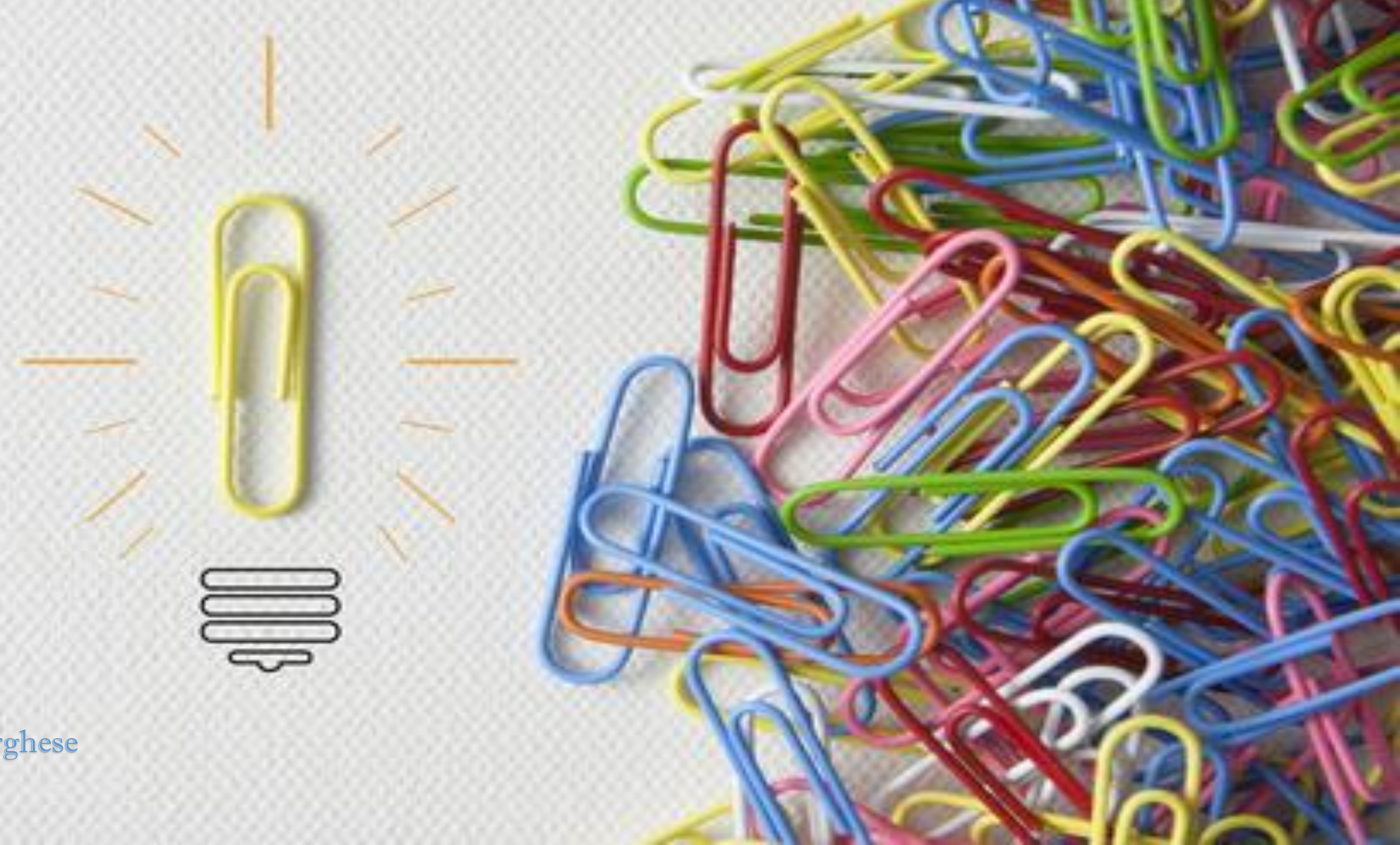
FOUNDATION OF EVERYDAY LEADERSHIP



Presented by
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MBAPM11

How course is structured

The course Foundation Of Everyday Leadership is a 15 hours online course which is included in Strategic Management and Leadership from coursera. It has 4 modules .

