

CASE STUDY

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# Under Pressure

Managing Stress.  
Sustaining Performance.

A structured wellbeing programme designed to help professionals understand, regulate and respond effectively to pressure in demanding environments.

# 1 Context & Client Challenge



A pharmaceutical company with geographically distributed sales teams and demanding targets identified high levels of stress associated with performance pressure and strict performance indicators.

The commercial role involved constant target achievement, high relational demands with clients, strong market competition and continuous evaluation based on quantitative metrics.

Over time, signs of strain began to emerge:

- Emotional reactivity to objections and rejection
- Loss of motivation during negative performance cycles
- Excessive short-term focus
- Difficulty recovering energy after periods of high intensity

The organisation recognised that when stress is not properly regulated, it stops functioning as a driver of performance and begins to compromise well-being, performance stability and the quality of client relationships.

The challenge was clear:

**How can stress be managed in a functional way while maintaining focus, energy and commercial effectiveness?**

# 2 Solution

## Thrive Partners Approach

Thrive Partners positioned stress as a **natural component of the commercial environment**, whose regulation is critical for performance — rather than as an individual weakness.



The intervention was guided by three structuring principles:

- a) The goal is not to eliminate stress, but **to regulate it effectively**
- b) The way we interpret and experience stress **directly influences performance**
- c) **Emotional regulation is a critical factor for consistent commercial results**

The intervention took place over one year, ensuring continuity, reinforcement and effective transfer to the real work environment. The model included **three complementary levels of intervention**.

## Training

The process began **with in-person training sessions (7 hours)** organised in groups of approximately **12 members of the sales teams**. These sessions created a shared understanding of the role of stress in commercial contexts, distinguishing mobilizing stress from draining stress and exploring its impact on decision-making, client communication and emotional management in sales situations.

Participants also worked on identifying key pressure triggers and practical strategies for emotional regulation and energy recovery. At the end of the training, **each participant developed an individual action plan** focused on applying these strategies in their commercial context.

## Online follow-up workshops

Throughout the year, each participant attended four online **follow-up sessions (one per quarter)**, conducted in **small groups of four participants**. These sessions allowed participants to deepen themes emerging from commercial practice, analyse real situations brought by the participants and reinforce stress management strategies applied to their professional reality.

## Individual follow-up sessions

Each participant also received **three individual follow-up sessions**, focused on monitoring and adjusting the action plans defined during the initial training. These sessions supported the practical implementation of the strategies developed and reinforced individual accountability in managing stress and energy throughout the commercial cycle.

This model — combining **training, collective reflection and individual support** — allowed learning to be consolidated and effectively applied in the commercial field.



# 3 Critical Success Factors

The success of the program was built on six key structural pillars.

- Strong contextualisation to the commercial environment of the pharmaceutical sector
- Framing stress as a natural performance variable rather than an individual weakness
- One-year intervention model, ensuring consolidation and practical application
- Combination of training, collective reflection and individual follow-up
- Focus on real situations and practical emotional regulation strategies



# 4 Results & Impact

According to feedback collected from both the client and the participants at the end of the programme, the intervention contributed to a significant shift in how stress is understood and managed within the commercial context.

Stress ceased to be seen merely as an inevitable consequence of the role and began to be treated as a **regulatable and strategic variable influencing performance quality and client relationships.**



Key outcomes included:

- Greater individual awareness of **stress triggers and reaction patterns under pressure**
- Development of stronger **emotional self-regulation during demanding commercial interactions**
- Reduced emotional reactivity when facing objections, rejection or negative results
- Lower emotional strain across sales teams throughout commercial cycles

# 5 Participant Testimonials

Participants described the programme as:

*“Very relevant for better understanding my emotional triggers and reaction patterns.”*

*“In a light and engaging way, it helped me become aware of how I sometimes react inappropriately under pressure.”*

*“Interesting, useful and directly applicable to the professional context.”*

*“It enabled me to develop greater emotional control in demanding situations.”*

*“It contributed to improving how I respond to stress in day-to-day life.”*

*“A practical and conscious approach to emotional management in both personal and professional contexts.”*



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