

# Open Water Development

Specialists in

Mindset and Behaviour Change in  
the Global Pharmaceutical Industry



# Who are Open Water?

We are an international team of coaches, psychologists and consultants, who work with the human element of the organisation.

To create step changes in performance and culture we focus on:

- Shifting beliefs and behaviours
- Aligning mindset with purpose
- Breaking habits



# Highly experienced Mindset and Behaviour Change development in the Pharmaceutical Industry

15 years experience in Pharma in the areas of:

- 👉 Global Leadership
- 👉 Alliance Brand Teams
- 👉 Global Sales Teams
- 👉 Compliance
- 👉 Marketing



The image features a large iceberg floating in a blue ocean under a clear sky. The iceberg is split horizontally by the water's surface. The top part, above the water, is labeled 'behaviour' and 'results'. The bottom part, below the water, is labeled 'feelings' and 'beliefs'. Three white arrows point upwards from 'beliefs' to 'feelings', from 'feelings' to 'behaviour', and from 'behaviour' to 'results', indicating a causal flow from beliefs to results. The text 'We work at the Level of Beliefs to Get Fast and Sustainable Results' is written in white on the left side of the image.

results



behaviour

We work at the  
Level of Beliefs  
to Get Fast and  
Sustainable  
Results



feelings



beliefs

What are the attributes of a Peak Performer in a compliance context?



# The Attributes of a Peak Performer

## Mindset (Attitude)

Enthusiasm

Resilient

Focused

Confident

Positive

Driven

Committed

Integrity

Passionate

Courageous

Bold

Trustworthy

Fun

Caring

## Skill

Experience

Knowledge

Organised

Good Communicator



What is the Difference  
that makes the Difference?

Mindset 80 %

Skill 20 %



# EQuip for Purpose

## *Selling Compliance*

*A Mindset and Behaviour Change programme*

*Designed By Open Water*







| Top 5 pharmaceutical company implements new compliance strategy moving the culture from simply reciting the message to owning it, believing it and delivering it congruently.

| A bespoke mindset and behaviour change programme based on the foundations of Emotional Intelligence leads to ownership of the company's compliance message

## WORKING WITH US, OUR CLIENT ACHIEVED

97% of critical compliance job behaviours implemented on the job 3 months after programme