Each modules has 7 videos with 49 mins each 10 mins reading 10 mins of Case study activity. At the end of each lessons there will be a 10 min quiz regarding the knowledge gained from that particular lesson.

After the completion of each module there will be a assignment to submit

To complete the course we have to attend a final test consisting of 10 qus with a test passing of 80%

The certificate is sharable with an ID .

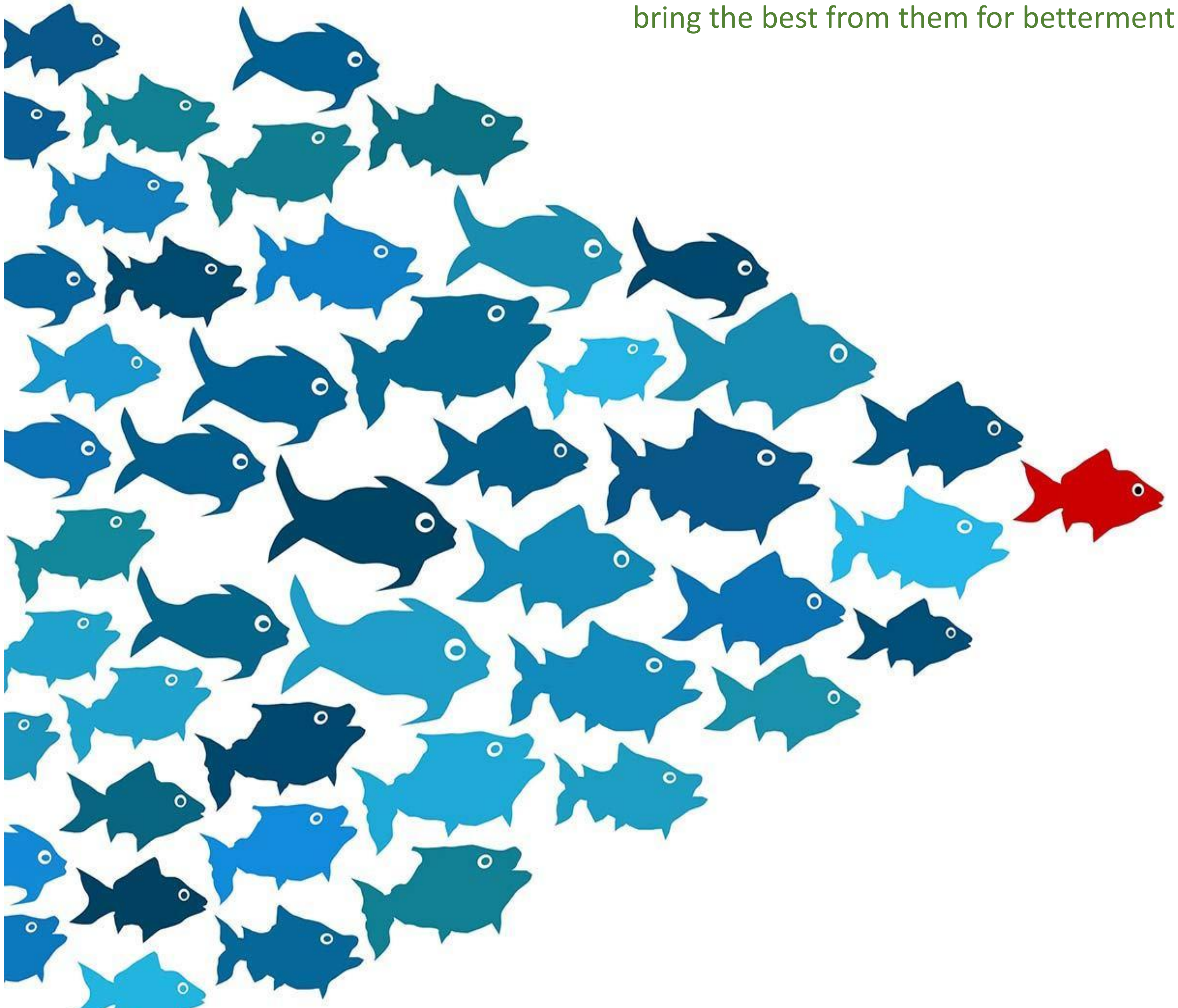
KEY LEARNINGS

- Leadership is the most influential and critical element of all businesses
- Effective leaders have the necessary tools and skills to inspire and impact their teams allowing firms to run competently and smoothly
- Help us to procure skills like individual decision making, group decision making, and managing motivation, communication in small groups and application of leadership in every day to day life
- Organization leader always rely on persuasion for implementation and deals with human phycology as well as expert tactics.
- An ideal organization leaders are always assigned by two tasks i.e. make decisions by always taking advantages and opportunity by mitigating threats and implementing those decisions with a set of targets and involving people to their decision making by the process of inclusiveness
