

## Facing a major product withdrawal, a leading pharmaceutical company revises its strategy, re-aligns the organization...and quickly corrects.

**The Background:** The U.S. affiliate of one of the world's largest healthcare corporations was forced to withdraw one of the major products within its portfolio. This immediately reduced the multi-billion dollar company's revenue by 30%.

**The Challenge:** The company was faced with comprehending and effectively managing their way through this loss. They needed to urgently identify an aggressive growth strategy then refocus and align the entire organization behind strategically sound action...as quickly as possible.

**Introduction to the Approach:** The Atlantis Group interviewed a cross-section of management, and then customized its basic approach to scenario-based strategic planning. A project team was put in place, sponsored by the president and managed by a vice president, who led a small cross functional core team.

The entire process was designed to maximize total company involvement, and to minimize the time required of any one individual. No preparation was required of any individual, but a series of well-designed, intense, and challenging workshops fed into a comprehensive process, captured and synthesized by The Atlantis Group. *Contact The Atlantis Group to learn more about our methodology.*

**The Result?** Within three years the company had:

- completely compensated for the loss of one of its major businesses
- achieved and maintained the leadership position within a major segment of the U.S. market
- retained alignment throughout the company behind the revised plan
- institutionalized a powerful course correction capability

The work went on to positively affect the entire company, forming a consistent backdrop for three-year franchise plans, one-year marketing plans, and key function plans.

This U.S. affiliate was recently recognized as having the benchmark process and results for integrated strategic and business planning across the worldwide group of companies.



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Future Growth...Now