

Consistent Coaching, Stronger Leadership Impact

How a global pharmaceutical leader gave its leadership team one repeatable, neuroscience-informed coaching model.



CLIENT
GSK

INDUSTRY
Pharmaceutical

SIZE
\$43B

PROGRAM
NeuroCoaching®

Integrated

Into the existing framework
Layered into how leaders already coach

Applied

Beyond the training room
Showing up in live leadership behavior

Scaled

One leader to many
A participant framework expanded org-wide

The challenge

A global pharmaceutical company set out to strengthen the consistency and effectiveness of coaching across its leadership team, using a neuroscience-informed model that could integrate with the existing framework rather than replace it.

Create coaching consistency

Greater structure and repeatability across coaching conversations.

Navigate complex challenges

Open dialogue and psychological safety in difficult situations.

Strengthen trust and accountability

Shared vision with teams, reinforced by real ownership.

Build sustainable habits

Growth mindset and habit formation, so the behavior holds.

What changed

Leaders are applying a more intentional and repeatable approach to coaching.

Purpose and perspective

Creating clarity and surfacing different points of view.

Psychological safety

Conditions for more open and productive dialogue.

Trust and accountability

Authentic leadership and follow-through that reinforces ownership.

Plan, path, progress

Turning conversations into action and sustained progress.

Habit formation

Discipline and consistency built into daily leadership.

The result

Leaders are carrying NeuroCoaching® past the training itself, with changes visible in individual effectiveness and in broader organizational impact.

Recognized at review

One participant's shift to a more constructive, more impactful teammate showed up in their annual performance review and was recognized with a performance award.

"I think the value of the question is established way before you ask it."

Participants came away understanding that coaching starts before the conversation, with trust, credibility, and follow-through creating the conditions for it.

"Coaching added discipline to creating better habits and remembering what's really important... this helped me make it a habit."

Program participant

BEYOND THE INDIVIDUAL

One framework, wider reach

A participant built a standards-of-excellence framework, refined it with their manager, then saw it expanded to support a shift toward a more centralized model, helping bring others along through the change.

IN THEIR WORDS

The sponsor's view

Director, Commercial Effectiveness

"After the session, the team expressed how much they enjoyed our session, not only because of the value of your content, but also because of your charisma and passion for what you do... I learn something new every time."