- Inclusiveness is the key leadership skill every manager should have .it is said as the “head and heart” of leadership
- Better ideas with perfect brainstorming and when people equally participate gives diversity in opinions, participation and interest of the individual’s increases, positive understanding, team building democratic decision making, abundant information, greater acceptability and encouragement of people participation.

OBJECTIVES

- To understand why and how leadership skills are so critical to organizational success
- Know how to use leadership skills to work more effectively with others, and are able to organize teams to work more effectively together
- Will be able to apply the foundations of effective leadership skills to everyday situations faced by leaders

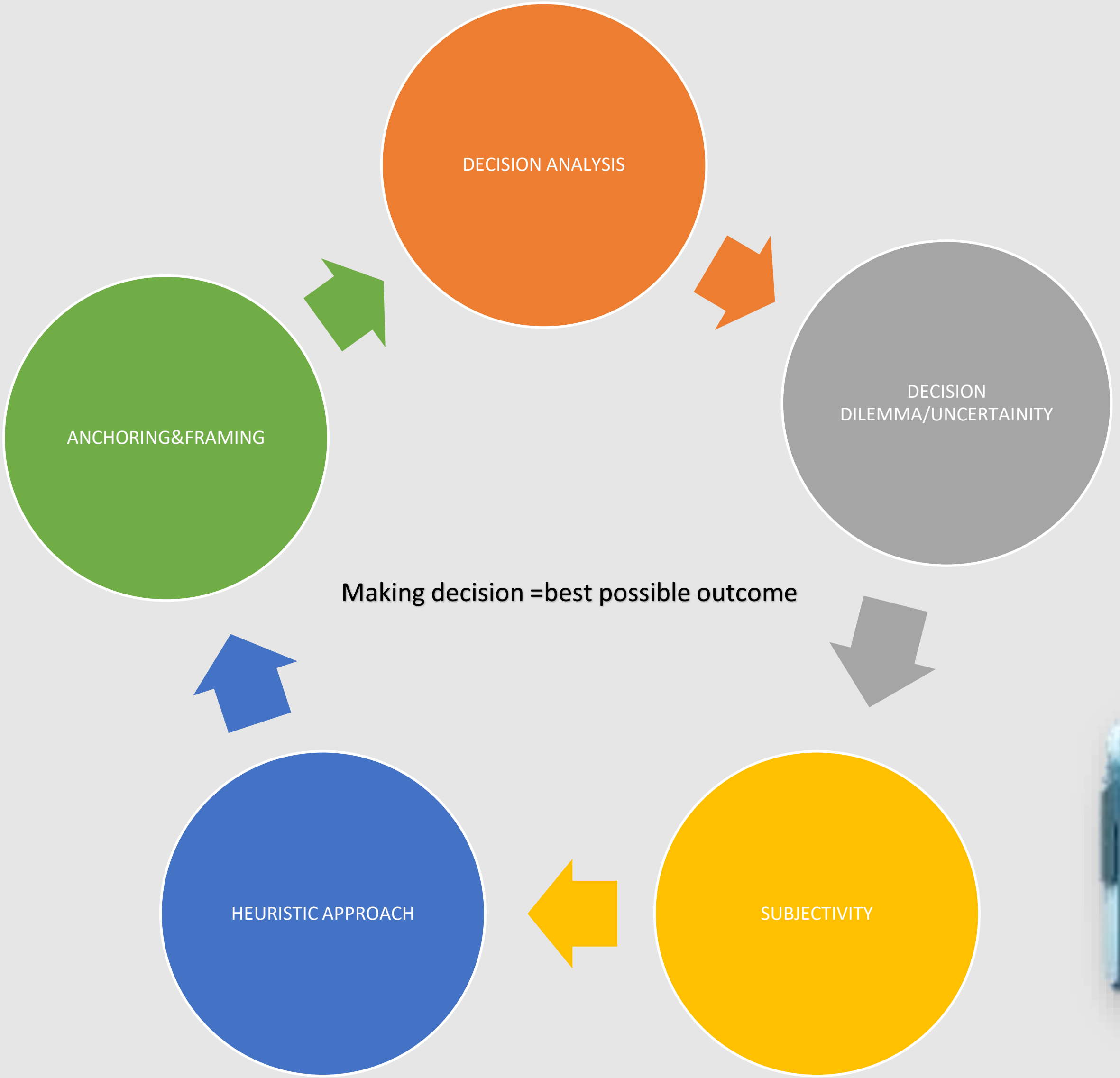
A good leadership plays a major role in achieving success in a business venture. All that business venture is today and all that it will be tomorrow is a result of good leadership. A leader, have to influence, motivate, communicate and energize your followers to bring the best from them for betterment of your business entity

