



Educational programmes for professionals to sharpen strategic thinking and improve risk mitigation in pharmaceutical R&D

At Last! Training for the Strategic Disciplines of Pharmaceutical R&D

R&D is a complex, high stakes endeavor for pharmaceutical companies. We have created The Catenion Academy in response to the lack of educational programmes on the **strategic issues** of pharmaceutical R&D. Many R&D training courses address the operative disciplines of R&D, focusing solely on technical and regulatory aspects. In contrast, The Catenion Academy offers **strategy-focused courses** using the consulting methods Catenion has used to successfully improve the returns on R&D and BD&L investments in numerous companies.



The Catenion Academy provides three types of educational programmes:

- Risky Business, the pharmaceutical industry boardgame
- In-depth courses on decision analysis techniques
- Customised educational programmes

What The Catenion Academy is All About

The Catenion Academy is the educational arm of the management consulting firm Catenion.

The Catenion Academy helps **pharmaceutical professionals** to reduce the risks involved in bringing new drugs to the market and to improve complex **decision-making** in R&D and BD&L. Our programmes are based on pharmaceutical industry **strategy games**, standard methods in **decision analysis**, and **proprietary consulting approaches** developed by Catenion - approaches that have helped to address and solve strategic issues for many of the world's leading pharmaceutical companies.

Risky Business courses enhance the understanding of the strategic issues in **product development** and partnering for managers in R&D, BD&L, finance, marketing, sales, production, and other areas. The game provides a **challenging, yet competitive experience** that sharpens strategic thinking and **mutual understanding** on all levels of pharmaceutical companies. **Risky Business** can be played by professionals within and beyond the pharmaceutical industry.

Courses in **Decision Analysis** improve the way R&D project teams and portfolio managers **assess their strategic options** for developing projects and products. Based on methods that have been used successfully in many companies and on **instructive, real-world case studies**, the programmes help R&D and other professionals master skills they can put to immediate use for immediate impact.

Our **customised education programmes** address specific topics for individual companies and cover the various aspects of pharmaceutical strategy, R&D, BD&L and decision analysis.

DECISION ANALYSIS

“Great training:
just the right balance of
background theory and
an in-depth, hands-on
case study.

Catenion helped us to
develop a portfolio
process and review, and
The Catenion Academy
was instrumental to
ensure implementation.”

Dr. Ulrich Betz
Department Head
Strategic Innovation &
Research Portfolio Management
Merck Serono



NEW

PROGRAMME	Risky Business: The Pharmaceutical Industry Boardgame	Decision Analysis for R&D Portfolio Managers and R&D Project Teams
TARGET AUDIENCE	<p>Managers in research, development, business development, licensing, regulatory, marketing, alliances and other key areas.</p> <p>12 to 24 participants (or more)</p>	<p>Portfolio Managers overseeing several R&D projects</p> <p>New or established project teams between five and nine people, as well as project leaders.</p> <p>Five to nine participants per course</p>
SETTING	<p>Participants take the role of pharmaceutical executives and play a boardgame that mimics the corporate strategy, R&D pipeline and BD&L decisions they must make.</p>	<p>An overview and in-depth training including a hands-on case study with all relevant methods and tools for assessing and managing R&D projects and portfolios.</p>
CONTENT	<p>An Overview of the Strategic Investment Decisions in R&D and BD&L</p> <p>The course addresses:</p> <ul style="list-style-type: none"> • Net Present Value analysis • Basic deal terms • References to actual industry benchmarks <p>Customised workshops on how to translate key insights from the game into daily business are available upon request.</p>	<p>For Portfolio Managers, the focus is on translating methods and results from individual project analyses to managing strategic portfolio options.</p> <p>For R&D Project Teams, the focus is on strategic options and on decision analysis at the individual project level.</p> <p>All courses are available for Discovery, Early Stage or Late Stage Clinical Development.</p>
DURATION	½ day or 1 day	3 to 4 days
FEES	<p>The Game € 5.000 + VAT per group</p> <p>The Game & Strategy Workshop from € 8.000 + VAT per group</p>	<p>Portfolio Managers € 2.750 to € 3.250 + VAT per person</p> <p>Project Teams € 2.250 to € 2.750 + VAT per person</p>

RISKY BUSINESS GAME

“Risky Business Game is an exciting, hands-on way of teaching how the pharmaceutical industry operates: It presents participants with life-like situations, puts their job function in a larger perspective, and supports the understanding of top-level strategic decisions.”

Mogens Qvist Frandsen
Education Manager

LIF – The Danish Association of the Pharmaceutical Industry

All of The Catenion Academy's courses can be customised to meet the requirements of a specific pharmaceutical company.

When delivered on-site by our experienced trainers, these courses will:

- Save valuable time and expenditure
- Find solutions to real problems by incorporating realistic in-depth case studies from therapeutic areas or indications
- Increase communication and performance by training your team as a group

In addition to our existing training courses on decision analysis and Risky Business - The Pharmaceutical Industry Boardgame, The Catenion Academy provides customised trainings on selected project and portfolio management methods, as well as strategy workshops. Trainings focusing on selected topics or methods are available upon request. Please contact us.

If you are interested in customising training on another topic related to strategy and decision-making in the pharmaceutical industry, please contact us.

Who are the Trainers?

The Catenion Academy's trainers are partners and senior consultants from its sister company, the management consulting firm, Catenion.



Dr. Matthias Krings heads The Catenion Academy and is a founding partner of its sister firm, Catenion. Matthias has worked for European and global client organisations on pharmaceutical strategy with a particular focus on R&D portfolio management.

Each trainer has extensive experience as a consultant in the pharmaceutical industry and on all aspects of R&D and BD&L with particular focus on project evaluation and portfolio management.



How to Get Started

For more information, please contact

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