

Interviewing & Career Acceleration Strategies



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President, CEO

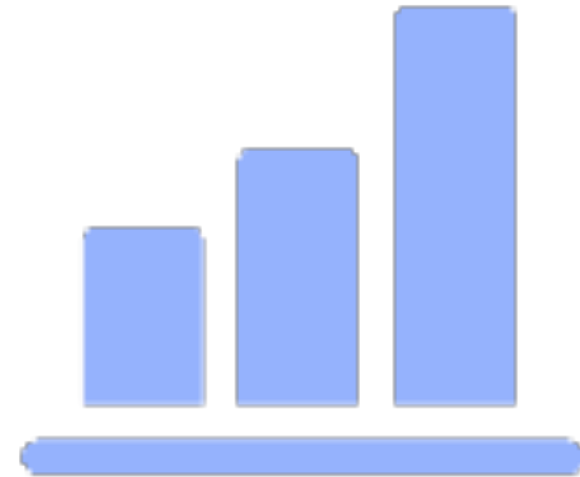
Accreditation Council for Medical Affairs

The world's most valuable resource is no longer oil, but data

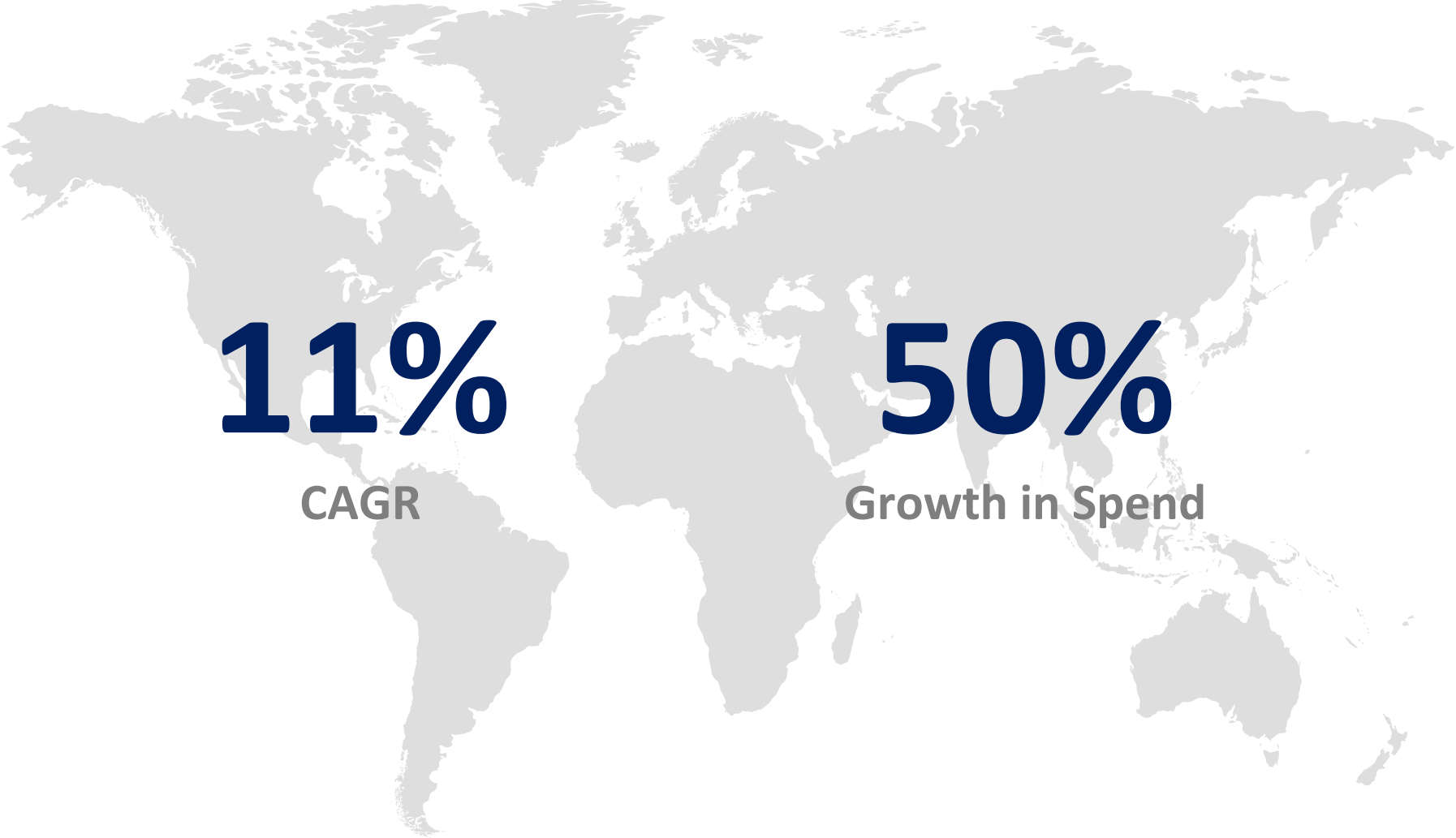


Data: The new “Black Gold”

40% of life sciences companies expect to see their data volumes increase by at least 50% in the coming year.



