

Think Like a Quarterback; Lead Projects Not Fumbles

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Why A Quarterback?



Strategic Thinking



Decisive Under Pressure



Team Leadership



Execution Excellence

The Playbook



Protocol Design:

Sketch the play, Define success



Database Setup:

CRF and SAP finalize execution



Regulatory Check:

Ensure Compliance with guidelines



Live Data:

Execute the play

Every step matters.
Success requires complete coordination across the team.



The Communicating the Play: Calling the Huddle

QB Huddle Dynamics

A quarterback's communication ranges from quick audibles at the line of scrimmage to detailed huddle discussions, each suited for different situations and time constraints.

Quick Calls:

Immediate adjustments, minimal detail.

Detailed Huddle:

In-depth strategy, team alignment.



Clinical Trial Leadership

Leaders must mirror this flexibility, adapting their communication style to the urgency and complexity of the moment.

Brief Updates:

Urgent data queries, minor protocol deviations.

Strategy Sessions:

Significant amendments, unexpected safety signals.

Convene comprehensive discussions for critical decisions, major protocol changes, unexpected safety signals, or team kick-offs to ensure full understanding and buy-in.

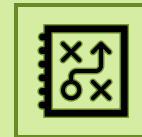
Diagnose the Defense and Reading the Blitz



Recognize Defensive Patterns



Identify Weaknesses and Gaps



Strategic Adaptation

Reading the Blitz: Navigating High-Pressure Situations

Pre-Blitz Preparation

- **Flexible Programming:** Keep code readable, reusable, and adaptable
- **Team Resilience:** Identify programming backups early and promote shared code ownership so anyone can step in seamlessly.
- **Scenario Planning:** Discuss likely “blitz scenarios” (e.g., data delays, system outages) during kick-offs and define clear mitigation plans.
- **Collaboration:** Build strong ties with data management, clinical, and regulatory teams to accelerate solutions.

Spot the Clues that a Blitz is on its way

- **Early Warning Signs:** Monitor progress and resources proactively, small deviations often signal bigger issues ahead.
- **Build a Culture of Empowerment:** Create a safe space for raising concerns early, no blame, just faster solutions.
- **Proactive Over Reactive:** Report risks before they escalate, not just after they happen.

Quick Decision- Making

- **Decisive Action:** Like a quarterback under pressure, act swiftly and confidently even amid uncertainty.
- **Clear Escalation Paths:** Use predefined protocols so everyone knows exactly who to contact when issues arise.
- **Coordinated Response:** Ensure the team moves in sync, while one adjusts workflows, another communicates with stakeholders



Calling the Audible & Taking the Check Down

The Audible: Real-Time Adaptation

When endpoint definitions change mid-project, recognize the mismatch, communicate adjustments clearly, and execute the solution fully.

Example: "We're revising ADaM derivations to align with updated endpoints. Output team will adjust completed work. Timeline shifts by two business days."

