

# **Elevator pitching for hospital pharmacists**



Confidence is the sweet spot between  
arrogance and despair



# It is not enough to hire smart, motivated people

Today's employees spend 50% more time collaborating than they did 20 years ago

Hiring talented individuals is not enough

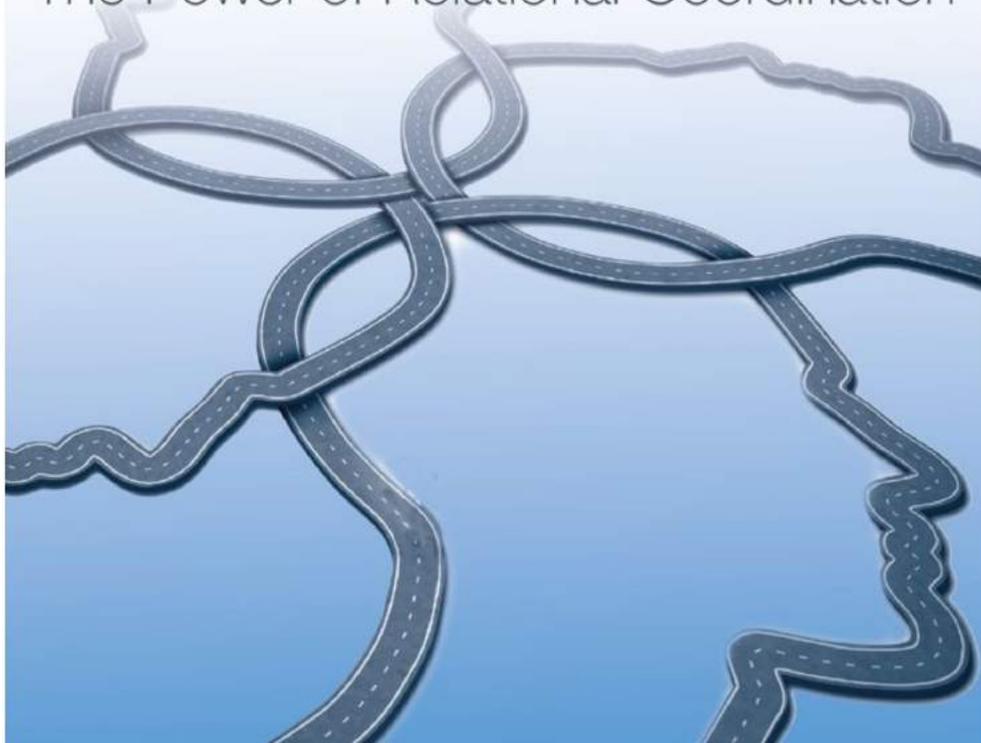
They have to be able to work together



Jody Hoffer Gittel

**TRANSFORMING  
RELATIONSHIPS  
FOR HIGH PERFORMANCE**

The Power of Relational Coordination



# THE TRUST EQUATION

 THEY KNOW  
THEIR STUFF

 THEY ALWAYS  
DELIVER

 I FEEL SAFE  
WITH THEM

$$\text{TRUST} = \frac{\text{C} + \text{R} + \text{I}}{\text{S}}$$

CREDIBILITY    RELIABILITY    INTIMACY

S  
SELF-ORIENTATION

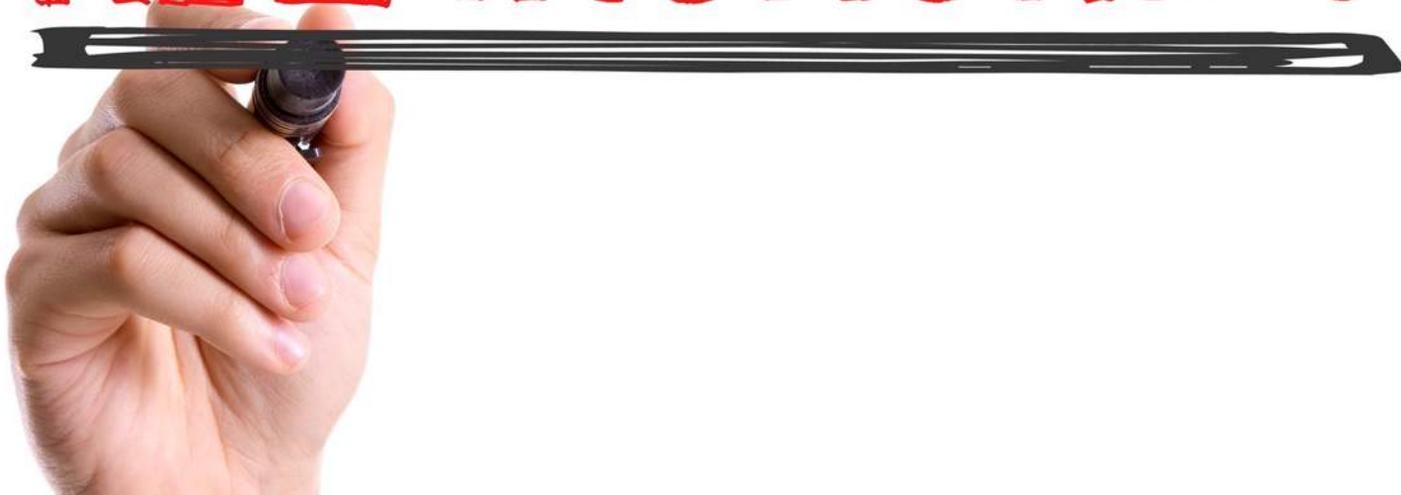


ARE THEY FOCUSED  
ON MY INTERESTS  
OR THEIRS

Hard to see dynamics

IT'S ALL ABOUT  
RELATIONSHIPS

Contentious  
Co-existent  
Cooperative  
Collaborative





I



MY

CAREER

my job  
is great!



I



LOVE

TEAM

What is the current narrative for hospital pharmacists ?

Does it need to change ?



If your  
presence  
doesn't **add  
value**, your  
absence  
won't make  
a difference.

Are you good at your job?

Do you have the impact on patients that someone as good as you should be having ?

"If you want to evangelize and enchant people, you must influence their memories. This book shows you how to do it."

—GUY KAWASAKI, bestselling author of *Enchantment*