Emerging New Markets in Pharma: Global Awareness is Key



Source: <http://www.fiercebiotech.com/story/amgen-gets-big-win-fda-ok-pcsk9-drug-repatha/2015-08-27>

Outline

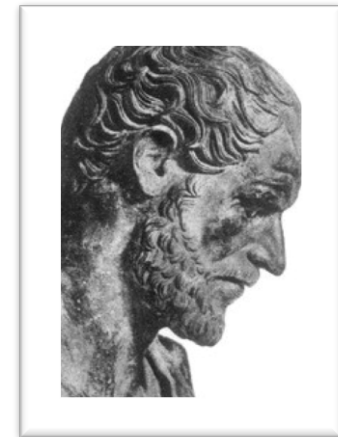
- Emotional Intelligence (EI)
- Understanding
- Awareness
- Flexibility

Composure & Self-Awareness

Anyone can get angry, that's easy.

*But to get angry with the right person, to the right degree,
at the right time, for the right purpose and in the right way;
that's not so easy.*

- Aristotle (384—322 BC)



EQ

- EI measures a person's ability to effectively understand and deal with both their emotions and those of other people.
- High EI levels give a person the valuable insights about themselves, others and the situation at hand that they are faced with.
- Emotional intelligence can be continually developed throughout life.
- High achievers in the professional setting are almost always those with high EI levels.

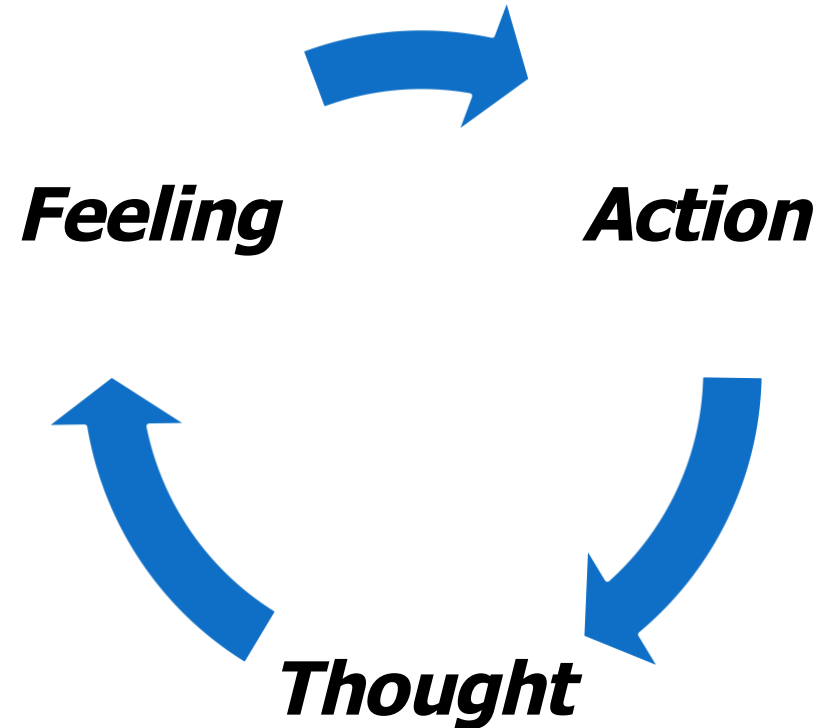
IQ

- I.Q (i.e. Intelligence Quotient) measures an individual's cognitive ability.
- It includes the ability to solve problems without the use of words, to think rapidly in visual images and to quickly interpret visual materials.
- It also measures verbal comprehension, which includes applying verbal skills and information to the solution of problems.
- Unlike IQ, EI can be increased over time with training

Why is EI Important?