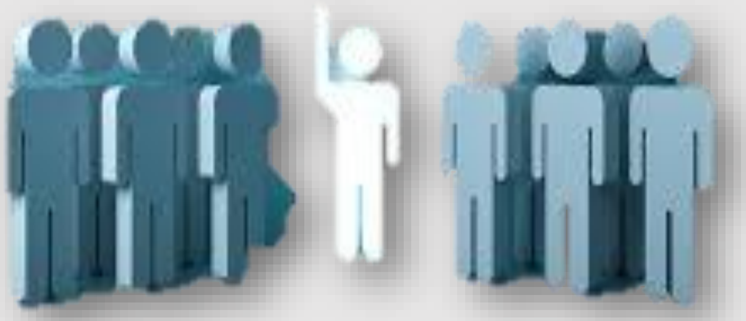


Head and Heart of Everyday Leadership

- Why inclusiveness be the most important skill in a leader’s toolbox ?
- Critical levers of an everyday leader?
- How open participation accomplish a leader’s core tasks

Individual Decision Making





Group Decision Making

Group decision making possess critical skills such as high quality decisions
A group of people means there is more informed decisions, information’s and more perspective with less biased decisions

• PROCESS LOSS:

The term process loss means the inability of group to take advantage of additional information

1. Composition problem

The cause of Composition problem can be how we form a group always follow a diversity in group with different sets of people and try to avoid usual people.

2.Participation problem

Participation problem can be caused by the spectators in the groups who do not actively participates, people talks occasionally,

3. The influence problem.

The cause of decision making can be uncertain

Managing Motivation

- Leaders have two task- Making decision and implementing decisions
- Meaningful and challenging job accomplished inculcates a sense of achievement among employees
- Employee should feel they are performing an important work that is necessary for the organization’s well-being and success
- motivational aspect drives them to fulfill goals
- Motivation is divide into two Extrinsic and Intrinsic motivation
- Extrinsic means things reward is exchange of outcomes and intrinsic means reward is the outcome


TEAMWORK
MOTIVATION
SUPPORT
COMPETENCE
LEADERSHIP
POWER
SKILLS
COMMUNICATION
RESPONSIBILITY

PART 2
SUMMER INTERNSHIP

- PROJECT TITLE: Sales and Marketing strategy for Inj Peglip, Inj Nuproline, and Cap Lidolen
- ORGANISATION WORKED WITH : Atisa Life sciences Pvt
- DURATION : 2months
- ORGANISATION MENTOR: Sudeep Mukarjee
- FACULTY MENTOR: Dr Sandeep Narula

COMPANY PROFILE

Atisa Life sciences ia a globally emerging specialty pharmaceutical company, with a growing presence in India.

