

GSK Global Oncology Commercial Capabilities and Excellence: Developing a Strategic Communication Campaign

SUMMARY

Global Oncology Commercial Excellence, as part of an emerging therapeutic area at GSK, needed to raise awareness of training initiatives and resources and drive increased collaboration across Global Oncology, particularly with regional and country-level stakeholders. IC Axon supported GSK in this initiative by:

- Assessing the current landscape within Global Oncology
- Gathering stakeholder feedback at global, regional, and country levels
- Developing a strong visual identity and a brand campaign
- Establishing a robust multi-channel communication strategy to support change management, communication, and collaboration

SITUATION ANALYSIS

The Global Oncology Commercial Excellence team needed to:

- Establish a strong strategic vision and brand identity to elevate their global presence
- Ensure that regional and country-level stakeholders were aware of all training offerings and selling skills initiatives available to them
- Communicate roles and responsibilities of the Global Oncology Commercial Excellence team
- Understand the needs of regional and country-level stakeholders
- Identify, optimize, and sustain targeted two-way communication channels between Global Oncology Commercial Excellence and its stakeholders
- Establish and maintain active collaboration between global, regional, and country levels

APPROACH

IC Axon collaborated with GSK to:

- Conduct **discovery interviews** with key stakeholders to better understand the needs, approaches, business aspirations, and experiences across the franchise and
 - Identify best practices for **cross-functional communication** within the global organization
 - Set up a community of practice to build **strong collaboration** between global, regional, and local area country stakeholders
- Design a **targeted multi-channel communication plan** to promote communication and **collaboration** and ensure all levels of the business unit were aware of the role of Global Oncology Commercial Excellence
- Establish a robust and well-planned **social media framework**, using Workplace, to support the **change management**, communication, and collaboration needed for global initiatives, including a new competitive selling framework

EVALUATION

GSK Global Oncology Commercial Excellence:

- **Strengthened their partnership** with their largest Global region and with their US counterparts, to ensure alignment on sales excellence approaches
- **Seamlessly integrated these communications tactics** into their culture and ways of working
- Grew communication channels significantly to **expand their audience and reach key stakeholders** throughout the business unit and leadership team

CONCLUSION

IC Axon was able to support GSK Global Oncology Commercial Excellence in building collaborative relationships with regional and country-level stakeholders, and gain a better understanding of their needs, goals, and experience. By leveraging GSK's existing internal social media platform, Workplace, and through targeted communications and a multi-channel approach, we collaborated to successfully increase engagement and communication throughout the business unit, as well as awareness of the training offerings and selling skills initiatives available through GSK Global Oncology Commercial Excellence.



ABOUT OUR COMPANIES

GSK is a science-led global healthcare company with a special purpose: to help people do more, feel better, live longer. Our strategy is to research and produce innovative, high-quality, and needed medicines, making these as accessible as possible to countries at all levels of income and development through our scientific and technical know-how and talented people.

IC Axon, powered by ClinicalMind, is an industry leader developing science-driven training for pharmaceutical and life science customers and is 100% dedicated to life science sales training. With one of the largest teams of in-house experts in the industry, our team uses a collaborative, cross-departmental approach to ensure our deep clinical knowledge, instructional design, creative vision, and technical innovation meets our client's needs and exceeds expectations.

