



Stamford Consultants AG

**Is personal branding relevant
for people working in Life
Sciences ?**



What is the goal of today ?

Make you understand that in order to progress in life sciences, one needs on its image and visibility



Plan

- Introduction
- Your possibilities?
- How to get through ? Personal Branding



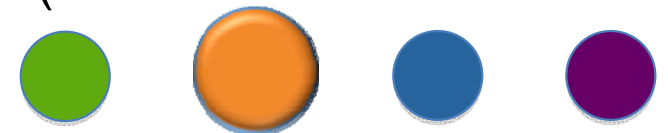
What is Stamford Consultants ?

- Swiss company with HQ in Basel and international offices in London, Paris and Zurich
- >10 years experience in Life Sciences Recruitment & Outsourcing
- Combination of Contract and Permanent services
- Clients in Europe ranging from Top Big Pharma to small Biotech or Medtech
- Strong culture of networking and participation to scientific associations and events



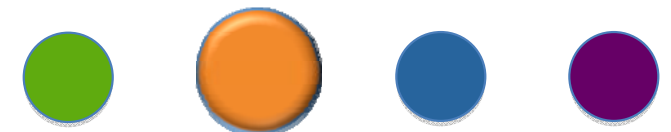
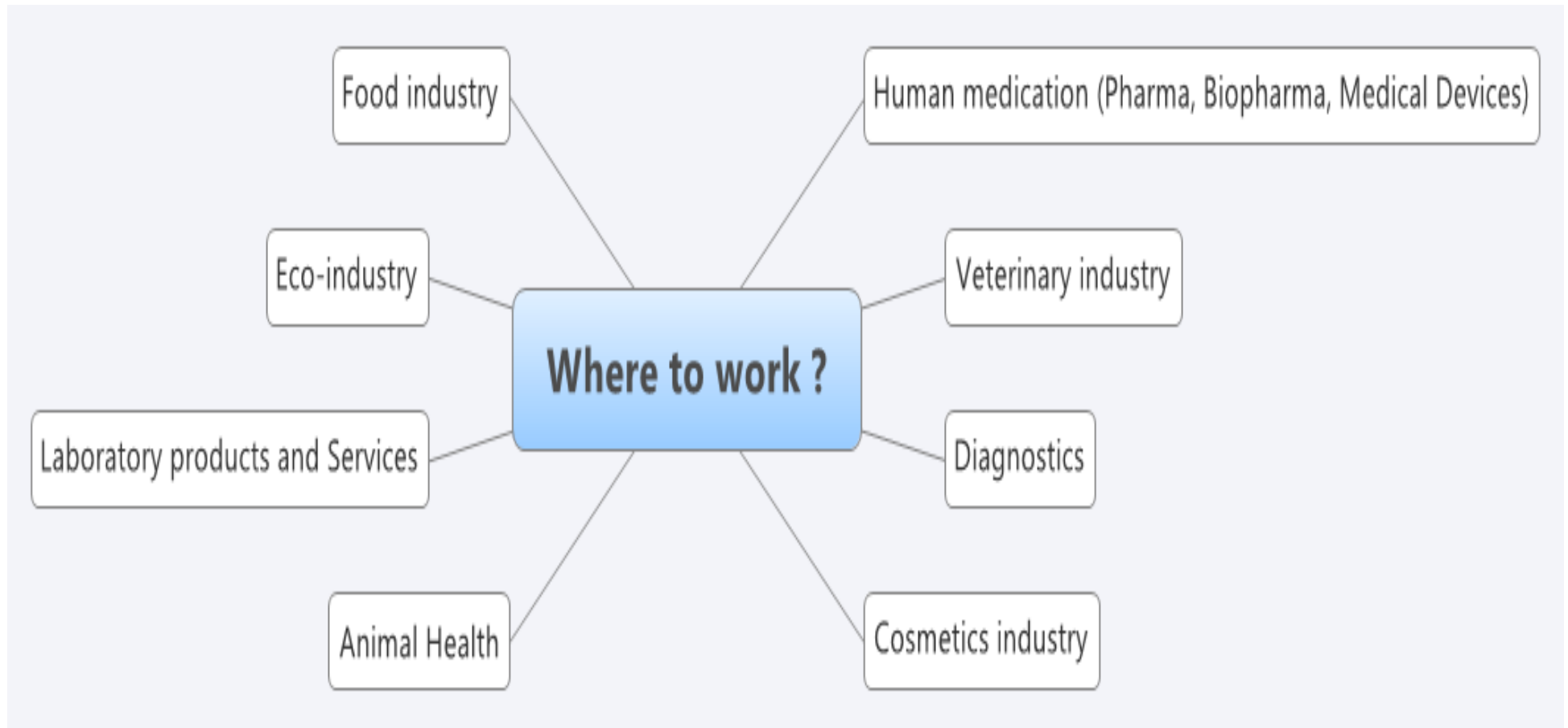
Trends

