

The Secret To Creating A High-Performance Team

Dear Team Leader,

If you're serious about developing a world-class, high-performance team that smashes results month-in, month-out, without having to replace anyone in it...

Then this may be the most important letter you'll ever read.

The reason why is because I'm going to show you the secret to creating a high-performance team, using **the single most profitable discovery I've ever made...** and I'm going to show you how to apply it to your team too (with loads of real-life examples).

And by the way - the reason I say "**most profitable discovery I've ever made**" is because...

**It Is THE Secret Of Taking Any Under-Performing Pharma Team
Irrespective Of How Disjointed, Unengaged Or Unproductive It Is
And Transforming It Into A Stand Out, Envable
And Target-Busting World-Class Team...**

(and do all of this *WITHOUT* replacing any of the people in your team)

...and let me tell you, in the last 6 years we've worked with literally dozens of pharma teams across the biggest pharmaceutical organisations in the world (such as **Abbvie, Astra Zeneca, Bayer, Ipsen, Kyowa Kirin, Merck, Pfizer, Upjohn, Takeda and Viatris**) and only a small handful of people were applying this and even they weren't using it correctly (more on this shortly).

Put it this way...

In my experience, if you apply this one single secret, this one approach... you'll significantly improve the performance of your team so it smashes through all your current and future targets and does it quicker than you could ever have imagined (no matter what you've tried previously). In fact within 14 weeks you' could see a complete transformation in your team and the results they produce as a well-oiled 'cohesive team'.

I appreciate that's a big promise, and no doubt you'll be thinking to yourself "yep I've

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seen it all before” and “Keith, come on... one thing really can’t make such a difference... there’s no such thing as a magic bullet”. Well, I appreciate and understand the scepticism and maybe cynicism, and of course on its own it will have little impact, but if you apply it correctly across your entire team (I’ll show you how), I assure you, it will have the desired impact... **in fact I GUARANTEE it.**

If you don’t already know, my team and I work closely with a number of pharma teams in some of the world’s largest pharmaceutical companies and it’s no coincidence that those team leaders and their teams who have been working with us keep having **their most successful months**. And in every case, our team leaders are seen as the leading lights because they had the foresight and confidence to admit they had challenges across their team, but they took decisive action to overcome every one of them by working with us. Yet this success was and continues to be achieved despite the lingering effects of Covid, hybrid working and everything that that has followed since, and the reason was simple....

We Applied This One SECRET Religiously...

Now I’m NOT saying this secret will INSTANTLY drive your team to the heights you know are possible because it takes time and effort to consistently apply it (remember, world class results can be achieved in 14 weeks or so), but once you have it installed... it’s there forever working tirelessly for you, weaving its magic!

Look I know you’re busy, so I’m not going to take you through all the years of discovery... years of testing and all the detail. Plus, you’ll ‘GET IT’ as soon as I explain it and SHOW you WHAT the secret is. But I do want to first highlight what the BIGGEST challenge is with any team and especially pharma teams. And it’s this...

YOUR BIGGEST CHALLENGE:

EMPLOYEE ENGAGEMENT.

IT CAN’T BE SEEN.

IT CAN’T BE TOUCHED.

IT’S LIKE THIN AIR.

...and because of that...

IT’S MUCH HARDER TO ADDRESS AND IMPROVE.

...and WORSE STILL...

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**IT LEADS TO A MIRIAD OF SYMPTOMS.
PROBLEMS THAT CONTRIBUTE TO CREATING A TEAM THAT
SIGNIFIANTLY UNDER-PERFORMS IN ALL THESE DIFFERENT AREAS...**

- Poor collaboration
- Minimal communication
- Poor individual and strategic alignment
- Low trust within the team
- People working in silos and not sharing best practice, which inhibits short and long term growth
- Derailing individual behaviours which cause friction and can significantly impact how quickly work gets done
- Low productivity
- Less than optimal or poor results
- Under-achievement (individually and as a team)

Sound familiar?

So what's the solution?

Firstly, if you can think that your team is more like golf's successful Ryder Cup teams or rugby's British Lions teams... a collection of highly competent people from different walks of life coming together with one common purpose and a set of values to achieve incredible results.

In other words, agree the purpose and values of your team as a collective and then work with the individuals and the team to achieve that purpose. And how do you know you're 'winning'? Well just like in the Ryder Cup and in any British Lions series, you keep score. You do that by constantly measuring the performance of each individual and the team as a whole, against the purpose and values.

It may seem like a subtle change, but I can assure you not one in a thousand teams in pharma (or in any other industries) operate this way. BUT... the shift in performance and results using this approach is seismic.