# IMPOSSIBLE TO IGNORE

Creating Memorable Content  
to Influence Decisions



Carmen Simon, PhD

# What is personal Impact?

...not easy to define, but we all know it when we see it.

We meet someone and pretty soon we recognise that they have a special quality. Call it magnetism, call it presence, call it charisma – call it what you like – but they stand out from the crowd.

# PERSONAL IMPACT



You are always making an impact.  
Whatever you do, wherever you are.  
Even if you just sit in the corner and say  
nothing, you are making an impact.

**But is it the right impact?**

Are you rewarding to deal with?



Don't wait for  
others to  
define your  
value.

BRAND  
YOU





**Personal brand is what  
people say about you  
when you leave the room.**

- Jeff Bezos, Founder, Amazon.com

# Personal Brand

If you were a brand yourself, what key words  
would you want associated with your  
***personal brand?***

# Personal Impact

<b>Too little</b>	<b>Optimum zone</b>	<b>Too much</b>
1      2	3      4      5      6      7      8	9      10
Too quiet	Voice at just the right volume	Too loud
Static	Moves purposefully, deliberately	Restless movement
No gestures	Appropriate, relevant gestures	Frantic, random gestures
Too slow	Speed of delivery ideal	Pace too fast
Full of facts	Facts brought to life with examples	Just stories, no facts
Passive	Assertive	Aggressive
Charmless	Charming, persuasive	Cheesy, ingratiating

