

Sponsor-FSP* Collaboration an *adaptive* design for enduring success

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Disclaimer

This presentation is based on first-hand experience of the presenters, their opinions and learnings.

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Agenda

- Contrasting expectations of Sponsor and FSP
- Paradoxes, approach to addressing them
- The **CASKET** of Challenges in FSP Collaboration
- Adaptive Solution
- ~~Conclusions~~ Learnings for the future

Sponsor and FSP Expectations

- Ring-fenced team vs. Hunger for versatility = rotate teams
Keep Attrition low
- Upscale/downscale flexibility vs. Long-term stable contract
- Develop depth of expertise
= stay with one type of work vs. Variety in type of work
- Avoid elementary questions vs. Don't proceed with doubts.
Best to Clarify them
- Desire to pick team-members vs. Operational Freedom and judgment

Tackling the Paradoxes

- Appreciate mutual needs – work towards meeting them
 - e.g. Provide variety within Therapeutic Area
- Long-term contract, but with controlled up/down scaling
- Confront paradoxes and address core issues with open mind
- Stability first; prioritized over radical experiments
- Build rapport and communication => spirit of integrated team
- Sponsor sets clear expectations, then trusts FSP to manage and deliver
- Focus early on the *CASKET* of challenges

Challenges of FSP Collaboration



Tackling the Communication Challenge

- Cultural and Language sensitization to **both sides**



- Simulating real life situations in induction and mock assignments
- Mentoring and training for Email writing and formal Documentation
- Exploit technology to overcome accent difficulty. Example: chat windows along with telephone calls.
- Emphasize **timely** communication over niceties
- Encouragement for frank, open communication. Overcome fear and communicate more rather than less

Tackling the Attrition challenge

How to minimize attrition?

- Being sensitive to the aspirations of team
- Opportunities for international exposure; working closely with clients
- Creating leadership opportunities
- Varied exposure across Therapeutic Areas; Phases; and nature of assignments
- Focused efforts and guidance on professional development e.g. presenting in conferences

Tackling the Knowledge challenge

- Having domain / technical trainings to upgrade the required skills on a periodic basis.
- Providing the required domain knowledge support to the team from a Subject Matter Expert
- Exposure of working on various Therapeutic areas and various phases of Clinical Trials analysis to programmers and statisticians
- Internal group discussions on various topics – helps to improve the group knowledge level substantially

Tackling the Culture Challenge

- Both - sponsor environment
- Listen, Understand culture
- Specific guidance
- Guidelines for
- Steer clear of with sponsor



to the other side's work

differences in the other

language usage

things.

FSP team should blend

Tackling the Timezone Challenge

- Bring in sponsor
- Equip to connect
- Plan the difference in work



with the

with
sary

!!

"WE WERE IN THE RIGHT PLACE AT THE RIGHT TIME, BUT UNFORTUNATELY, WE WERE IN THE WRONG TIME ZONE."