- Many pharma are integrating biotech activities via inhouse development or M&A : NIBR at Novartis, Merck and Serono, UCB acquiring Celltech, Roche with Genentech...
- Hiring new experienced staff will be an issue by 2012 from 37 % of the market
- Capacity expansion plan: Increase between 26 an 66 % in Europe through 2012
- Medical Devices and Diagnostics are growing
- Pharmacogenomics and personalized medicine (customized treatment)



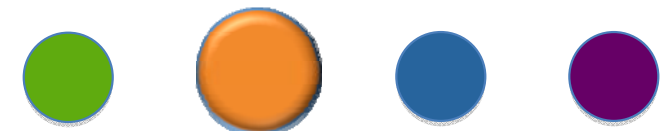
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What kind of Life Sciences industries ?



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Where to work outside of Research ?



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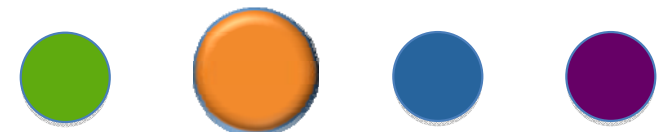
What are your challenges ?

- Many people are looking for a position within industry after PhD or PostDoc

→ High competition

- Challenges:

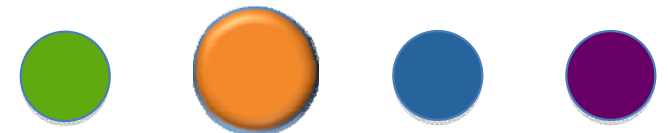
- Are technical skills sufficient ?
- How is it difficult to be memorable?
- How to be successful before and during recruitment process ?



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Matter of fact

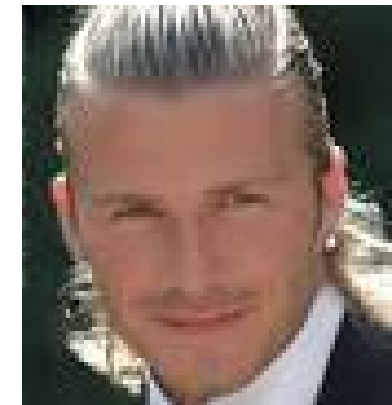
- 90% impression based on perceptions vs 10 % for doing a good job
- People who get the jobs and progress are not always the best ones !!!
- Drastic change in communication styles



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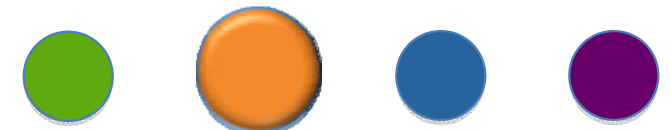
How would you qualify yourself ?

- In 3 words ! Right now !
- Are you more
 - Branson type ?
 - Beckham type ?
 - Madonna type ?
- Does your image reflect yourself properly ?
- Why some people are good with their branding ?



What is personal branding?

