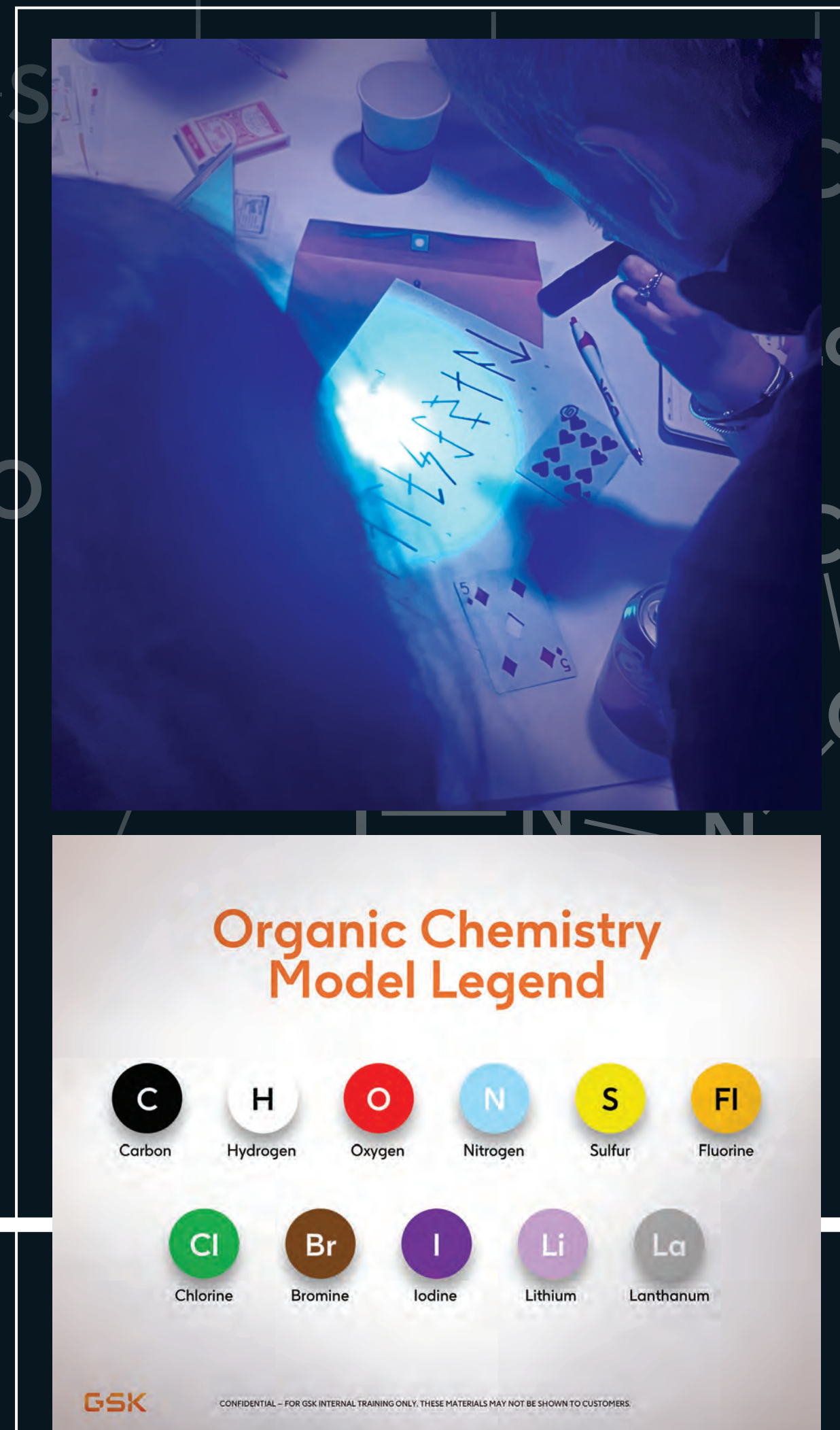


# The Missing Molecule Mystery

## Cracking the Engagement Code

Award category: Innovative Design & Solutions



## Summary

The *Missing Molecule Mystery* was an innovative team-building experience that immersed participants in a fictional mystery surrounding the disappearance of a high-level executive at GSK. Over two days through ongoing workshops, teams solved puzzles, riddles, and clues in a multi-sensory environment. Designed to engage participants with diverse learning styles, the experience encouraged collaboration, critical thinking, and some healthy competition through unique tactile challenges, fostering teamwork and problem-solving skills in a fun and memorable way.

## Methods/Approach

**Collaborative Design** The concept, co-developed with GSK Global, centered on the mysterious disappearances of the fictional "Ms. Lily White, Mergers and Acquisitions" and a groundbreaking pharmaceutical agent.



### Multi-Activity Structure

A sequence of four activities tested problem-solving, teamwork, intellect, and adaptability:

#### Evidence Frenzy

Decoding clinical evidence to unlock the first clue

#### Confounding Compound

Using chemistry sets and secret documents to advance

#### A Puzzling Play

Solving a cryptex and QR code puzzle for a video reveal

#### Planning the Escape

Final code-breaking challenge to "rescue" Ms. White

### Inclusive & Adaptive Experiences

Activities catered to logical, tactile, and creative strengths, ensuring all participants felt valued. Real-time adjustments and contingency plans kept the experience seamless despite agenda changes.

## Conclusions

**Results** The Missing Molecule Mystery delivered a highly engaging, adaptive, and inclusive learning environment, strengthening team dynamics and knowledge transfer.

### Key Takeaway

Innovative, narrative-driven workshops drive both immediate engagement and long-term cultural impact, transforming pharmaceutical sales training.

### Next Steps

This approach is a model for future learning initiatives seeking to blend storytelling, problem-solving, and collaboration for maximum impact.



## Situation Analysis

### Challenge

Previous annual meetings left participants disengaged, with feedback highlighting the need for more interactive, stimulating activities.

### Objective

Unite global teams, promote collaboration, and energize participants through a cohesive, on-site experience—without the logistical constraints of off-site venues.

### Opportunity

Design a custom, narrative-driven event that would resonate with all functions and learning styles, reinforcing teamwork and problem-solving.

## Evaluation

### Engagement

Participants were so immersed that many chose to continue solving puzzles during breaks.

### Business Impact

The experience added a competitive flair, broke up didactic sessions, and contributed to the culture-building of the global commercial teams.