Core values are built on the concepts of Patient-Focused Excellence, Valuing People, Innovation and Delivering Value and Excellence.

Our global Pharmaceuticals portfolio spans multiple therapy areas, Including Oncology, Nephrology and Hepatology.

Our manufacturing processes adhere to GMP and world-class quality standards.

- **Brand Vision**- The aim of Atisa Lifesceinces is to become a transnational pharmaceutical business by launching a wide range of oncology generic drugs into key markets.
- **Brand Mission-**
- Atisa Life sciences is committed to bring the healthcare professionals to
- Innovate the products to improve the health and well-being of individuals.

- My project mainly focus on :Sales and Marketing strategy for Inj Peglip, Inj Nuproline, and Cap Lidolen

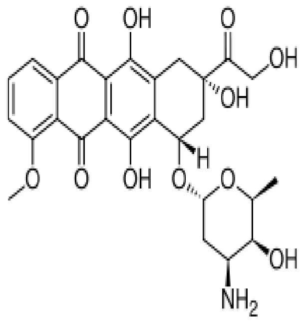
Objectives of the project

- To understand how positioning of the products: Inj Peglip, Inj Nuproline, and Cap Lidolen to several brand leaders
- To determine the disease management of Inj Peglip, Inj Nuproline, and Cap Lidolen with the benefit of products
- To prepare brand remainders Inj. Peglip 20mg & 50mg (Pegylated Liposomal Doxorubicin Injection) Inj. Nuproline (Injection Leuprolide), Cap. Lidolen 5mg, 10mg & 25mg (Capsules Lenalidomide)
- To design strategies where the Patients will get benefits financially when they will be treated with oncology products
- To design strategies where the Customers will get benefits when they will treat with oncology products
- To determine what benefit the sales person will get if the oncology products will sale

Peglip Injection

Drug description: PEGLIP
Pegylated liposomal doxorubicin

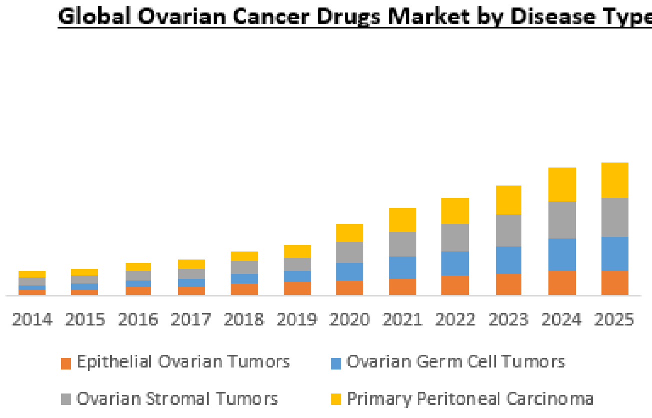
Molecular Formula:	$C_{27}H_{29}NO_{11}$



Peglip {Doxorubicin Hydrochloride Liposome) Injection for intravenous infusion is used for breast cancer, ovarian cancer and AIDS related Kaposi's sarcoma. Available in 20mg and 50mg Vial.

• MARKET VALUE PRESPECTIVE

•The market is experiencing growth due to rising breast & ovarian cancer cases and growing awareness regarding the benefit of liposomal doxorubicin formulation
•The global liposomal doxorubicin market size was valued at USD 814.6 million in 2015 and is projected to grow at a CAGR of 6.2% during the forecast period.



