

# Genentech/Roche Partners with PowerSpeaking, Inc. to Develop Investigators



## Background:

PowerSpeaking, Inc. has partnered with Genentech/Roche to deliver training for their Global Quality Training: Investigator Certification Program. Priorities included presenting to global Quality Review Boards (QRB) explaining complex site issues with a focused, clear message, and providing various global QRB leaders with strategic solutions and business results.

## OBJECTIVES: GOALS FOR SKILL DEVELOPMENT INCLUDED:

- **Executive interaction.** Gain strategic understanding of QRB members' "big-picture" perspectives, and their need for a high-level overview of both scientific and business issues. Prepare for unexpected, rapid-fire questions from senior decision makers.
- **Audience engagement.** Use purposeful style and avoid distracting mannerisms. With a confident leadership presence, gain and hold people's attention. Develop the ability to improvise and manage Q&A with ease.
- **Communication processes.** Create content that synthesizes and crisply articulates disparate information for Quality Review Board leadership. Develop, and stay on a solution message. Avoid getting lost in irrelevant details. Listen deeply and facilitate discussion as needed.

**CUSTOM WORKSHOPS:** PowerSpeaking, Inc. created custom workshops for the Investigators Certification Program within the Global Quality Training organization. Content originated from the course Speaking Up: Presenting to Executives. Everyone received planning templates for developing an executive summary, making a logical bottom-line statement, identifying action steps, and anticipating audience needs. Each contributor created and presented a QRB-facing talk. The presentations got filmed, and PowerSpeaking master trainers provided stop-action feedback. Mock QRB session role-plays prepared people to handle the real-life challenging scenarios inherent in high-stakes presentations.

**OUTCOME:** Participants gave the workshops very positive feedback. Program leaders credited PowerSpeaking content and instructors for strengthening investigators' skill and confidence. The Investigators Certification Program won an award of excellence from the International Society of Performance Improvement (ISPI). At a recent reception to recognize the award, one pilot participant commented that she had recently "presented to the QRB and received a round of applause. This doesn't happen!" Audience members said her presentation of the problem, anticipation of their questions, and general presence not only impressed them, but made their job much easier.