



BRANDYWINE: Revolutionize Your Business with the Lessons of George Washington & the Largest Battle of the American Revolution

Situated in the rolling hills of southern Chester County lies the Brandywine Battlefield, where the largest battle of the American Revolution took place in September 1777. What lessons can this battle, and the British campaign to capture the American capitol at Philadelphia, hold for your Leadership Team?

The answer is plenty. The Brooks Group (www.thebrooksgrouponline.com) has designed this interactive management retreat to be customized to the specific focus you'd like to bring to your Leadership Team. Whether you desire to instill a concise strategic planning process or enable your management to be better able to innovate with your business in the age of IT, the lessons of the Patriots on this day will benefit your Leadership Team.

The program is delivered at The Brooks Group's training center in West Chester, PA with a 2.5 day agenda that incorporates field visits to the Brandywine Battlefield and Valley Forge National Park.

The flexible curriculum offers you several topics to choose for customized implementation with your Team which include:

- **STRATEGIC THINKING & PLANNING**
- **EFFECTIVE EXECUTIVE COMMUNICATIONS**
- **DRIVING INNOVATION INTO YOUR BUSINESS**
- **BUSINESS LEADERSHIP & LEADING THROUGH ADVERSITY**
- **COUNTER ATTACK: SEIZING THE INITIATIVE FROM YOUR COMPETITION**

The Results: A small pharmaceutical manufacturer fielded a product in the highly competitive market for drugs designed to prevent blood clots or heart attack in people with severe chest pain and in those who are undergoing a procedure called angioplasty (to open blocked arteries). Following the practices of their two major competitors, the Company typically hired Account Managers with catheterization laboratory experience to market this product; since this is where the diagnostic imaging equipment used to visualize the arteries of the heart is located within a hospital.

Following the same strategies of their two giant competitors led to the predictable result that all three companies were "slugging it out in the cath lab" for a fixed number of prescriptions.

During a Brooks Group facilitated session, as part of the environmental assessment (our business reality), it was realized that most prescriptions for which drug to utilize on a particular patient actually originated in the Emergency Room when the patients were initially brought in with their symptoms. Once the prescribing decision was made, the patient was only rarely switched to a competing product by the cath lab. Why were none of the Account Managers from any of the competing companies not calling on the Emergency Room physicians and nurses? They simply didn't have a network in the ER and were uncomfortable going into that environment.

The Company immediately developed a strategy to differentiate themselves in the ER by familiarizing their Account Managers with that environment and provide them the competence and confidence to engage healthcare providers in that space. In six months this newly launched product in a highly competitive space secured 35% market share; 11% coming at the expense of their largest competitor and 24% from the second company, which virtually eliminated them as a threat. This drove over \$220M annual revenue with a net margin of 19% to the Company.



About *Revolutionize Your Business*

This program is inspired by the Revolutionary War, several of the battles of which took place near The Brooks Group's headquarters in West Chester, PA. New for this series, participants will visit the historic sites of the Brandywine Battlefield and Valley Forge National Historic Park for exclusive guided tours. Tour guides will explain how George Washington and the troops utilized communication, leadership, strategic thinking, and innovation skills during the war effort. The program also features dinner at the historic Blue Pear restaurant which served as a field hospital after the battle.

AGENDA AT-A-GLANCE

DAY 1:

- Program begins at 9 AM
- Afternoon guided tour at Brandywine Battlefield
- Dinner at the historic Blue Pear Restaurant

DAY 2:

- Program begins at 9 AM
- Afternoon guided tour at Valley Forge National Historic Park

DAY 3:

- Program ends at 3 PM



**Lunch is provided each day, transportation is provided to and from all guided tours.*



ABOUT THE BROOKS GROUP

Founded in 1995, the mission of The Brooks Group is to ensure your Leadership and Customer Facing Teams have the business skills to **Innovate | Implement | Impact.**

We accomplish this by ensuring our clients possess the business skills and market knowledge to proactively access and engage key stakeholders. This provides superior insights, enabling them to build and position unique solutions of mutual value. For more information, please visit www.thebrooksgrouponline.com or contact:

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