“Brand Yourself”

Don’t become a blackberry

Presenters: Sangeeta Bhattacharya, Olivier Leconte and Venkat Sethuraman
Agenda

- Opening Remarks
- Stakeholder Management
- The Future of Programming
- Crafting your Elevator Pitch
“Your brand is what other people say about you when you're not in the room.”

-Jeff Bezos, the founder of Amazon
BlackBerry’s success led to it’s own failure…

“Adapt or die”
Stakeholder Management
A study in your area is in jeopardy of missing the deadline for the submission of an important abstract. As a result, a meeting is arranged where all cross-functional areas are asked to send management representation to discuss how to accelerate timelines. You have to attend this meeting - what has happened with the timelines, and why you either

1. Expect to be able to meet these timelines or
2. Don’t think the timelines set out are feasible
Identify the Stakeholders within your organization

- Vendor Management
- Clinical Development Lead
- Data Management
- Biostats
- Clinical Operations
- Project Management

Influence

Identify Triggers

Identify Opportunities

Proactive Risk-Management
Once you’ve identified the stakeholders, develop communication and influence plans

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Importance for Obtaining Adoption</th>
<th>Who they influence</th>
<th>Potential Adoption Challenges</th>
<th>Influence Strategy (how we’ll win them over)</th>
<th>Communication Plan</th>
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<tbody>
<tr>
<td>Clinical Operations</td>
<td>High</td>
<td>B. Smith</td>
<td>Unfamiliar with clinical</td>
<td>Clearly explain steps of a process with</td>
<td>Set up an ad hoc</td>
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<td>J. Ryan</td>
<td>programming processes</td>
<td>detail and timelines</td>
<td>introduction meeting and then speak up during bi-weekly study team meetings</td>
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<td>Data Management</td>
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Once you’ve identified the stakeholders, develop communication and influence plans.
The Future of Programming
Your manager’s comes back from a consulting retreat and start to explain that your programmers need to become data scientists, leveraging machine learning, AI, bots and NLP to find new drugs. He also states that we new to embrace those new technologies to move away from the archaic way we are working. And he is going to hire this amazing guy working for the retail industry to help us implement these new changes.
Crafting your Elevator Pitch
Venkat’s Elevator Pitch

What do you do?

I help clients develop innovative products to accelerate clinical trials and improve outcomes for patients.

What differentiates you?

..turning data into insights that drive action and results

How do I work with you?

Working along side our clients to help solve their toughest business problems.

Venkat Sethuraman
R&D Excellence Global Clinical Lead
Crafting your ‘Elevator Pitch’

While waiting in line for lunch, the head of R&D arrives in line behind you. You have about 2 minutes before you get to the front of the line. In 2 minutes, tell your R&D head about what you’re working on, what value or impact you add to the organization. (How do you differentiate yourself and your function in the organization and unique value you bring)
Final Thoughts