

## ***Optimizing pharmaceutical lifecycle management through effective delivery and presentation strategies***

BY SUZANNE RABAUER

WHILE SCIENCE-BASED COMPANIES HAVE SOMEWHAT DIFFERENT NEEDS AND PROBLEMS THAN A TECHNOLOGY OR FINANCIAL COMPANY, PHARMACEUTICAL COMPANIES EXPERIENCE THE SAME DIFFICULTIES WHEN LOOKING AT TEAM DEVELOPMENT RELATIVE TO EFFECTIVE DELIVERY AND PRESENTATION STRATEGIES TO THEIR CURRENT OR POTENTIAL PARTNERS.

**THINK ABOUT THE FACT** that the end of each stage in the lifecycle signals the beginning of a new event or opportunity with a partner. As you work to become the partner of choice, dozens of opportunities can either promote or harm that cause because of poor presentation and delivery skills.

During these situations, managers become very aware of how much their employees need to improve upon their delivery and presentation strategies and the execution skills that support these concepts.

Preparation and follow-up between events in the lifecycle leave a significant impression on potential partners. As your team prepares for critical events with current or potential partners, it is important to have a clear plan. It will become very obvious to the current or potential partner how much you have organized on their behalf.

What are the key elements to ensure an effective delivery and presentation by your team for current or potential partners?

### ***The Reality***

Many of us have gotten to where we are without a lot of coaching along the way. So, some feel we don't really need to coach our team in order to achieve success. However, consider what it cost your organization to a replace top performer in actual recruiting and hiring fees, signing bonuses, training costs,

ramp-up time..., not to mention the opportunity costs because you don't have a functional professional in a critical area.

### ***Where to Begin***

Organizations are looking to improve speed to market, better utilize resources and more effectively communicate value. Many managers struggle with where to begin and how to make time to effectively manage. But without the necessary

fying which team members require coaching and/or soft skills training. As a result, their availability as a manager becomes the limiting factor to their team's or project's success. See table for some hints.

Having a plan in place for effective delivery and presentation during the different phases of the lifecycle is an absolute must. Understanding the current situation and how it applies to the needs of the management team is critical to behavioral change and improved performance from team members.

Utilizing experienced firms in these areas can ensure objective thorough assessments of your organization's current situation and will give you a menu of alternatives, needs to address and choices for approaching the situa-

• **IDENTIFY** those team members requiring skills training or coaching.

Your teams' skills begin to stagnate, productivity and production plateau or even drop, and ultimately, turnover (both voluntary and forced) becomes the overriding issue.

• **ASSESS** team members to help determine current skill levels and specific areas that require improvement.

Through an online, web-based assessment tool, employees and their managers can assess the employee's proficiency level across all the activities or tasks required and also use a baseline for future performance.

• **PLAN** by preparing a short and long term coaching strategy for staff members.

A comparative analysis provides detailed coaching instructions for the manager and a detailed learning path for each employee.

• **MAXIMIZE** your staff's ability to deliver by utilizing resources to ensure on-going reinforcement.

Comparative assessment across a group of individuals provides your corporate training department a clear direction for the types of skills training required for the entire organization or for specific disciplines within the organization.

• **SUCCEED** through planning and delivering technical presentations with maximum impact

Have a consistent, repeatable process for presentation, meeting preparation and execution.

support from management, changes in behavior, new approaches and attitudes will fail to take permanent hold in the organization.

### ***The Approach***

Managers continue to experience difficulty in quickly and easily identi-

tion and aligning performance to organizational goals around life cycle management. ■

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