

“Brand Yourself”

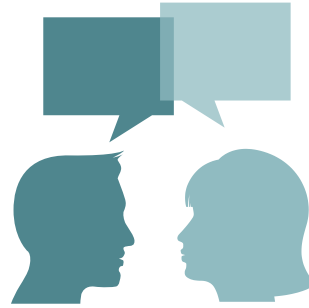
Don't become a blackberry

**Presenters: Sangeeta Bhattacharya, Olivier
Leconte and Venkat Sethuraman**

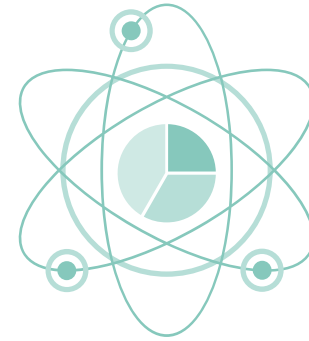
Agenda



**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”



The background features a series of overlapping, low-poly geometric shapes in various shades of teal and grey, creating a modern, architectural feel. The shapes are arranged in a way that suggests depth and movement, with some elements appearing to recede into the background while others come forward.

Stakeholder Management

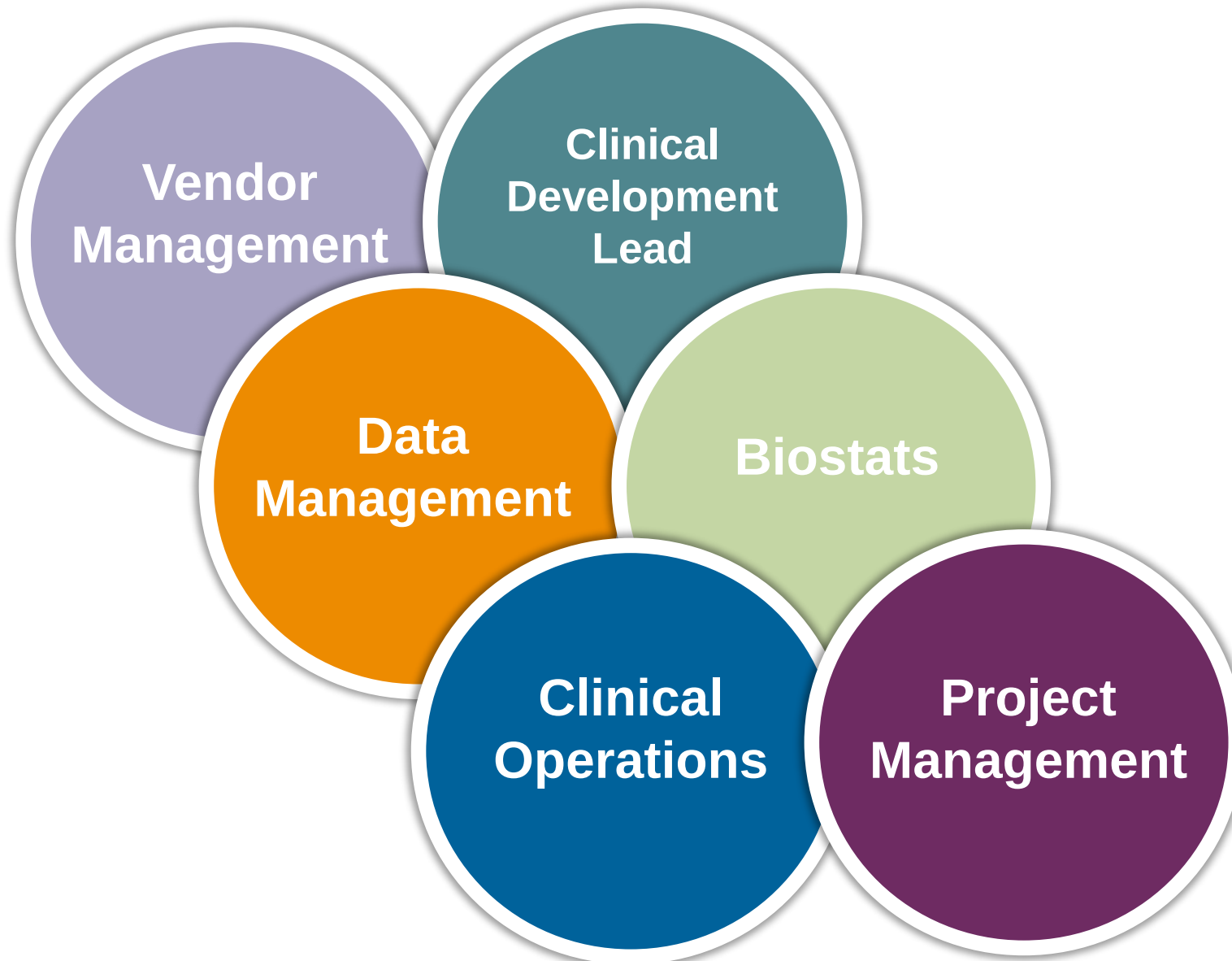
Stakeholder Identification and Communication: Role Play Exercise

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



Influence



**Identify
Triggers**



**Identify
Opportunities**



**Proactive Risk-
Management**

Once you've identified the stakeholders, develop communication and influence plans

Stakeholder	Importance for Obtaining Adoption	Who they influence	Potential Adoption Challenges	Influence Strategy (how we'll win them over)	Communication Plan
Clinical Operations	High	B. Smith J. Ryan	Unfamiliar with clinical programming processes	Clearly explain steps of a process with detail and timelines	Set up an ad hoc introduction meeting and then speak up during bi-weekly study team meetings
Data Management	...	...	...	...	...