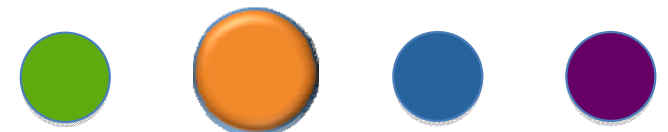
- Branding ? ‘image’ created in the minds of people when they see or hear a name, a product or a logo
- *Personal branding:*
- “A brand is what people say about you when you are not in the room.” *Jeff Bezos, Founder & CEO, Amazon*
- *In other words:*
 - *Image and style eg “who you are ?”*
 - *Integrity and values eg “what you stand for ?”*
 - *Your strengths eg “what you can contribute ?”*
 - *Managing your personality*
 - *The art of marketing yourself !*



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Why Personal Branding is important?

- Perception is Reality !!
 - Importance of network and way people see you
- “It is not about who you know but about who knows you !!” John Purkiss**



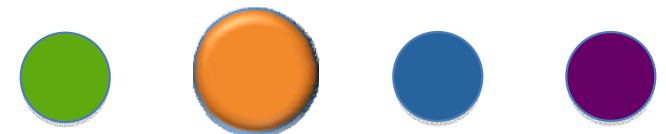
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Packaging example

What would you prefer ?



- Brand : associate value with your product (you!)
- Many competing brands (other people)
- By branding yourself – you'll stand out from other candidates or colleagues
- If you don't brand yourself, someone else will do it for you

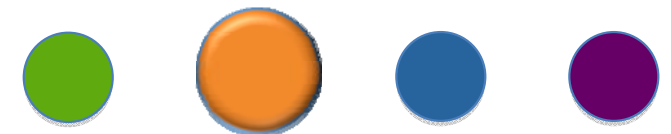


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How do you start from scratch ?

3 Steps to Building your Personal Brand

- Self-reflection and awareness
- Continuous Learning
- Marketing Strategy and Actions



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Self Reflection and awareness



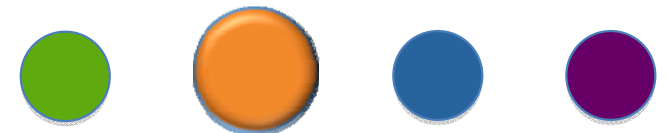
- Set awareness
 - Who are you ? WHAT
 - What do you want to be ? BECOME
- What makes you unique or different: USP
 - Your best asset ?
 - Your best achievements ?
 - Your unique skills
- Areas in need of further development
- Tools:
 - Strength finders (Gallup)
 - colleagues, boss, parents, friends



Continuous Learning

It is essential to build and grow your brand

- Always benchmark your skills vs others
- Create a development plan
 - Stay on top of technology (Social Media)
 - Leverage strengths (look for niche expertise)
 - don't obsess your weakness



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Marketing Strategy and Actions

Mission statements

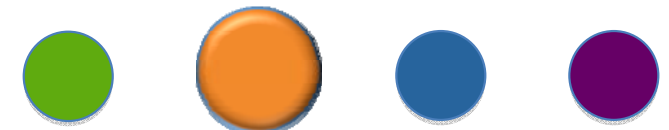
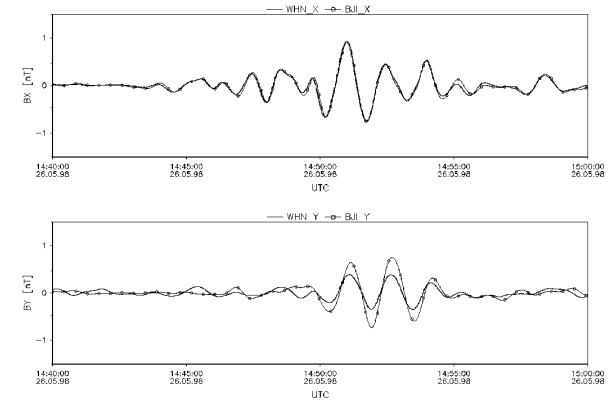
- Direction: “where you want your brand to go?”
- Mission statement: foundation of your career focus
- First 3 to 5 years of your career
- Elevator Pitch



