

Workshop set up and schedule

Before the workshop:

Determine where each small group will be set up around the room. Distribute a huge post-its poster and markers for each of the groups. Label area or top of post-it with Pharma (Juno or Global Blood Therapeutics), Medical Device (Intersect ENT) or Academia.

Write instructions on the board, per the following pictures:

TODAY'S PLAN

- ① PICK THE CASE YOU WANT TO DISCUSS
 - PHARMA
 - MED TECH
 - ACADEMIC
- ② FORM SMALL GROUPS BY CASE
- ③ CHOOSE A SCRIBE, IDENTIFY STRATEGY + MAKE A POSTER
 - VALUE PROPOSITION
 - ORGANIZATIONAL CONTEXT
- ④ CHOOSE A PRESENTER
REPORT OUT

Notes:

Step 1: Inform the participants that there are 3 areas to choose from

Step 2: Break into groups of 5 to 7 people

Step 3: Give approximately 30 minutes for the discussion; adjust according to the number of groups

Step 4: Give each group 5 minutes to report out. We found this is enough time to present their poster and discuss a few questions from the group.

Facilitator's tasks in the small group:

1. Introduce yourself
2. Ask participants for introductions
3. Ask participants about their career goals (take this into account as you facilitate discussion).
4. Briefly review the case study prompt
5. Pose the questions, one at a time, and ask for their thoughts
6. Sit back and let the group discuss
 - Refer to the rubric to see if your group is mastering the concepts covered in the lecture
 - If needed, prompt the discussion with the questions provided below
7. Summarize the conversation and start to make the poster
8. Making the poster – ask for a scribe and a presenter. For the presenter, consider encouraging an individual who wants to work on their presenting or a non-native English speaker.
9. If there is time, pose provocative questions (ex: What if one of your stakeholders doesn't want to work on the project? Would you proceed with the collaboration? Find someone new to work with? How would this affect your resource allocation?)

SCHEDULE:

Notes for Course Moderator – the individual introducing the workshop, wrapping up and keeping time

Notes for Course Facilitator – the individuals leading the small group discussions

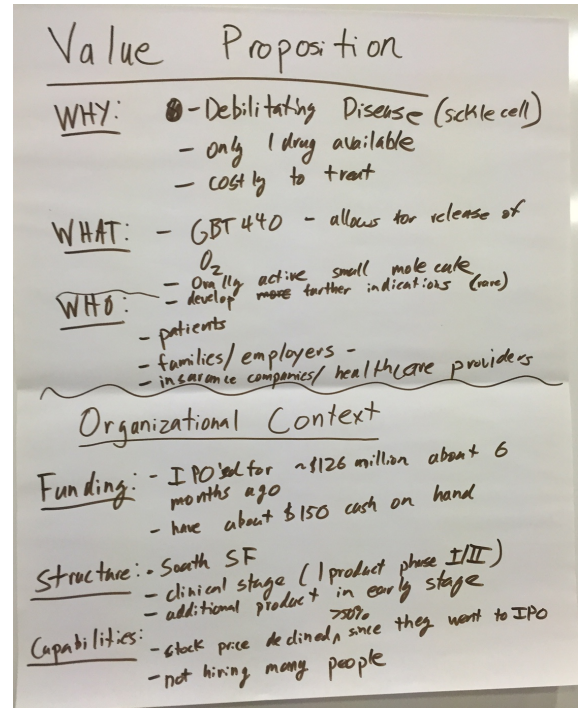
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5 minutes	<p><i>Get settled, explanations before groups break out</i></p> <p>Class moderator - “This is a chance for you to apply some of the abstract concepts that Deb and Sandy introduced in the videos. For the industry cases, you will look through a company website and determining their strategy in terms of value proposition, organizational context, and where you think they are planning to use their resources in the next 1-3 years. In the academic case, you will envision yourself as a new PI and determine your strategy depending on whether you are running a “WHAT” lab or “WHY” lab.</p> <p>Please take 5-7 minutes to review the case and start browsing the sites (for the industry cases). Please collect your thoughts on how to answer the questions. The facilitators will be available for questions. Each group will make a poster to share their company’s strategy and we will discuss it. Remember to choose a scribe and presenter for each group.”</p> <p>Class moderator – Now let’s break into groups, please go to the area of interest – Pharmaceutical, Medical Devices, or Academia</p>
20 minutes	<p><i>After breaking into groups</i></p> <p>Facilitator introduces yourself: “My name is x, and I work at X. My degree/PhD is in Y. I’m here to facilitate the discussion, keep things moving along. We will be using a company’s website to identify their strategy. Feel free to use the slides.”</p> <p>Participants look over the websites and discuss amongst themselves. Facilitators may need to prompt the participants if there is a lull or repeat questions to the group if an individual raises a question.</p> <p>If they say they are all done, you can usually get them thinking about a dimension they haven’t addressed yet. Once they’re discussing the topic again, move on.</p> <p>Class moderator – give a 5 minute warning to wind down discussion and tell them to start writing up the posters if they haven’t already begun.</p>
30 minutes	<p><i>Report out</i></p> <p>Class moderator - “Great, so now we will share what your groups identified as the company strategy. You will have approximately 5 minutes to present. I’ll give you a 2 minute warning by holding up two fingers.”</p> <p>[Share posters, see examples below]</p>
5 minutes	<p><i>Wrap up</i></p> <p>Class moderator – Thanks for attending. We will be sending out post-class surveys. Please take 10 minutes to give us feedback. We are developing this workshop to be shared nationwide and any comments, suggestions, or kudos that you give will be helpful.</p>

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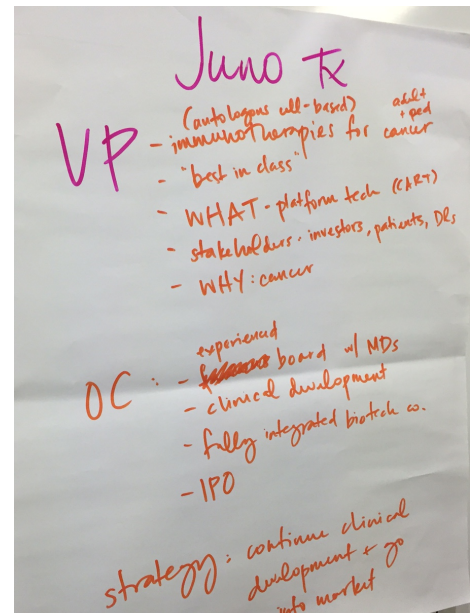
Pharmaceutical case study:

- Review Global Blood Therapeutics' website at globalbloodtx.com
- In your group, address the following questions:
 1. How would you describe Global Blood Therapeutics value proposition?
 2. What can you say about their organizational context?
- What is the company's 1 - 3 year strategy?



Pharmaceutical case study 2

- Review Juno Therapeutics' website at junotherapeutics.com
- In your group, address the following questions:
 1. How would you describe Juno Therapeutics' value proposition?
 2. What can you say about their organizational context?
- What is the company's 1 - 3 year strategy?



Medical Device case study:

- Review Intersect ENT website at intersectent.com
- In your group, address the following questions:
 1. How would you describe Intersect ENT's value proposition?
 2. What can you say about their organizational context?
- What is the company's 1 - 3 year strategy?

