

# CREATING FUTURES THAT WORK®

## The ABEL System



**Arts-Based Experiential Learning for Leaders and Teams**

### Pharmaceutical Business Case

**Client:** CEO of the North American division of one of the ten largest pharmaceutical companies in the world.

**Presenting problem:** The company's ability to successfully bring new drugs and treatments to the North American market was impaired by poor collaboration between innovation and marketing teams. CEO brought us in to develop effective cross-functional teams and collaborative processes. Our work drew on key elements of the ABEL (Arts-Based Experiential Learning) System to develop agile and flexible teams and leaders skilled at building a foundation of trust and mutual respect across the organization.

#### Strategic solutions:

- Experiential learning: Reshaping culture through hands-on workshops
- Team training: ensemble leadership and rapid prototyping, bringing together cross-functional leaders and teams
- Coaching: Individual coaching to support key leaders

#### Outcomes

- 2 breakthrough products with multi-billion dollar returns successfully launched
- Striking improvement in organizational collaboration
- Measurable increase in employee satisfaction and engagement
- Substantial year over year growth in revenues and profits