AND THAT MY FRIEND IS THE SECRET!

So how do you transform your team into a top-performing one without changing the personnel in it?

There are three steps...

Firstly, you identify exactly what your purpose and values are.

Step 2 is to then create a plan to work with everyone in your team (existing and new) so everyone adheres to the values and works towards the purpose.

But you're not finished yet.

STEP 3 is to put in place a robust measuring system that keeps score, so you know you're heading in the right direction.

In other words, you make this entire process an integral part of your team right now and as you add new people to it, they get exposed to the same approach.

Now obviously, those 3 steps are very easy to say, but fathoming out exactly how to deliver on them is another thing.

SO HOW DO YOU DO THAT? You do it using...

The Strengths-Based 'TPA-Method'

The TPA-Method is the system we've developed just for pharma organisations over the last 6 years to radically improve the performance of the teams we work with. **It's underpinned by Gallup's proven and highly effective CliftonStrengths approach.**

As you can see below, we have a step-by-step and proven way of working with you and your team to achieve the results you're seeking...



Better still, if you work with us we'll be right there with you by your side.

Ultimately, the strengths-based TPA-Method has been created to transform your team into **one that is cohesive, fully aligned and motivated and as a result produces outstanding results every single month.**

We take you and your team by the hand and guide you through the entire process. We work with your team as individuals and as a group to ensure the purpose is met and everyone thrives within the team. And as I have mentioned already, you could start to see tangible results inside 14 weeks.

How do I know that?

Well firstly, every team we put through the TPA-Method achieves results. And we know these are *tangible* results because we actually measure and quantify them with our **'IMPACT REPORTS'**. Yes, we also measure the distance you travel as a team, through quantitative & qualitative insights and a host of other critically important elements, when using the TPA-Method.

THAT'S HOW WE KEEP SCORE!

And if you feel like you've hit a brick wall and you've tried almost everything to take your team to the next level, then **this IS the missing piece of the jigsaw.**

Why don't you let me and my team take all this pain, hassle and learning away from you... and let us guide you through the process, like we do for dozens of other ambitious Team Leaders.

Better still, your next step is simple and without obligation...

Next Steps... But Be Quick

Because of the intensive and 'all-in' approach we take with all our clients and the personal time commitment we need to make to each Team Leader and their team, we can't take on a limitless number of clients.

But right now, we have an opening for 3 more. Here's what you need to do to secure one of the 3 spots...



STEP 1: MEET WITH ME OVER ZOOM FOR 15 MINUTES

To ensure you qualify for The TPA-Method and to make sure it's the right fit for you, simply arrange a '15-Minute Introductory Meeting' with me over MS Teams.

To do that simply click on the link below...

[ARRANGE YOUR FREE INTRODUCTORY MEETING HERE](#)

STEP 2: TPA-METHOD PLANNING MEETING

If we agree the TPA-Method is for you, we'll then structure a 'Planning Meeting' which will enable me to scope out the work to deliver the results you seek. Whilst the TPA-Method is a step-by-step system, as I mentioned earlier, it is highly tailored to every individual team to ensure the best possible results (as you know, every team IS different and a one size fits all approach DOES NOT WORK!).

At this point of the design phase I'll be able to tell you the level of investment required and you can of course move ahead or not at this stage (in other words, you're not obligated to work with us until we agree the scope of work and the level of investment).

STEP 3: SET DATES AND GET STARTED

If you like what you see, and you want to move forward, we then simply agree the start date and my team and I will deliver the TPA-Method into your team to deliver the results you seek.

But remember, there are only 3 slots available, so make sure you arrange your FREE Introductory Meeting to get started...

**[GET STARTED NOW. CLICK HERE TO ARRANGE YOUR
FREE INTRODUCTORY MEETING](#)**

To your success,



Keith Webster

P.S. You may never get the opportunity again to work with me and my team to transform your team into **one that is cohesive, fully aligned and motivated and produces world class results every single month.**

As we head towards 2024, there's never been a better time to SECURE your success and the success of your team. Putting the **TPA-Method** into your team and giving us the opportunity to help you transform it, really is a gamechanger. Don't miss this opportunity...

[CLICK HERE TO ARRANGE YOUR FREE INTRODUCTORY MEETING](#)

P.P.S. If, before arranging your meeting, you need more proof in terms of the results we achieve for our clients, I've assembled a number of the client 'IMPACT REPORTS' for you to read here...

[CLIENT RESULTS AND IMPACT REPORTS](#)