Attribute	Details
Base Year	2017
Historic Analysis	2014-2016
Forecast	2018 to 2025
Complete Free Customization*	Equivalent to 50 analyst hours

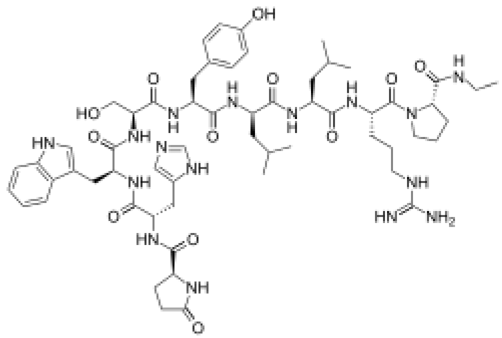
COMPETITORS

Global market : J&J , Sun pharma

Secondary players : Cipla, Emcure ,Cadilla Pharma, Merk

Injection Nuproline

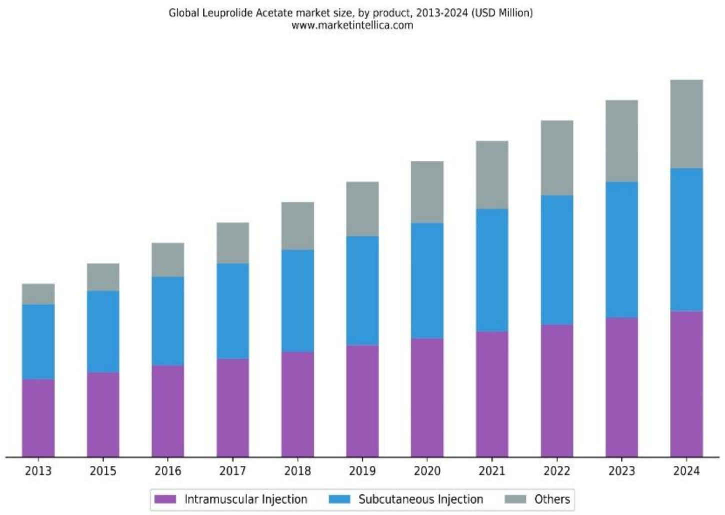
- **Formula**: $C_{59}H_{84}N_{16}O_{12}$
- **Drug class**: GnRH analogue; GnRH agonist; Antigonadotropin
- **Other names**: Leuprolide; Leuprolidine;
- **Elimination half-life**: 3 hours



Inj. Nuproline (Leuprolide injection) is used to treat the symptoms associated with advanced prostate cancer and endometriosis.

MARKET VALUE PERSPECTIVE

- The global Leuprolide Acetate market is expected to grow at a steady growth during the forecast period 2017-2027.
- The major factor increasing the growth of the market include increasing prevalence of Prostate cancer among individuals especially with aged individuals.
- Endometriosis has been a key market driver for the leuprolide market globally. Increasing use of leuprolide for the purpose of endometriosis between 14 to 44 age groups has fuelled the growth of the market
- Asia pacific expect to be fastest growing market due to raising of funds for research and development activities, and growing government initiatives for the awareness and preventive cancer.



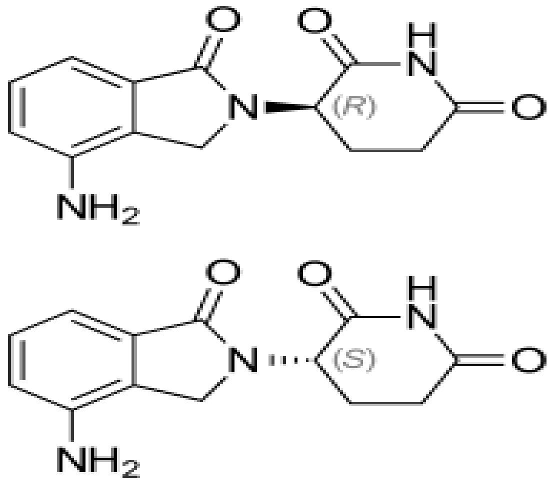
COMPETITORS

Global Market Leaders: Abbieve, Takeda

Secondary players :Sanofi, Astellas Pharma, BioPharma, Inc, Tolmar Varian Pharma, Sun Pharmaceutical, Livzon

Cap Lidolen

- **Formula**: $C_{13}H_{13}N_3O_3$
- **Protein binding**: 30%
- **Elimination half-life**: 3 hours



Is used for the medication used to treat multiple myeloma (MM) and myelodysplastic syndromes (MDS) available in 5mg, 10mg and 25mg?

