



After The Merger: Building Successful Organizations

Merging two distinct organizations produces strategic, financial, and operational issues, as well as “people” and communication problems. Merging companies face challenges ranging from integrating product lines to building a new, common corporate culture. A frequent mistake, one that makes such changes even more wrenching, is under-investing in the sculpting and delivery of key internal messages.

What would you pay for a strategy to mitigate the harmful effect of mergers on organizational commitment? What about a tool to communicate integrated policies, roles, and systems — a tool that involves employees in a way that captures and holds their interest? What if this tool helped you build an organizational identity and commitment for the new company? A custom board game designed to focus on your business and processes is such a tool.

For the pharmaceutical industry, we have a product that is easily customized. It is The PHARM Game®. It was originally developed as a learning tool to educate both novice and experienced employees about the pharmaceutical business and to reinforce current knowledge. Let us customize it for your organization and have your employees Play for Performance™.

The board itself is a colorful picture of the process of pharmaceutical drug discovery, research, and development. It can be tailored to include your logo, terminology, and processes. Question cards, Insight cards, and Stop cards (which mimic typical challenges faced by the business) are important learning vehicles—all of which can be modified to communicate your new culture, values, and strategies or to meet other specific goals.

The standard game is played in two to three teams of up to five players each. This format provides a vehicle for getting to know others and building relationships in a fun, engaging environment.

The PHARM Game® can be used on its own or as part of other meetings or elements of a communication plan for integration. Our companion publication *The Pharmaceutical Business: From Drug Discovery Through Product Launch* can also be customized for your company.

The PHARM Game® is an innovative tool that can help build your new company more quickly, both with existing employees, and as a resource for recruiting and educating new employees.

Call The Learning Key® at 215-493-9641 to discuss these and other applications and visit www.thelearningkey.com to see a demo of The PHARM Game®.