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Eli Lilly Selects McMurry for Leadership Program

Phoenix—Eli Lilly, one of the leading pharmaceutical companies in the world, recently asked McMurry to participate in its Global Leadership Development Program (GLDP), created to study best practices of partner companies and to foster leadership qualities among its staff as well as the staff of the partner companies.

The GLDP targets middle managers that Eli Lilly expects to be future executives. Hosted at McMurry's headquarters in Phoenix, the program allowed staff from both companies to compare the high-level elements of their respective business models. Eli Lilly targeted McMurry for the program because it identified the company as having an exceptional culture.

Eight McMurry staff were selected by management to attend the leadership workshop with eight Eli Lilly executives, and the groups exchanged thoughts on leadership values and styles, corporate values, recruitment challenges and staff retention. In addition, Preston V. McMurry, Jr., Chairman and Corporate Values Shepherd for McMurry, spoke to the group about his experience in creating and growing a values-based company.

"McMurry made such an impact on our leaders," said Bill Fanelli, director of the Eli Lilly Leadership Institute. "Seeing the values system in place at McMurry and how those values come to life, as well as the loyalty of the people to the organization and vice versa, was very motivating and inspirational for our young leaders."

Indianapolis-based Eli Lilly has 43,000 employees worldwide, yet strives to instill values and business practices more common among smaller businesses. Through GLDP and similar programs, Eli Lilly executes its commitment to the values and principles that drove the company's inception more than 100 years ago.

"One of Lilly's primary objectives is executing at a high level," said Lee Vikre, Vice President of Tremendous People at McMurry. "That ties nicely to McMurry as we continue experiencing rapid growth, additional staff and remote business operations, all of which are elements that require our managers to perform with excellence."

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five "Best Small Companies to Work For" in the U.S.

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