Interviewing & Career Acceleration Strategies

William Soliman, PhD
President, CEO
Accreditation Council for Medical Affairs
The world’s most valuable resource is no longer oil, but data.

Source: (2017) The World’s most valuable resource. The Economist
40% of life sciences companies expect to see their data volumes increase by at least 50% in the coming year.

Source: (2016) Good science: The new role of Medical Affairs in an outcomes-focused world, Accenture
Emerging New Markets in Pharma: Global Awareness is Key

11% CAGR 50% Growth in Spend

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 individuals 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 with 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

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<td>Body language</td>
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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

- TRAINING
- ENVIRONMENT
- RESOURCES
- COMMUNICATION

Drive Action
Soft Skills Training—It’s important

Upgrade Your Pharma Career.

BECOME BOARD CERTIFIED IN MEDICAL AFFAIRS


Marissa Arcola, PharmD, BCMAS

APPLY NOW
Summary

Achieve Your Goals

Be Prepared

Bring Greater Value