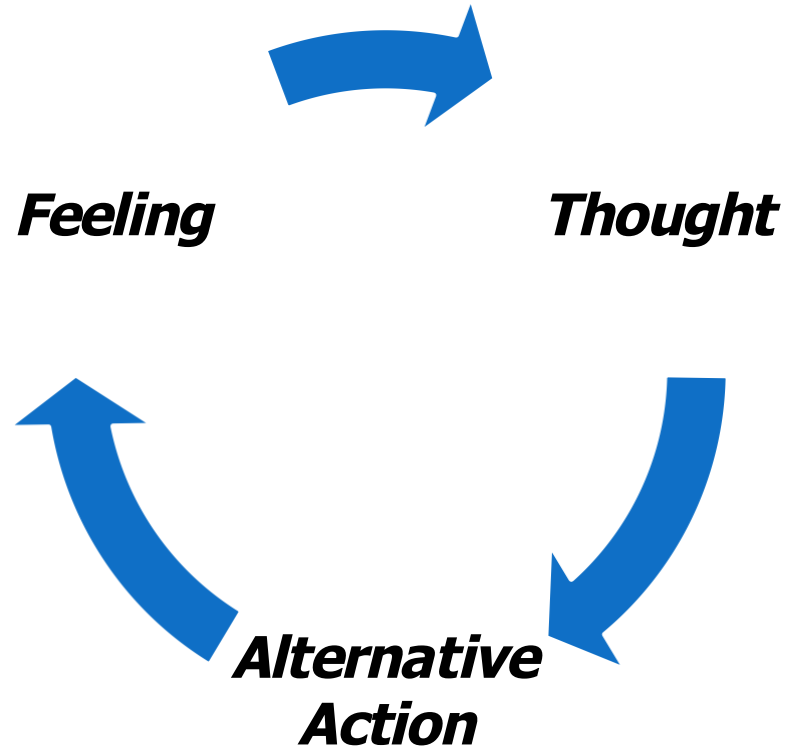
- Success is more than just intelligence
- IQ accounts for between 4-20% of results
- EQ accounts for 80% achievement based on studies
- Sales people w/high EQ outperform by up to >310%!

What low EQ looks like



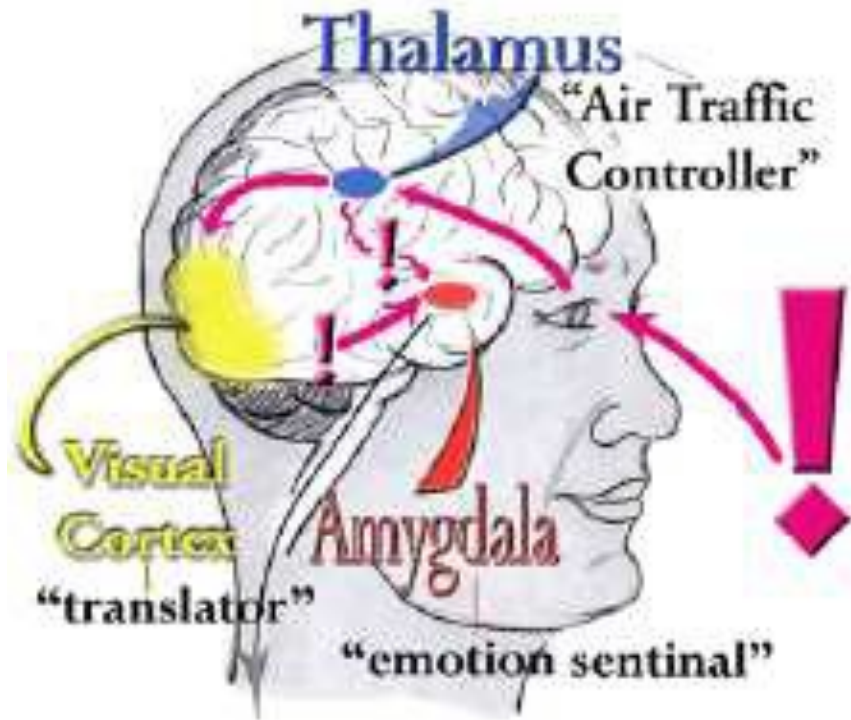
Typically: *Feelings* —————> *Actions* —————> *Thoughts*

High EQ



Typically: *Feelings* → *Thought* → *Alternative Action*

Emotional Hijacking-What happens



NORMAL CONDITIONS

- Situation Occurs.
- The Thalamus (air traffic controller) directs the signal to the Neocortex (thinking brain).
- The Neocortex processes the information, makes sense of it and creates a process of logical action.

In the Emotional Hijacking of the Amygdala:

- Situation Occurs.
- The Thalamus perceives a potential threat and redirects the signal straight to the amygdala.
- The amygdala can only act based on an instinctive basis and not logically.
- In some situations it can be life saving.
- More frequently it leads to something harmful, to escalate the situation or even to violence in extreme situations.

