

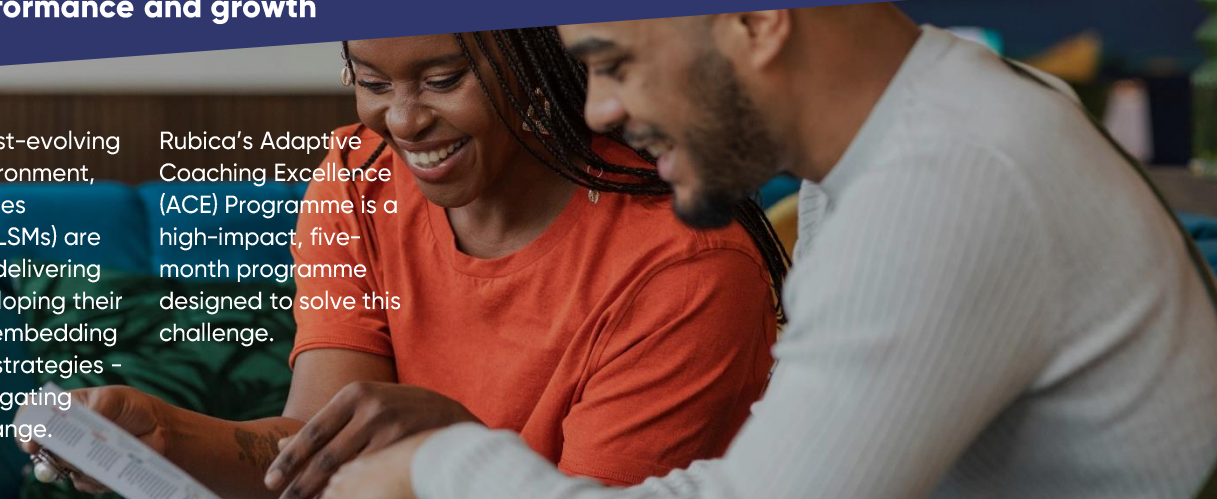
Adaptive Coaching Excellence (ACE)



Empowering Pharma Sales Manager to drive performance and growth

In today's fast-evolving Pharma environment, First-Line Sales Managers (FLSMs) are tasked with delivering results, developing their teams, and embedding commercial strategies - all while navigating constant change.

Rubica's Adaptive Coaching Excellence (ACE) Programme is a high-impact, five-month programme designed to solve this challenge.







How is adaptive coaching different and why is it a critical capability for FLSMs in Pharma?

Conventional FLSM approach

Adaptive FLSM approach

Coaching based on 'replicating what made me successful'	Coaching based on 'outside in thinking' to build account understanding and insight
Coaching on driving activities that have a short-term impact on numbers	Coaching to drive activities that build deeper relationships with customers
Coaching on improved message delivery (in-call excellence)	Coaching for cross-functional omnichannel delivery aligned to customer needs
Coaching to deliver activities focused on metrics	Coaching to build understanding of opportunities for patient impact
Educating on what good looks like	Coaching individuals to understand what their good looks like

-  **1 Created for Pharma** Designed to address the unique realities of Pharma sales leadership.
-  **2 Big impact, small time investment** Practical, time-efficient learning with limited time off the road.
-  **3 Real-time progress tracking** Integrated reporting provides visibility into participant growth and programme ROI.
-  **4 Scalable across markets** Delivered in local languages across the EU Top 5 for consistency and impact at scale.

Are your First-Line Sales Managers delivering consistent, high-quality coaching that drives frontline performance?

How confidently can you demonstrate ROI for your capability programmes and deliver meaningful, value-driven outcomes to your internal commercial stakeholders?



Contact us to find out more or to book your programme!

hello@rubica.co.uk

Call: 0333 241 3008
www.rubica.co.uk

How is the programme delivered

Set-up and briefing of participants

Before we get started, your Rubica Programme Lead will work with you to set-up the programme (agreeing participant numbers and details, languages, preferred timelines, workshop location, etc).

To build engagement, understanding and commitment of the programme participants, we will share an onboarding pack and run a 45-minute briefing call to go through each component of the programme, how it works, why it is important, the expectation and the timelines. Then the participants are ready for step 1!



Audience: First Line Sales Managers in cohorts of up to 20



Duration: 5 months with approx. 2 days of learning time commitment



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Once participants complete all stages of the programme, they will receive a virtual certificate and a feedback survey link. We will work with the client sponsor to determine the best way to recognise and celebrate participants for completing the programme using existing internal mechanisms.

The final stage is for Rubica to share a coaching impact analysis report for the programme with the client sponsor, along with a review of the key feedback and any recommendations for future rollout and embedding.

Perception Gap Analysis survey and report

In step 1, a survey will be sent to Sales Managers and 3 of their direct reports. Rubica will analyse the feedback and create a report to help participants understand how their coaching approach is perceived, and key areas where there are opportunities for enhancing their coaching impact. This is good insight and pre-reading for step 2.

Step 1

1.5-day in-person immersive workshop with adaptive coaching toolkit

The adaptive coaching toolkit is brought to life during an immersive workshop focussed on the application of pragmatic tools and practices to drive adaptive coaching impact and build sustainability of coaching activities. *Our strong recommendation is that this workshop is delivered in-person, but we can deliver virtually if required. Rubica are UK based, but the in-person workshop location is flexible.*

Step 2

Recorded coaching call

Accountability plays a vital role in driving meaningful and lasting behaviour change – which is why step 3 in the programme is so important. Using the adaptive coaching toolkit and learnings from the workshop, the Sales Manager will practice their adaptive coaching with their direct reports, then will submit one recorded 30-minute coaching session to Rubica for review. Our process meets the existing compliance, confidentiality and data security requirements of global Pharma companies.

Step 3

Recorded coaching call analysis and report

Each submitted call is analysed by one of Rubica's coaching experts. The report shared with the Sales Manager will identify specific aspects of the coaching interaction that worked well, and elements that would have been 'even better if'. The participant is encouraged to review the report and given four weeks to conduct further coaching practice with their direct reports (with nudge communications for encouragement).

Step 4

Coaching impact survey, analysis and report

At the end of the 4 weeks of practice, Rubica will send a 180-degree survey to the same direct reports involved in step 1 (the Perception Gap Analysis survey) to get their perceptions of the evolution of the Sales Manager's coaching approach and how it has impacted them. The findings will be shared in a Coaching impact analysis report and Sales Managers can use this report to identify what has been working well and areas that require further focus/ development for increased in-field impact.

Step 5