



## Case study: Talent Development



## About the client:

Protalix is a biopharmaceutical company focused on the development, production and commercialization of recombinant therapeutic proteins. The company was founded as a greenhouse company in northern Israel in 1993. Protalix is proud to be the first company to gain FDA approval for a plant cell culture expressed protein.

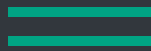
Protalix operates in competitive, knowledge-intensive markets, requiring employees and managers to handle dynamic and highly complex challenges in a sales cycle that demands both a well-formed strategy and high tenacity.



## Group Profile

A diverse group of leading employees and mid-level managers representing a cross-section of the organization

**20**  
Participants



**9** Managers  
**4** Engineers  
**5** Lab specialists and researchers  
**2** Finance and operations

**40**  
Y/O



The average age of participants

**6**  
Years



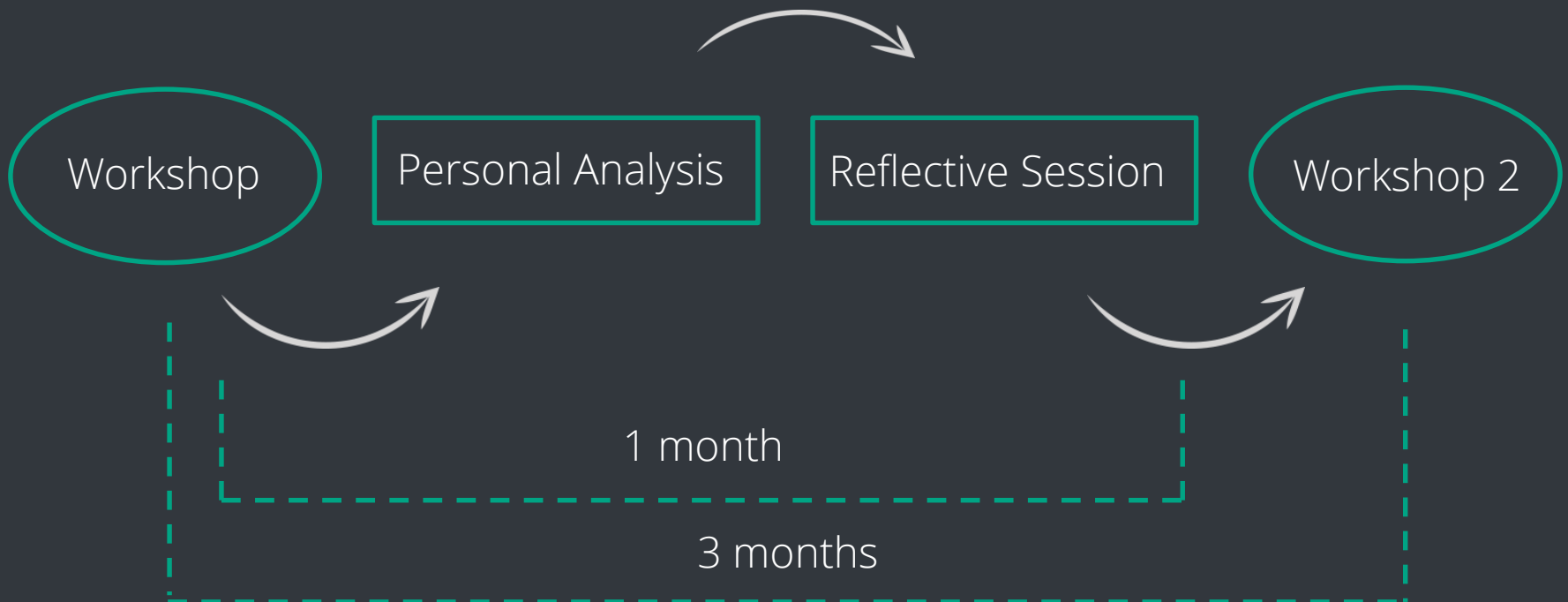
Average time at Protalix

## Program Objectives

1. **Expose** participants to **innovative strategic tools** for management, problem solving and decision making.
2. **Boost motivation** in a fun, unorthodox and thought-provoking atmosphere.
3. **Inspire** participants to **reflect** about their roles: explore potential growth opportunities and identify inhibitive factors.
4. Create an opportunity to break from the restless routine and **gain new perspectives** on organizational and personal challenges.
5. **Stimulate** a free, profound, **cross-organizational discussion** about work processes.

## Process

Blended training program with 4 quarterly workshops, 3 hours each, followed by a virtual workout and a reflective session conducted a month later. Protalix' senior VPs were brought onboard to ensure full commitment to the ongoing process.



# Topics Covered

## DECISION MAKING

- Getting inside the opponent's head
- Adjusting your plan to the changing environment
- Mitigating risks
- Dealing with cognitive biases

## PROBLEM SOLVING

- Using end-to-beginning analysis
- Deconstructing the problem
- Identifying the core of the problem
- Focusing efforts using "temporary parking"

## FLEXIBLE THINKING

- Quickly adapting to change
- Making decisions under uncertainty
- Integrating multiple viewpoints
- Overcoming unfavorable conditions

## ANALYSIS & DEDUCTION

- Mitigating uncertainty using "anchors"
- Prioritization through move-order analysis
- Identifying patterns to simplify problems
- Methodical step-by-step analysis

## Engagement

### **“A fresh wind just swept through the Protalix hallways.**

I'd gladly recommend Accelium to any knowledge-based organization. I think the program is great for several audiences: new workers being groomed for management positions, hi-potential managers climbing up the ladder, and leading, committed employees who are invaluable for the company's growth.

The essence and mindset of Accelium is perfect for thinking organizations like ours, where employees are constantly facing intellectual challenges and need to reflect and keep sharp on the long run, through extensive, complex projects”.



*Daphna Shelly,  
VP Human Resources*

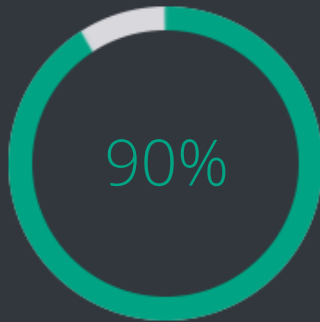
“The workshop was fascinating, it really got me thinking”.

*Program participant*

“Excellent app, I accessed it from my iPhone, tablet and PC”.

*Program participant*

## Engagement



**90% Completion rate**

Accelium Pro exercises following the workshop



**100% teams** presented a detailed analysis of insights gained about their work processes



**Immediate impact:** Accelium concepts used to devise an innovative strategy which offsets risks in the company's LNG supply chain.



# Workshop Moments





Thank You

PROTALIX  
Biotherapeutics