350 staff are projecting integrity and building trust with customers

100% of the learning was retained 3 months after the programme

97%

350

100%

# THE LEGACY

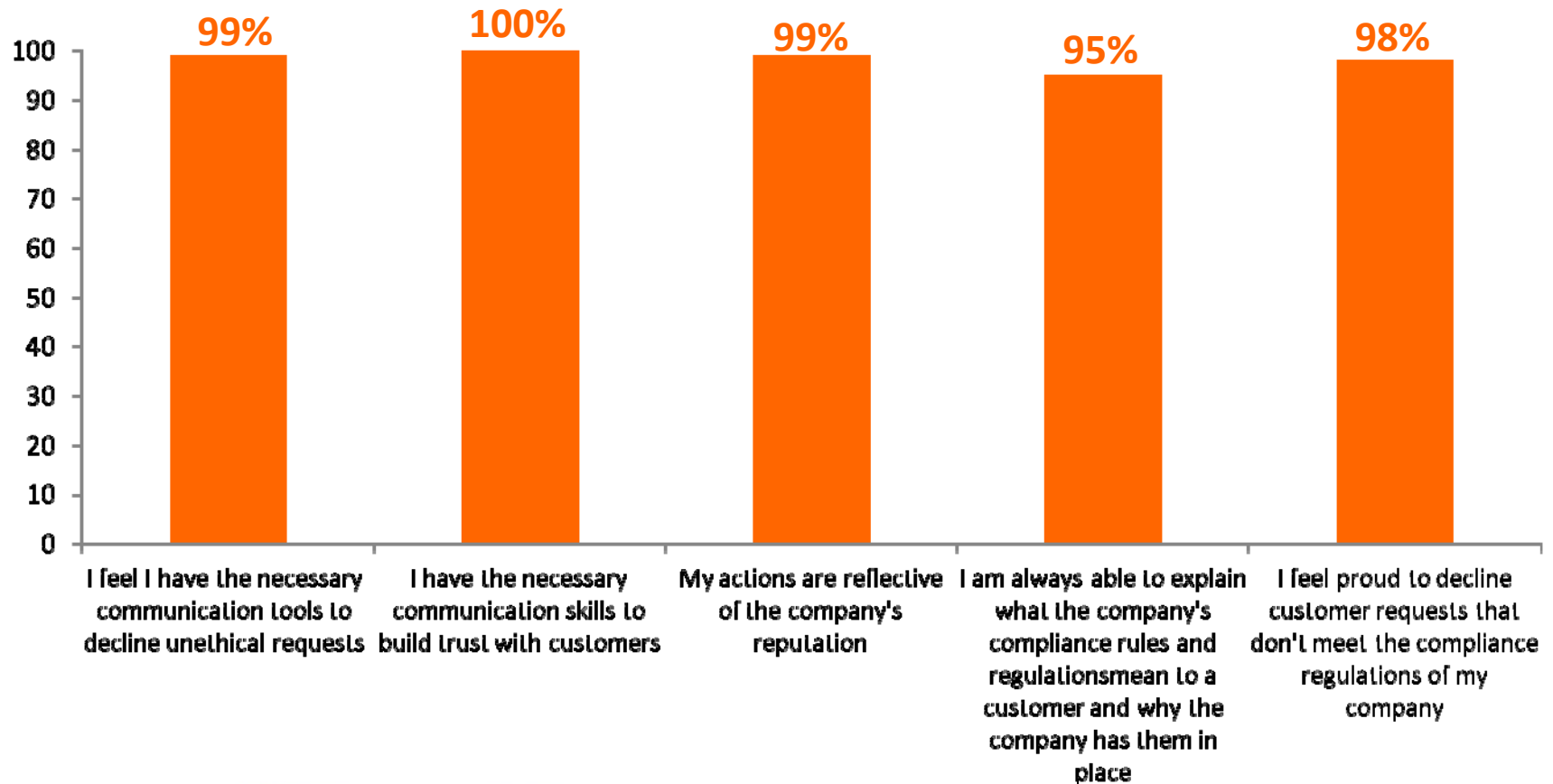
350 representatives of this company are connecting more with their values, projecting integrity and confidence and therefore building trust with their customers. Dedicated Knowledge, Attitude & Behaviour (KAB) measurement has revealed a 97% adoption of the critical job behaviours being implemented 3 months after the workshops.

Meanwhile we are now working at the country leadership levels to deepen the learning and further enhance the organisation's performance across the regions.

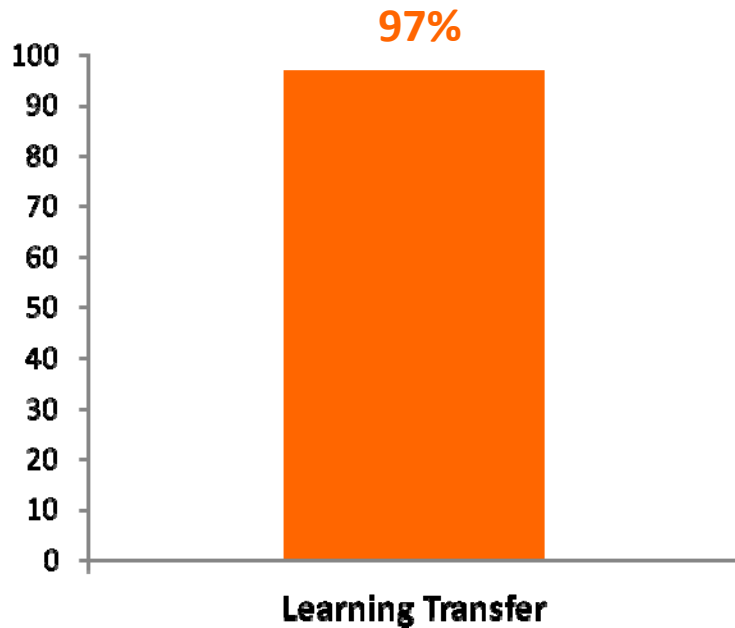
One of the critical strategic outcomes is to establish a 'coaching culture' across the business.

# Compliance

Measured 3 months after the 'Equip for Purpose' programme, delegates reported a significant uplift in attitudes in regards to compliance.



# Learning Transfer



(Before N186 – After N179 – On the Job N131)

- Results show the amount of learning that has been retained 3 months after the programme.
- Scores show that 97% of the knowledge and attitudes was retained 3 months after the programme.
- Results suggest that the learning from the programme is being utilised and translated into behaviours in the field.

*For further info please contact us on:*

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