

Change Management: When the second heart attack threatens

Only one in seven infarct patients is successfully managing change

Frankfurt, April 10, 2019 - Change management is not a wizardry: there's an urgent problem, a vision of the future without the problem, and thus a way to improve the situation. "According to medical studies, what seems so obvious has no effect at all on heart attack patients," says Dr. Adam Sobanski, one of the partners of Main5, a consulting company focused on the life science industry. In fact, only one in seven patients that suffer a heart attack manages to change their lives in a truly sustainable way. And that's the case, although the pain as well as the solution are logical and transparent. "If we take this as an example of change management in the worlds of pharmaceuticals and life sciences, the industry is quite modest," warns Dr. Sobanski. While some managers only grin tiredly when the subject comes up, large companies have long been active and have projects implemented by specialist consultants such as Main5 in order to position themselves for the future.

Agile Change Management

With changes in the strict process chains of the life science industry, it is a bit like with modern IT projects in general: "We first look at companies holistically and provide agile change management, which is mainly implemented iteratively. The solution can only ever be individual, because with every iteration, the conditions change again," says Adam Sobanski. For him, the secret lies in targeted impulses that are established externally and that combine both personnel and leadership in one company. "Without acceptance in all groups, the step from change to fail is very small," says Main5 partner Sobanski. By the way, change management is not about deliberately throwing proven and flawlessly functional processes and structures overboard - yet examples also illustrate the energy involved in disruptive change processes.

iPhone: Not a need, but a success

A striking example is the iPhone, with which Apple caused a stir in 2007. "There was neither pressure nor a need for a touch-based device - but an impetus triggered by the viable and thought-out concept that completely changed the mobile phone market. That's how change management can work, contrary to the occasional naivety of managers," explains Sobanski from Main5. Change stands for frankness and openness and above all for a corporate culture that moves with the times. "In an industry whose competitive environment is becoming increasingly fierce, stagnation will quickly lead to a second heart attack - something that must be prevented," warns Dr. Adam Sobanski.

Main5 (www.main5.de) was established in 2013 as a Management Consulting firm and focuses on strategy, process and solution consulting with international life science companies in the regulated R&D and Regulatory Affairs and Quality Management sectors. The consultants at Main5 combine their methodical and systematic approach with years of experience in the industry. The holistic approach, which places the primary focus of the route to the digital future on people, is also used to implement complex ideas from leading industry customers.

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