

case 10

“Only the best
for our people.”

Susanne Mai, Programme Director
Corporate Learning, Novartis



“Health & leadership” as a global challenge.

The international management development programme “Leadership EXPLORER” of Novartis enjoys an excellent reputation and is held in high regard, and not only within the company. Before a seminar is accepted into the programme, it has already been carefully developed, tested in pilots, precisely evaluated and undergone various quality tests. Entirely in accordance with Susanne Mai’s motto, “only the best for our people!”, fit im job was commissioned with the integration of health promotion in the leadership programme.

Two views were to be developed on the topic:

1. Myself and my health.
2. Myself and my role as a role model and possibilities to influence the health of the team.

The content was to include:

- Healthy lifestyle in the context of career and family.
- Achieving personal balance.
- Personal health profile and goals.

- Performance and concentration thanks to the influence of nutrition.
- Conduct and health.

“Health & leadership” – leading fit im job module mix

We approached the challenge by first of all sensibly attuning and integrating key components of central fit im job modules within the “Leadership EXPLORER” programme. For the implementation with 24 managers from various countries we then used three elements: an impulse workshop, an outdoor metabolism programme and individual coaching. And follow-ups such as ‘fitimjob-online®’ and ‘pedometer® events’.

Passed the test

The “health & leadership” project developed by fit im job is today an integral part of the renowned “Leadership EXPLORER” programme. And participants from all over the world repeatedly tell us of a change in health behaviour, often with their own family as well.

Company

Novartis

Number of participants

Annually up to 100 members of upper management from various countries

Starting position

Integrate the issue of “health & leadership” within the management development programme “Leadership EXPLORER”.

fit im job solution

Attune key elements from the relaxation & sleep management, stress & burnout management and nutrition & exercise management seminars to the Novartis leadership programme.

Result

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