Tackling the Skills challenge

- Pick se through
- Spons
- Extens
- Progra perform
- Expos
- Attent trainin



A learning curve

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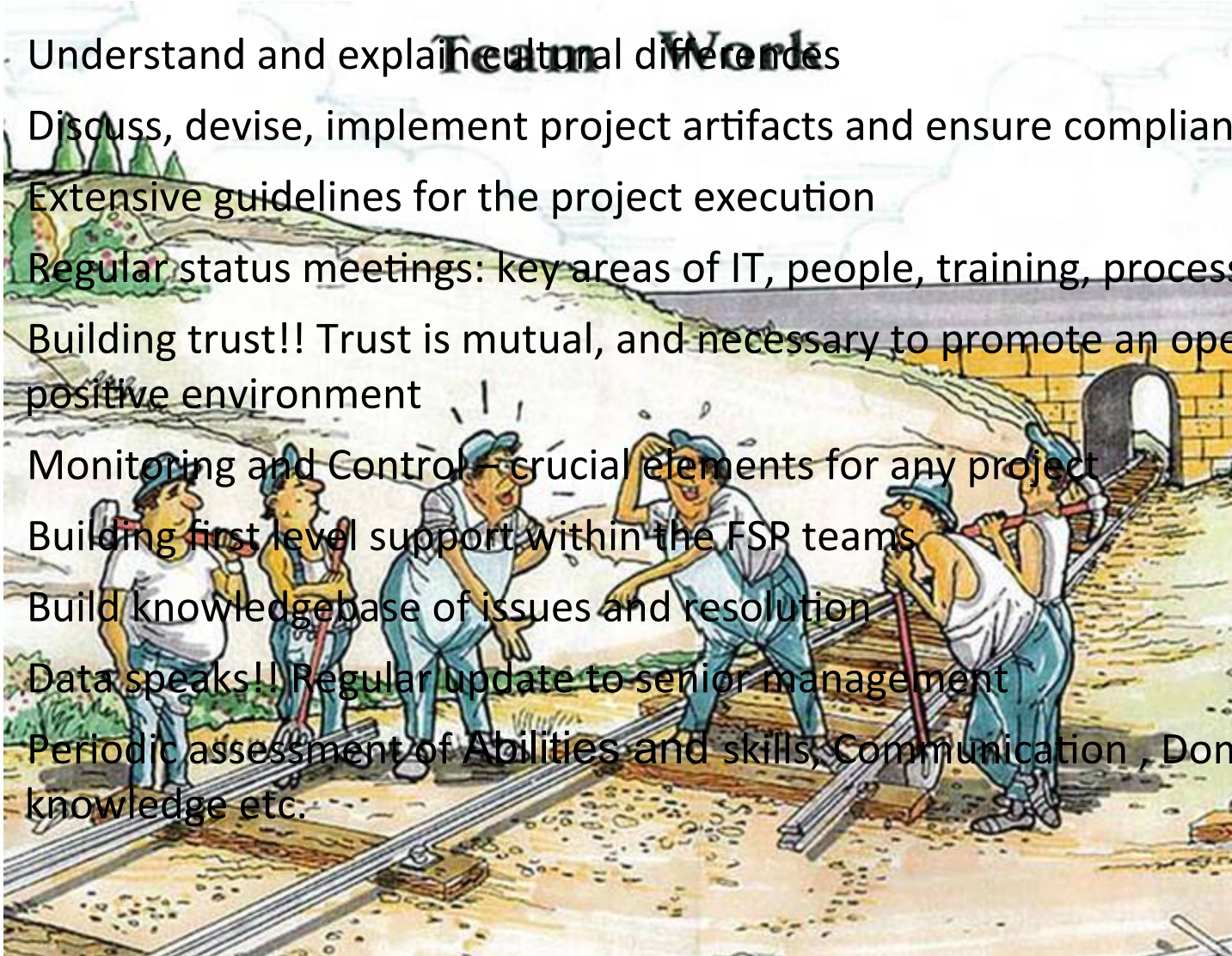
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Adaptive Solution – key elements

- Accepting and Adapting to mutual needs and concerns
- Sensitive & Seasoned Project Managers on both sides: work as “the other side’s” ambassador.
- Extensive training by Sponsor invaluable
- Candid, Swift and timely feedback mechanism. Speed over sophistication.
- Willingness to work from both sides to make the collaboration work –
 - Sponsor’s support and patience especially in tough situations
 - FSP willingness to act quickly and decisively.
- Extensive planning of work from sponsor side. Minimize late surprises.
- Sponsor training to FSP team members in processes and domain skills
- F2F meetings: invaluable!

Adaptive Solution – A Teamwork

- Understand and explain cultural differences
- Discuss, devise, implement project artifacts and ensure compliance
- Extensive guidelines for the project execution
- Regular status meetings: key areas of IT, people, training, processes, etc.
- Building trust!! Trust is mutual, and necessary to promote an open and positive environment
- Monitoring and Control – crucial elements for any project
- Building first level support within the FSP teams
- Build knowledgebase of issues and resolution
- Data speaks!! Regular update to senior management
- Periodic assessment of Abilities and skills, Communication, Domain knowledge etc.



Questions?

Thank you!

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