



## Lunch and Learn

### Menus



**A series of informal and interactive training seminars designed to be conducted during a one-hour lunch break**

2010 Menu

Prepared by Branding Science Ltd



## Introducing our menus

Our carefully crafted menus use only the most scrupulously researched ingredients and are sure to get your creative juices flowing.

There are two menus for you to choose from: the ***Skills Menu*** and the ***Knowledge Menu***.

The ***Skills Menu*** is ideal for those who wish to learn new techniques, or improve existing skills necessary to perform essential business tasks such as persuasive writing.

The ***Knowledge Menu*** has been designed for those who would like a deeper understanding of some of the more theoretical aspects of branding, marketing and research. The knowledge dishes are peppered with real life examples and case studies from the practice of pharmaceutical marketing to ensure harmony between theory and practice.

Our methods are the same for both menus- interactive sessions which are enjoyable and challenging and are highly rated by our clients.



## Skills Menu

### **S1 Creative Thinking Techniques**

A collection of tried and tested methods for generating creative ideas- either individually or in groups, this is an introduction to a fascinating area of study. We introduce concepts like the structure of lateral thinking and techniques like morphological analysis; together we perform a creative brainstorming task.

### **S2 Persuasive Writing**

Covering five persuasive writing structures, the four Ps of proposal writing and a persuasive writing task, this short session will teach you skills that could make a very significant impact in your business life.

### **S3 Active Listening**

You will learn how to listen effectively and ask appropriate follow-up questions, a vastly under-rated skill which, in our experience, is the single improvement that people can make to turn them into better facilitators.

This session will be of interest to anyone who has to chair meetings.

### **S4 Non-Verbal Communication**

How to read people and control your own body language. Includes the DISC model and techniques based on NLP.

### **S5 Room Set-up and the Meeting Environment**

An examination of an often neglected area which can make a real difference between the success and failure of a meeting. We do an exercise based on the layout of the Oval Office in the White House.

### **S6 Briefing Skills**

How to structure briefing documents and improve personal briefings. Includes an exercise called: 'Paint the Ceiling, Michelangelo' which a client has described as 'hilariously effective.'



## Knowledge Menu

### **K1 Classic Mistakes to Avoid**

A special recording of an interview with the former head of Marketing Communications at Glaxo Pharmaceuticals forms the basis of an interactive discussion.

Using a specific example, we cover what goes wrong when brand teams make critical mistakes at launch and shortly afterwards.

### **K2 Four Ways of Looking at Branding**

We have studied all of the major recent publications on brands and distilled them into four different ways of looking at branding. We discuss each with examples from consumer branding and examine the implications for pharma.

### **K3 Strategic Business Planning Tools**

This is especially useful for people who have trouble distinguishing Problem Children from PESTs. We provide a comprehensive and honest review of the business planning tools taught at MBA courses and facilitate a discussion of their strengths, weaknesses and potential applications.

### **K4 Managing a Market Research Project in Six Stages**

An outline of the project management process and an examination of the skills required at each stage.

### **K5 Practical Applications of Semiotics**

For years, semiotics has been threatening to become the next big thing in research and marketing. But nobody has yet made it work in pharma. Partly this is because semiotics needs to be better understood and its benefits better communicated. In this short presentation we make a start at demystifying the whole area. We demonstrate how semiotics can be used in logo design, advertising development and positioning.