance Commercial Leadership Workshops for the Medical Industry.

A customised development programme for Pharma and MedTech.

CRESCOMED designs and delivers customised development initiatives for high-potential commercial leaders.

The HPCL™ development programme is a validated tool for executives to drive their most promising team members to the next level.

Successfully rolled globally in blue chip companies, the programme is very engaging, inspires self-reflection, and connect seamlessly to the current daily work reality of the trainees.

The HPCL™ development programme

A series of workshops with plenty of interaction, rooted in validated educational and coaching methodologies, culminating in a hyper-realistic business case where all the learning can be applied.

The programme begins with an intense intake session to ensure maximum customisation.

Format: The programme is delivered ideally in a class room setting. Trainees gather for 2 workshop sessions of 3 days, about 6 months apart. A hybrid and full online version can be developed.

Content: Reconciling apparent conflicts. Targeted mindfulness. Coaching in practice. Managing change. Situational communication. Instil purpose and drive motivation. Leading strategic adaptations. Pivoting Sales during a downturn. A customised business case.

Objectives: Create a comprehensive customised development solution for high-potential commercial leaders. Relate workshop exercises, cases and coaching efforts to the current business situation.

Deliver highly engaging workshops to inspire self-reflection, and develop reconciliation skills, all leading to a change in the trainees' mindset.

Tools: CAIRO, Heartbeat model, GROW, TOPS, Set-up to fail Syndrome, Your Flywheel, Motivational Paths

References: The HPCL programme has a solid track record. Reference upon request.

Contact us now for a free orientation and quote: info@crescomed.com or call Alain on +32 473.93.56.31 (CET)

Why CRESCOMED?

CRESCOMED is specialised in sales and marketing excellence, and commercial process development and implementation. As a true boutique consultancy firm, we work closely with a small number of selected Clients at any one time. We can tap into an international pool of privileged partners when needed.