MARKET VALUE PERSPECTIVE

- global multiple myeloma therapeutics market was valued at USD 7.5 billion in 2015 and is projected to grow at a CAGR of 16.6% over the forecast period

- High growth is anticipated on account of the approval attained for the newer drugs in the market.

COMPETITORS

Celgene Corporation accounts for a large company share with its high revenue generating drug, Revlimid

Global market leader: Revlimid (Celgene)

Seconadary players: Secondary players: Janssen Biotech, Inc., Bristol-Myers Squibb Company, Novartis AG, Millennium Pharmaceuticals, Amgen, Inc., Genzyme Corporation, and Juno Therapeutics.

STRATEGY AND PLANNING

Segmentation

- My target segmentation is oncologist who detect cancer and among them one who generally prescribe my competitor brand.

Cost

- The market leader lipidox of sun oncology sell the product 50mg 25ml for INR 11,797. 20mg 10ml for INR 3893.95

  Nudoxa inj of cadila healthcare, Piglit inj of Emcure pharm, oncodox inj of cipla sell same drug in a range of INR 8500 for 2ml. Adding additional benefits to patients like free checkups and additional discount company cards.

Value Proposition

- Innovation, integrity, accountability
- Specialty area business centered on Oncology business as the core business
- To have enriched regional value products aligned with regional market
- Innovative products and pipeline changing Standard of care
- To provide the highest quality medical information
- To provide a stable supply of top-quality pharmaceutical products
- To be an ethical, trusted, and respectful partner

STRATEGY AND PLANNING

TO PATIENTS

- Strategy: PROVIDING REIMBURSEMENT COMPANY CARD

  Tactics: the card should be according to 3 rates: basic

  Lower special and higher special according to the financial feasibility

- Strategy: COPAYMENT SUPPORT

  Tactics: benefit verification obtaining prior authorization for treatment if insurance is denied financial assistance to patients

- Strategy: FREE PRODUCT SAMPLES IN CASE OF TABLETS FOR MULTIPLE MYLOMA

  Tactics: To remove the gap between receipt of prescription and delivering of medicals

- Supports like: Adherence treatment, community support life style and treatment support
- Free clinics and checkups
- Providing medicine hampers which include (analgesics and ons)

- <u>TO DOCTORS</u>

- IMPLEMENT A BUSINESS TIE-UPS WITH DIAGNOSTIC CENTERS
- TIE UPS WITH NUTRITIONIST
- CONDUCTING MEDICAL CAMPS JOINING WIH CANCER COMMUNITY CENTERS
- INTERNATIONAL OR NATIONAL SEMINARS AND SYMPOSIAHOSPITAL WARD OR CLINIC IMPROVEMENT PROGRAMS ON WORLD CANCER DAY OR ANY OTHER SPECIAL DAYS

- TO SALES REPESENATIVES

➢ Enhanced family benefits:

➢ Performance Bonus

➢ Flexible Schedule/ flexible working opportunities (work from home)

➢ Additional professional advancement program

➢ Health insurance

Conclusion

- Sales and marketing strategy is the plan for reaching, engaging, and converting target prospects into profitable customers
- It’s the charter that guides marketing and sales in their daily activities, helping them clarify shared objectives and how to achieve them without a strategy, all you’re marketing and sales activities and tactics might be for nothing if there is no strategy planned
- It builds on external market
  place insights and remains aligned with corporate strategy while addressing how marketing builds demand f
  or the products of the company
- Planning objective should always be customer satisfaction if customer is not satisfied with price, quality his priority will not be our brand so in case of marketing an oncology products for the treatment of several types of cancer is always challenging.
- How patients financial feasibility towards the medicine and the stage of the patients disease is availed towards the situation analysis

Thank you