Responding vs. Reacting



**Better
Relationships**



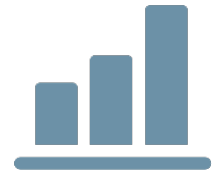
**Manage
Emotions**



**Greater
Awareness**



**Better
Coordination**



**Increased
Engagement**

Communication

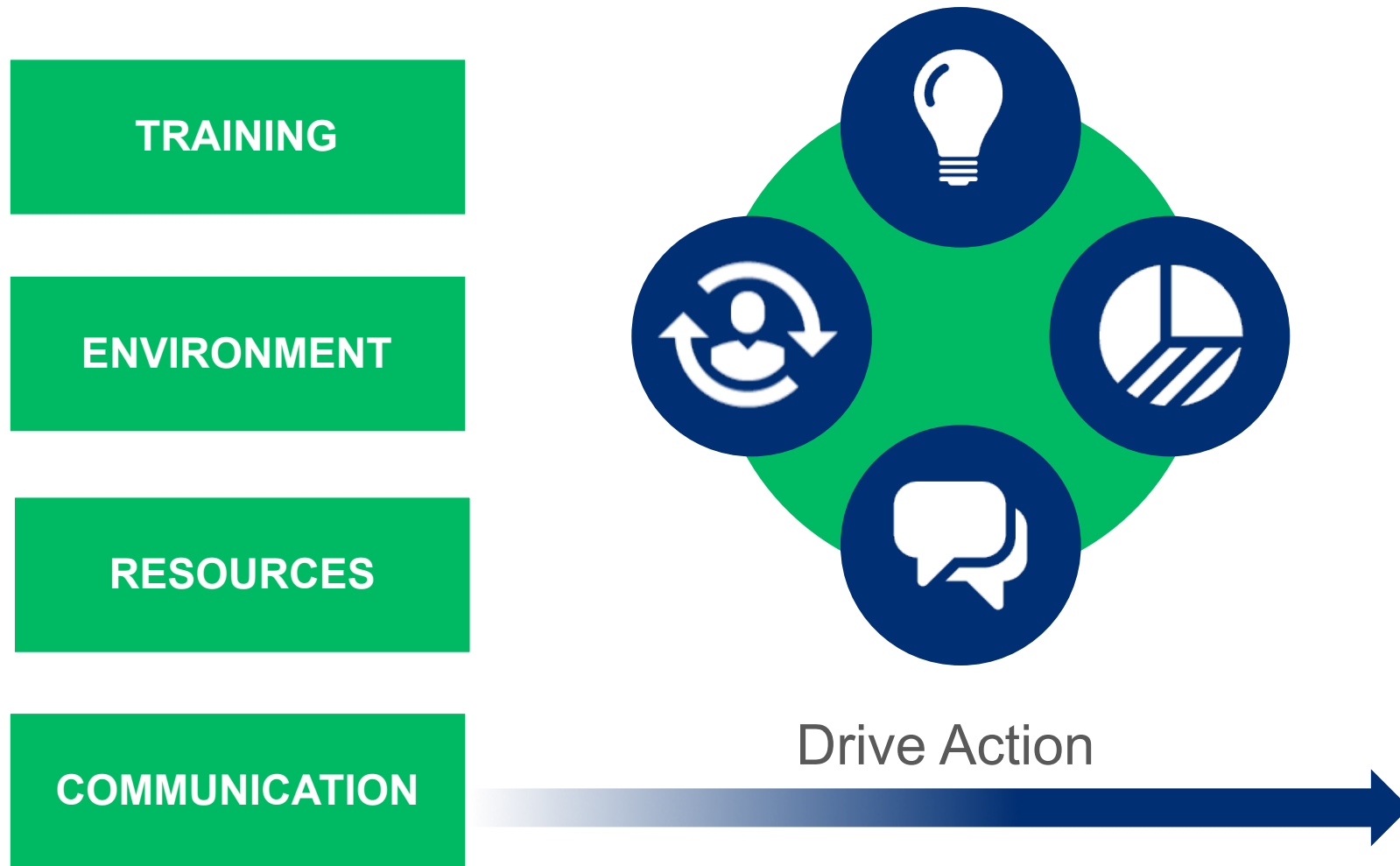
Words we use:	7%
Way we say it:	38%
Body language:	55%

Science is always evolving

- Life Sciences professionals need to be more than just disease and product specialists.
- Goal is to be connectors & broadly trained.



Honestly Assess Your Capacity & Abilities



Soft Skills Training-It's important



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**Upgrade Your
Pharma Career.**

**BECOME BOARD CERTIFIED IN
MEDICAL AFFAIRS**

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Marissa Arcola, PharmD, BCMA

APPLY NOW

Summary

**Achieve Your
Goals**



Be Prepared



**Bring Greater
Value**