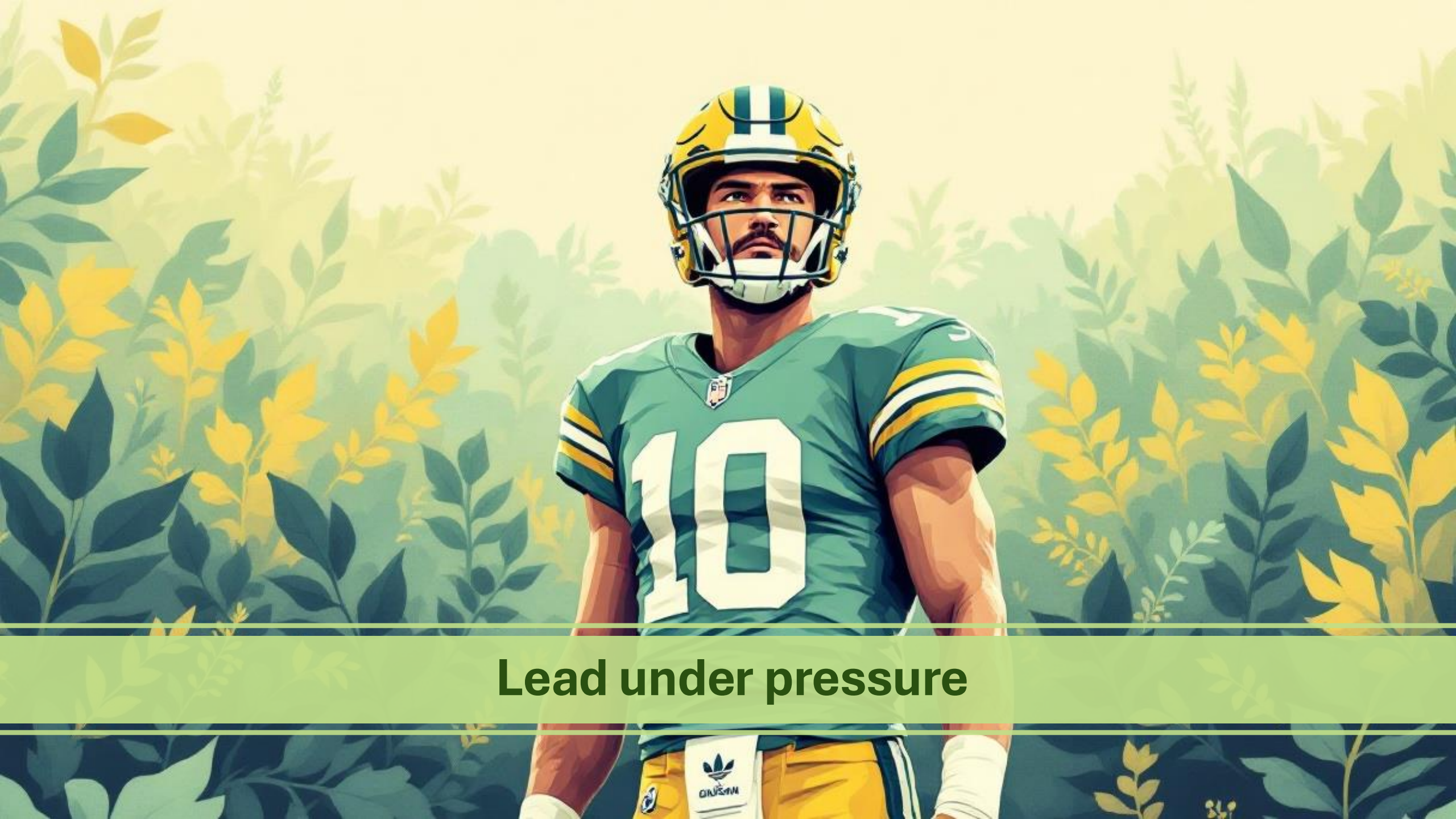


The Check Down: Smart Risk Management

Prioritize incremental gains over perfection. Deliver interim outputs early, share draft datasets for feedback, and keep momentum moving forward.

Strategy: Send ready populations first while biomarker data is finalized, extending effective working time





Lead under pressure



Building Your Offensive Line: Team Development

Invest in Technical Excellence

Offer training in SAS optimization, R development, and CDISC updates.
Encourage multilingual programming skills and knowledge sharing.

Develop Future Leaders

Spot high-potential talent early, challenge them with stretch goals, and include them in strategic decision-making conversations.

Recognize Your Team

Public praise, thoughtful reviews, and celebrating wins build trust and loyalty. When teams feel seen, they stand strong together.

Film Study



Capture the Game Tape,
Analyze Performance



Celebrate Wins,
Own Losses
Build Trust



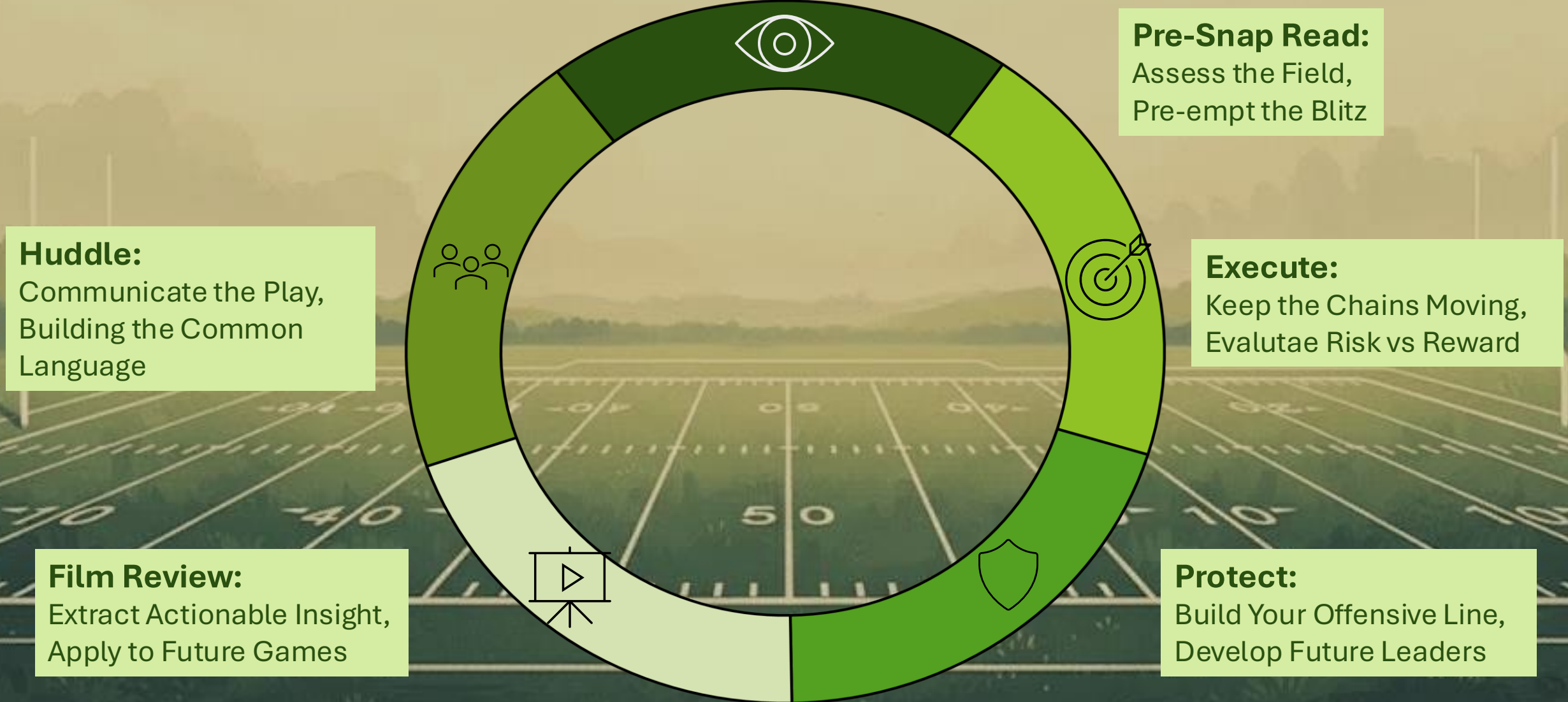
Encourage Retrospective Learning,
Capturing Alternatives



Incorporate Insights and update the
Playbook



Conclusion



Thank you

for your attention and engagement today

Any Questions?

All thoughts and discussion is welcome

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