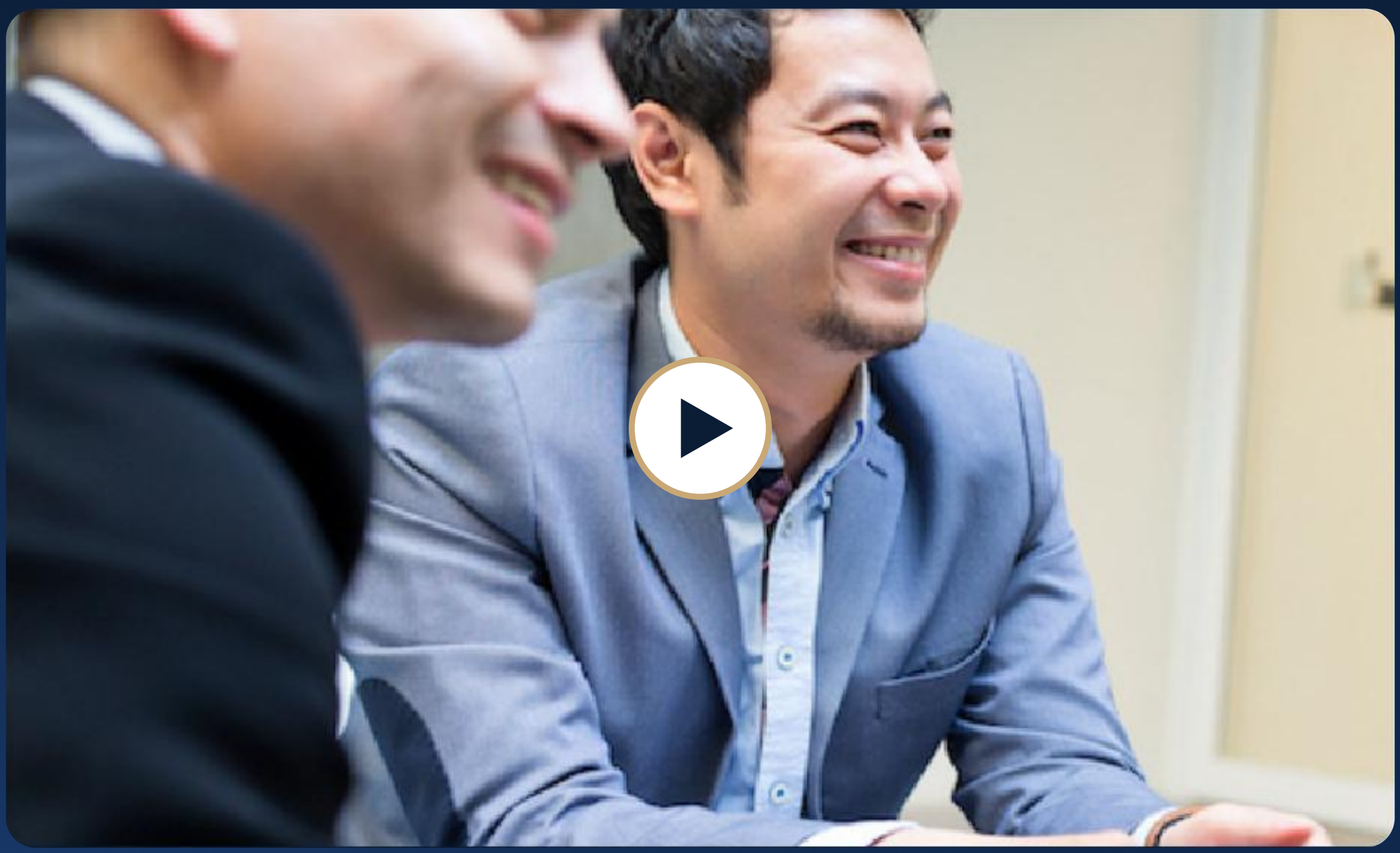
SELECTED PRIOR ENGAGEMENT

GSK Asia

Helping a Bangkok-based management team communicate with Western customers and US headquarters.



Watch a short extract from a GSK session (5 min) →

PROVENANCE

Designed and delivered by Malcolm McCluskey before founding Global SIM Labs.

WHERE	WHO	HOW
Bangkok, Thailand	20 managers	Live online

THE CHALLENGE

Expertise was not the problem.

The managers already had strong professional expertise. The challenge was communicating it well with Western customers and with colleagues at US headquarters.

WHAT WAS ALREADY STRONG

Professional capability

Technical knowledge

Organisational experience

Subject-matter expertise

WHAT HAD TO CHANGE

Communicating across different expectations

How ideas were expressed

How evidence was structured

How recommendations were heard

The challenge was to turn what managers already knew into communication that Western colleagues could understand, trust and act on.

THE ENGAGEMENT

Four practical disciplines. One shared purpose.

Developed with GSK's Bangkok-based management team and adapted for each level, from junior to senior managers. The focus throughout was communication with Western counterparts.

01 **Assertive Communication**

Give ideas and recommendations clearly, while working constructively with different expectations.

02 **Active Listening**

Hear the concern behind a question, check understanding, and answer what the conversation needs.

03 **Business Storytelling**

Turn complex information into a clear argument: the point, the reasons, and what it means.

04 **Data Presentation**

Present evidence in a way that helps people understand, discuss and decide.

THE EVIDENCE

99%+

Participant satisfaction across three programme-evaluation measures.

01 · IMPACT ON LEARNERS

How valuable and relevant participants found the experience.

02 · PARTICIPANT INVOLVEMENT

How engaged participants were during the programme.

03 · PROGRAMME EFFECTIVENESS

How effective participants judged the training to be.

A highly engaged programme, with strong participant ratings on all three measures.

Participant-reported measures from the original programme evaluation.

SEE THE SESSION

Watch a five-minute extract from a GSK session.

Live, practical and highly engaged: see the programme in action.

FROM PRIOR ENGAGEMENT TO GSL

The project preceded GSL. The problem did not.

Professional knowledge does not automatically become effective cross-cultural performance.

People may know their subject and their organisation well, yet still struggle to win understanding, trust and action when expectations differ.

EXPERIENCE BEFORE THEORY.
REALITY OVER ABSTRACTION.
PERFORMANCE OVER KNOWLEDGE.

RELATED GSL OFFERINGS TODAY

- **Working *with* the West**
  A 120-minute executive briefing on expectations, communication and working practice.
- **Applied Business Series**
  Five 90-minute seminars on practical work situations with Western colleagues.
- **Advisory Desk**
  Confidential, clearly scoped support for live situations.
- **TB5™ East–West Management**
  Private online simulations for managers in Asia working with Western colleagues.

BOOK A BRIEFING

EMAIL US

Watch the session extract →

How we work →