If the last doctor (or patient) you interacted with  
posted on Facebook

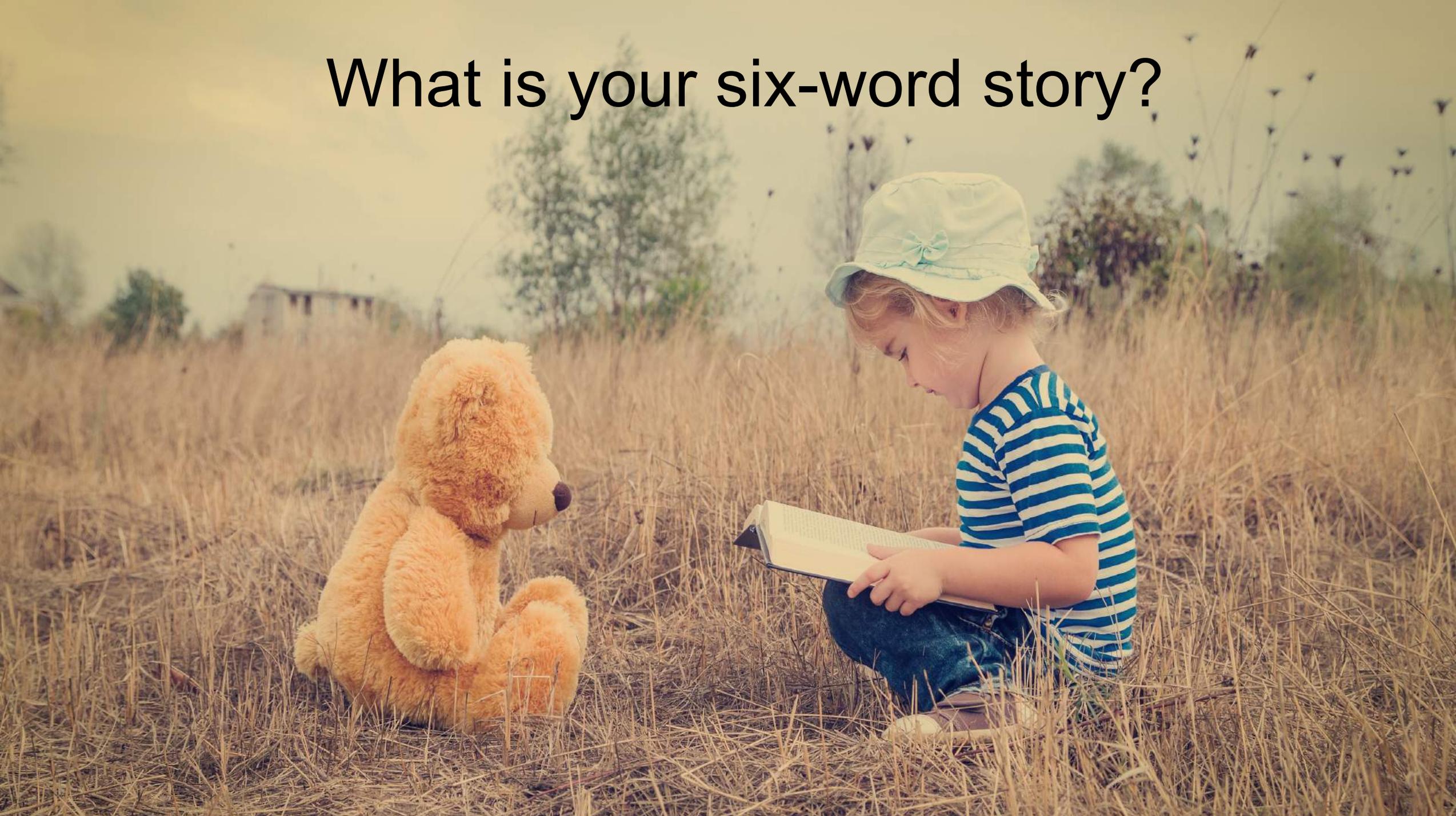
Would you feel proud of the post?



tell a story

compelling

What is your six-word story?



New house, new closets. Same skeletons

Brought roses home. Keys didn't fit

“Today you shaved all your hair to make your mom laugh over losing hers to chemo and today I realized that you are my hero.”

“My wedding cost £15,000 and my divorce cost £100,000, both were worth it.”

“One big scare, one surgery, £4,000, four days of tube feeding and five nights in bed. My cat is now safe.”

“Today I washed my mother's hair for the first time.”

... I think  
you're on  
mute 



10

YOU CREATE  
YOUR OWN  
OPPORTUNITIES

18



**If it goes really well...**



Don't wait for others to define your value

It's all about relationships

Tell a compelling story



@coachingchemist