The background features a series of overlapping, low-poly geometric shapes in various shades of teal and grey. The shapes create a sense of depth and modernity. The title text is centered over a large teal shape.

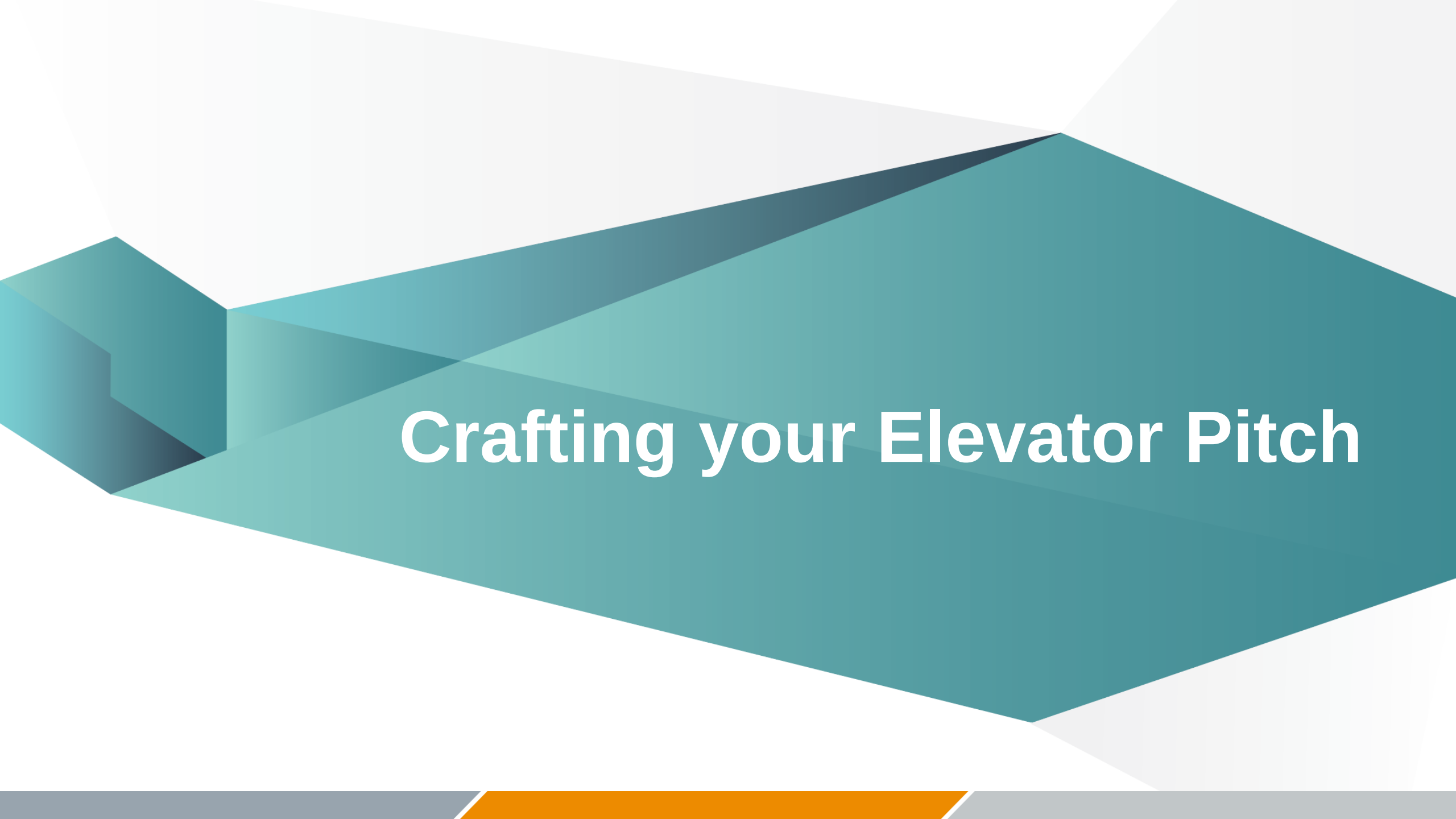
The Future of Programming



The Future of Programming: Role Play Exercise

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.



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Crafting your Elevator Pitch

Venkat's Elevator Pitch

How do I work with you?

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

What differentiates you?

..turning data into insights that drive action and results

What do you do?

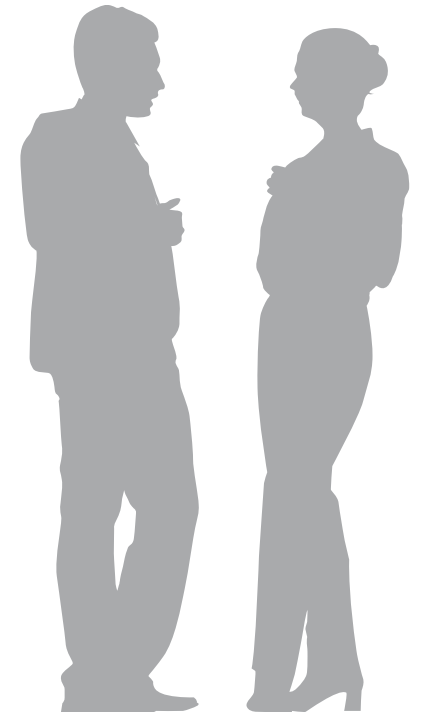
I help clients develop innovative products to accelerate clinical trials and improve outcomes for patients



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