

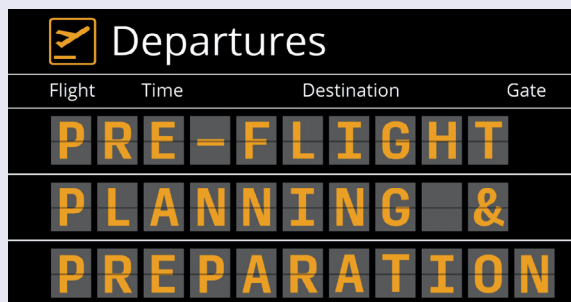
How to Plan and Run a High Performing Workshop – Top Tips for Pharma and Healthcare Brand Teams

Workshops are a familiar feature in most pharma and healthcare brand team’s calendars. They’re useful for addressing a range of challenges, such as strategy development or idea generation. However, often workshop participants endure the ‘blue sky thinking’ session, or the ‘talkshop’ neither of which stretch thinking or lead to tangible outcomes.

When it comes to workshops, we believe that a solid process, with engaging content, and expert facilitation contributes to an effective workshop.

PROCESS + CONTENT + EXPERT FACILITATION = HIGH PERFORMING WORKSHOP

Our article will list 10 top tips for a high performing workshop, from ‘pre-takeoff’ and planning, to the ‘inflight experience’ during the workshop, to aligning when ‘landing’ at the end of the workshop.



1. Be Clear Before You Start

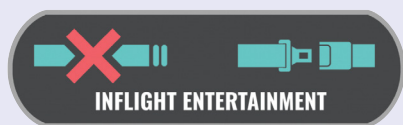
Just like planning a flight, a workshop needs to have a defined purpose and clarity on what you’ll do with the workshop outputs. Outline the objectives you wish to achieve once the workshop has been completed.

2. Pick your Crew

Ensure that you have the right crew, with the right skills, experiences, and perspectives in order to get the most out of your workshop. When structuring the workshop agenda, co-creation with key stakeholders can ensure that all desired topics are covered.

3. Create Excitement

Generate ‘pre-flight’ excitement by sharing the high-level agenda and circulating invites. Infographics and animation are great formats for pre-reads or exercises.



4. Get Everyone Fired Up for Takeoff!

The use of energiser exercises is great for getting people up and moving around. These can be used as breaks in order to manage energy levels.

5. Identify No Fly Zones

Outline rules and behaviours unacceptable before you start the workshop. This can include the use of laptops and mobile phones.

6. Create an Interactive Workshop

Importantly, create an interactive, high engagement workshop which will stimulate thinking. This can be achieved by:

- Using a mix of exercises that are tailored to different learning styles
- Integrating the use of props to tap into different ways of thinking
- Using experts or customers to explain their perspective, or bring to life an issue, and
- A workshop theme can also be useful to frame exercises or help add impact.

7. Navigate the Time

Try to stay on schedule, but also be flexible with your agenda so you don’t cut off productive discussion and thinking.



8. Leave Enough Time

As you’re coming into land for your workshop, try to leave enough time to talk through the main conclusions, and answer and queries that the participants may have.

9. Participant Alignment

Make sure that everyone is aligned on key conclusions and decisions. Have you met the workshop objectives that were stated in the planning stages?

10. Post-Workshop

Make sure that onward travel is straightforward, and that the action plan has teams and timelines assigned. This ensures that the momentum from the workshop continues and becomes a catalyst for success.

A high performing workshop delivers a real return on investment when fully planned out. If participants come away from the workshop with an action plan, this installs positivity and galvanises brand teams. From here, this will have a fulfilling effect on your customers and patients too!



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