Marketing Strategy and Actions

Trivial but critical tips

- Monitor your brand, control your visibility
 - Google yourself !!
 - Ask around you
- Permanent task:
Everything you do and choose not to do, communicate the value of your brand (E-mails, meetings, clothes..)
- E-profile: up to date, relevant, clean, accessible and congruent
- Make sure
 - what you do is visible
 - what people say or think about you is visible



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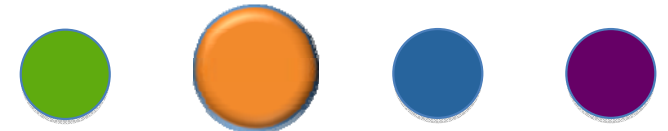
Marketing Strategy and Actions

Art of networking - Build alliances and form relationships

- Definition
 - Internal and external alliances
 - Symbiotic process
- Networking tips:
 - Liaise with people who are relevant to your projects
 - Think relationship building and mutual benefit
 - *Use the power of reciprocation : “ I will be your customer if you will be mine !” (garage example)*
 - Consequence: always provide support and help to people when needed !
 - Low cost/high impact added value
 - Don't expect instant gratification from networking
 - Keep in good and regular contact with your network (live entity)
 - Always make sure your network knows of any recent successes



"Whaddya say, Black? We'll plunder the seas together. You scratch my back; I'll scratch yours."

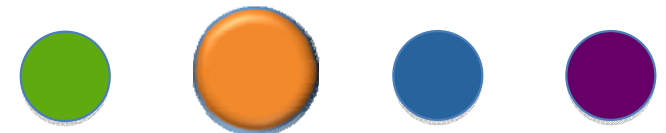


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Marketing Strategy and Actions

Go always extra yard, beyond the average

- Get involved in visible activities
 - Managing or mentoring
 - Tasks forces, Extra projects, Committees
 - Groups or associations
 - Presentations, conferences, articles...
 - Make presentations
- Form your reference base
 - *Have or build a group of people who can speak well of you.*
 - Comes from your teamwork and relationship building.
- Market yourself
 - Tell your story - Don't assume that people will know your achievements.
 - Key to Your Personal Branding Campaign is... “word-of-mouth”



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Marketing Strategy and Actions

What kind of tools ?

- Social networks: Xing, Linkedn, Viadeo, Ning...
- Blogs (Blogger, WordPress)
- Microblogs (Twitter)
- Podcasts (Itunes)
- Conferences, Events
- Publications
- Knowledge or content share (Slide Share)

As a start, connect with me in Xing, Linkedn and follow me in Twitter !!



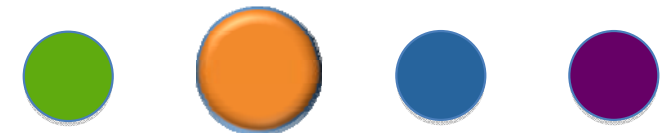
Marketing Strategy and Actions

Last but not least, Authenticity !!!!!



- Brand = Matter of trust (quality, track record, reliability)
 - Respond to all requests (shows responsibility)
 - Return people s' calls immediately (establishes trust)
- Brand still has to be underpinned by substance
 - Don't flawn what you haven't got !! Congruence
 - Same as for packaging with no content
 - Don't be a one-off product !!!! Or Try and Fire person !
- Stay true to your brand
 - Respect your engagements and commitments
 - Be ethical and socially responsible.
 - *A strong personal brand does not mean developing a big ego !!!!*

"Try not to become a man of success but a man of value." - Albert Einstein



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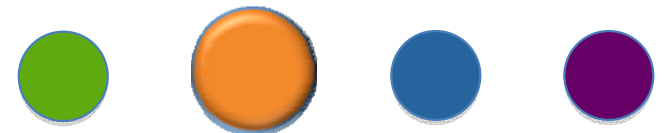
Thank you

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