BUSINESS CASE

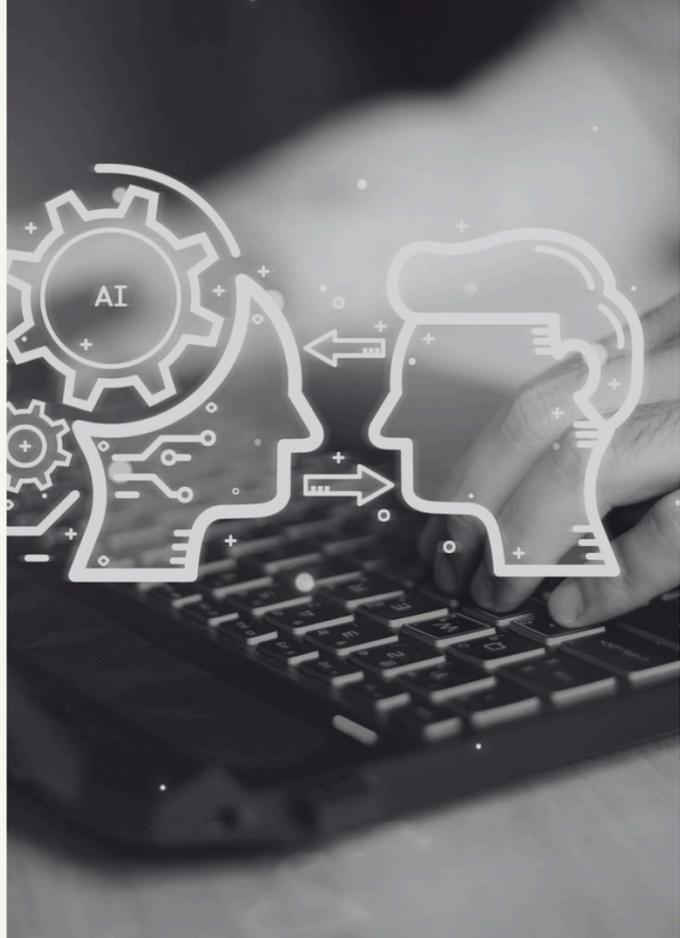**Training skills with artificial intelligence**

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Challenge

A pharmaceutical company with a strong international footprint and a clear focus on commercial excellence identified the need to raise the quality and consistency of the development conversations managers were holding with their teams. These conversations have a direct influence on performance, motivation, and the overall employee experience, and therefore require strong preparation, the ability to adapt to different profiles, and a careful balance between high expectations and genuine empathy.

The project was delivered in collaboration with FizzyLemon, an AI-based training tool for which Talengo is a strategic partner in Spain. The platform enables managers to rehearse critical conversations in realistic, business-relevant scenarios tailored to the client's context.

The challenge was not only technological. The company needed to ensure the tool was aligned with its culture, leadership principles, and day-to-day commercial realities. At the same time, it was essential to provide a seamless user experience and ensure learning translated into practical, observable behaviours in managers' daily interactions.

The initiative validated the potential of AI-enabled conversational practice as an effective approach to leadership development, capable of delivering scalable impact within short timeframes.

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Solution

Talengo's expertise in leadership and experiential learning was key to designing and implementing an AI-driven conversational training process aimed at professionalizing managers' critical conversations.

The intervention was structured around the following milestones:

1

Design of critical scenarios

We identified the most frequent and sensitive situations in development conversations and translated them into tailored scenarios aligned with the company's culture, leadership style, and business reality.

2

Training setup

We enabled participants' access to the platform, ensuring a simple, autonomous experience compatible with their schedules, in order to secure adoption from the outset.

3

AI-based simulation and immediate feedback

Managers trained with an AI-powered humanoid avatar across different levels of difficulty. After each interaction, they received feedback focused on clear indicators and practical recommendations for improvement.

4

Impact measurement

We consolidated findings from a survey and usage data to assess realism, usefulness, and on-the-job transfer. Based on the results, we defined criteria to refine the tool and scale it to other countries, target groups, and use cases.

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Results & impact

The results showed strong perceived value:

- **Post-session feedback** emerged as the key differentiator

- **Scenarios** were rated as realistic and closely aligned with day-to-day work

- **Managers** reported greater confidence when preparing for real conversations

- The format proved well suited to **autonomous, flexible learning** for time-constrained commercial teams

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"The realism is remarkable."

"The feedback is what I appreciated most: it is detailed, well-reasoned, and truly helps you improve."

"The scenarios reflect situations you clearly recognize from your day-to-day work."

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Keys to success

- Scenarios designed around **real business situations**

- **Safe, practical rehearsal** ahead of real team conversations

- **Immediate, actionable, evidence-based feedback**

- **Flexible use** aligned with managers' schedules

- **Talengo expert guidance** to ensure pedagogical coherence and alignment with development goals

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At Talengo, we support organizations in the responsible integration of artificial intelligence to develop critical leadership skills and enhance key business conversations. Get in touch.

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