

# Capability Building Thru Team Development

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## A Less-Than-Satisfying Customer Experience

A global pharmaceutical company was confronted with an alarming 7% decline in customer satisfaction survey results over a single year. In addition, as the industry regulatory and customer environment evolved globally, some organizations in the business units fell behind due to using outdated competency models.

The leadership team recognized it was imperative to update the competency models to support future business strategies and regain competitive advantage in the marketplace.

The short term strategic initiatives identified would focus on a) rebuilding of the competency models for two key business units and b) creating two new functions focusing on future strategy.

## Time for Competence-Building Exercises

To rebuild capabilities, SESIL PIR Consulting lead the following work streams:

- Benchmarking and rebuilding competency models by conducting an assessment of world class competencies in the industry, mapping existing models to best practices, and updating missing elements in the company's framework
- Identification of management and employee behaviors that negatively influenced customers' perception of the company
- Designing and delivering two-day development sessions for managers and employees focusing on quality and complexity management

## Our Solution Called for Some Creativity

SESIL PIR Consulting helped drive the creation of two new functions by:

- Researching competitors to identify company weaknesses and missing capabilities
- Identifying the right leaders to drive change and lead future business strategy
- Determining which missing skills the company needed to recruit to remain competitive
- Designing resource structure, on-boarding, and training programs

## Successful and Sustainable Results

In just six months, the company adopted a new competency model that serves as a foundation for leadership management and provides a guide to develop and recruit skills required for continued success. As leadership adopted the new model, the company's customer satisfaction survey numbers increased by 4% in 12 months.

## Contact Us

Team development is key to sustainable results. For customized team development activities, please contact us at [sesilpir.com](https://www.sesilpir.com).