

# How Acrotech built successful collaboration through Insights Discovery

## Background

Acrotech Biopharma Inc. was formed as a global platform to commercialize innovative proprietary medications.

The company aims to launch scientifically advanced products to address unmet needs and deliver value to patients first as well as all healthcare stakeholders.

This case study delves into Acrotech's experience exploring the profound impact Insights Discovery has had across the organization.

## Addressing business needs

Acrotech recognized the need for a cohesive framework to enhance internal and external communication.

Insights Discovery emerged as the front runner for change, offering a structured approach to understanding individual preferences, communication styles and collaboration dynamics.

## Strategic implementation approach

Recognizing the importance of top-down endorsement, Acrotech started its Insights journey with the senior leadership team.

By immersing key stakeholders in the learning process and encouraging active participation, Acrotech fostered internal champions who would explain the methodology and promote the program throughout the organization.

“ I look for something that's not only innovative, but something very simple that people can remember. ”

**Lee Snyder** Senior Director  
Learning & Development



### The success of Acrotech's Insights initiative hinged on engagement at every organizational level.

Through planning and proactive communication, the leadership team generated enthusiasm and commitment among employees. They helped emphasize the potential and importance of self-awareness, meaningful change and facilitating deeper understanding to support collaboration across diverse teams.

Leveraging internal champions and regional leaders, Acrotech conducted immersive workshops and training sessions, encouraging employees to embrace their unique strengths and appreciate the diverse perspectives within the organization.

Insights Discovery is an 'ongoing live' system within the organization and part of their everyday vocabulary. All new team members are trained in Insights Discovery as part of their Acrotech orientation.

## Impact

Acrotech's commitment to continuous learning and development extended beyond the initial rollout of Insights Discovery.

By investing in ongoing training, follow-up sessions, and leadership development programs (including an Insights Leadership Effectiveness workshop), Acrotech empowered its teams to use Insights-driven strategies and adapt communication styles with agility and confidence.

Insights Discovery enabled Acrotech to lay foundations for empathy, adaptability, and mutual respect, essential for sustained growth and innovation. After the Insights sessions were introduced, Acrotech experienced an ongoing spirit of collaboration and innovation that permeated throughout the company.

Implementing Insights Discovery didn't just help internal communication; a strategic shift developed amongst the sales team as well. With the rollout of the Insights Sales Effectiveness workshop across the sales regions, the language of color empowered sales teams to tailor their approach with customers, resulting in more meaningful engagements and enhanced customer relationships.





## Effects on people, teams, and the organization

The impact of Insights Discovery is visible throughout Acrotech:

### Personal growth

Insights Discovery empowered individuals to embrace their unique strengths and preferences, fostering personal and professional growth.

### Team dynamics

Insights Discovery sessions facilitated authentic dialogue and mutual understanding, fostering collaboration, empathy and respect across teams.

### Organizational excellence

Insights Discovery became synonymous with organizational culture, driving innovation, efficiency and customer satisfaction.

### Enhanced pre-call planning

Based on the Insights Sales Effectiveness workshop, sales team members embraced pre-call planning from a behavioral preference point of view, tailoring discussions based on the dominant color energies of their audience, leading to more robust customer interactions and improved business relationships.

“ Insights will continue to help us build a strong culture, improve collaboration, and help us be more effective at our jobs. If we understand how people show up and process information, it’ll foster the success of the company. ”

**Lee Snyder** Senior Director  
Learning & Development

## Conclusion

Acrotech’s journey with Insights Discovery shows the transformative power of awareness on collaboration and company culture. By embracing Insights Discovery as an incentive for change, Acrotech has not only unlocked new avenues for growth and innovation, but also fostered a culture of resilience, empathy, and collective achievement.