

JOB HUNTING?



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The President's Voice

Dear All,

*Half a year is already through
in my role as a president and
I have gathered already so
many learnings to apply in my
professional and personal life
that the experience of joining*

HBA, becoming an executive member and now president is definitely worth joining HBA and volunteering for more responsibilities! Supporting the growth of the European chapter is also a great experience in a "globalized" world and surely it helped me intensify my knowledge in diversity across different cultures and backgrounds.

One of the newer highlights has been the WOTY 2010, the first time that I attended an event with more than 2000 females joining across the healthcare sector. What a moment!

This year was even more special as for the first time we could celebrate 2 European Rising Stars, honored as leaders in the healthcare industry. Rising Stars receive significant recognition including:

Personal recognition from the podium

Inclusion in all promotional materials for the event

Acknowledgement in the special May issue of Pharma Voice magazine

Being highlighted on the HBA website

-Continued next page-

Join the Ranks

Not a member yet...?

Get Connected - Join today's leaders committed to professional growth for women.

Get Involved - Gain powerful networking and leadership opportunities.

Get Ahead - Take advantage of career enhancement & learn about industry issues and trends.

For more information visit <http://www.hbanet.org>

“The President’s Voice”

Norma Piggott, Executive Director, Business Unit Marketing, Amgen, Inc.

Norma has worked on women’s health issues in North America, Europe, and Asia. Committed to addressing unmet needs in osteoporosis care, Norma has reached out to hundreds of European physicians and leaders about the burden of this chronic, debilitating disease and she catalyzed one of the most innovative osteoporosis education programs ever developed in partnership with the International Osteoporosis Foundation. A frequent speaker at women’s events, Norma is an ambassador for Amgen.

Sabine Dandiguan, Managing Director, Emerging Markets, Janssen Cilag, EMEA, Johnson & Johnson

Sabine is a charismatic leader focused on performance excellence and spotting and developing talented people. She has led Janssen France through a period of significant change while consistently achieving business results and growing the company to a US\$1 billion enterprise. Sabine has developed impactful relationships with the external environment, playing key roles as president and vice president of pharma associations. She has created many opportunities for talented and diverse individuals to prosper; her constant attention to people and strategic vision were recently recognized through two French awards.

We aim to have a greater number of European rising stars for 2011 WOTY, so please spread the word and invite colleagues and friends to attend/join/contribute and to ensure continued growth and success of HBA in Europe.

Besides rising stars at WOTY, the board of HBA Europe would like to recognize the efforts of many wonderful **volunteers** who contribute their time, talent and energy to help the chapter fulfill the organization missions to further the advancement of women in Healthcare in Europe. We will also recognize our HBA Europe Stars at the 2010 HBA European Leadership Conference! There are still opportunities for all of you to join! Please contact Gaia Piraccini at gaia.piraccini@mederis.com to learn more about volunteer opportunities within the European chapter.

This year we hear about the economic importance of women. Our position as consumers, employees and leaders is being recognized as a measure of health, maturity and economic viability. The optimization of women's talents will boost business performance; however we still see a gender gap between the numbers of women at executive level in most healthcare businesses. At the upcoming **HBA European Leadership Conference, which will this year take place on the 11th and 12th November, in Basel, Switzerland, the theme will be ‘Business Case for Women’**. We are looking to inspire you with talks and discussions of how business can improve their performances by better leveraging their female workforce as well as looking at how you as an individual can start this discussion on diversification in your own organization, without losing sight of your work-life balance.

Sincerely yours,

Friederike Sommer



HBA Europe is proud to announce the LAUNCH OF THE MENTORING PROGRAMME

In May this year HBA Europe launched the first wave of the mentoring program with an initial set of five mentor-mentee pairs. Mentoring is an essential development tool, a key to success that should not be overlooked as it is demonstrated by many studies that professionals who have taken advantage of mentoring programmes advance in their careers more quickly than those who don't.

The HBA Europe mentoring programme is structured according to the extensive experience developed within Novartis, who kindly agreed to share its mentoring learnings and guidelines with our European chapter. Any HBA member can take part in the programme either as a mentor or as a mentee. Mentoring can be useful when you have an issue at work that you either prefer not to expose to your direct superiors, or that you want to solve on your own but with the help of an external 'sounding board'. As an example, women often enter in a mentoring relationship when they want to evaluate their options in times of change or when facing a work-related issue that they wish to resolve outside their working teams. The role of HBA is to collect expressions of interest from both the mentors and the mentees, to match the couples and to facilitate the relationship by providing a clear framework and support.

Although we have just started, the plan is to offer approximately 10% of HBA members the opportunity to enter the mentoring program. Following an evaluation of the results achieved within the first wave, a second wave of mentoring will start in July.

If you would like to enter the HBA mentoring programme, either as a mentor or as a mentee, please contact: Britta-1.luescher@novartis.com or fontana.margherita@gmail.com

Turnarounds in Business&Life: The Challenge and Joy of Continous Change

Reported by Sanja Tomovska, PhD, Clinical Medical Services, Strategic projects, CMS Clinical Operations, Novartis Pharma AG

Basel, March 9. The Women in Science affinity group of Basel introduced **Dr. Christine Burhenn, Management Consultant, Executive Mentor and Coach.** Christine holds a PhD in Biology and gained extensive business experience in various international marketing and communication positions in big pharmaceutical companies (Janssen Pharmaceutica/Johnson & Johnson and Novartis), and as **CEO of Janssen-Cilag AG, Switzerland.** Her participation in our 2010 HBA/WIS Leaders' program provided excellent perspective of the career development opportunities and challenges for the scientists facing turnaround and change management situations both in business and private life.



Turnarounds in Business&Life – cont'd

Christine's example of spirals, as a metaphor for change and evolution that inspired and guided her personal growth and turnarounds in different phases of her professional life, motivated and excited the audience. Christine's **"spiral path" lead through new challenges, continuous development and learning**, situations that all of us experienced in our professional life. However, the wisdom is to pay attention for the "turning points" in the spirals we are in: **at these turning points we know we need to change something, in our business, in our life, in interaction with others**. Arriving at these turning points we need to get out of our comfort zone and "risk" to make new steps into the unknown. If we are confident and have the courage to move into the next turn of the spiral, we will be rewarded with the discovery of new chances and new opportunities for our professional and business life. Christine's credo of success is: **"Believe in yourself and communicate clearly your aspirations"** and ask for challenging tasks and positions.



Christine was guiding us through the principles of how to lead, navigate and communicate during change. **Managing the people dimension is essential as the success of any change project lies ultimately with each employee doing their work differently**. As much as it takes commitment, persistence, passion and hard work, it is crucial that we are confident about what we do and that we believe in our success. Especially in business situations where we need to manage change, this attitude is key. The confidence is something that we earn through our daily interactions with colleagues, friends and is growing by every challenge that we dare to take. Also, coaching helps to develop more confidence and to get away from our hindering thinking patterns. **Christine encouraged us to be astute and to ask for coaching support in challenging personal and professional situations!**

Finally the message from Dr Christine Burhenn as a scientist and business executive was very inspiring and motivating: "Ladies, if I could do it you can do it too":

- Make sure that you work hard on your confidence, self motivation, self awareness and **personal branding**
 - Look at the positive aspects of challenging situations and make the best out of it
 - We cannot control all what happens in our personal and professional life - but **we always have the choice of attitude when managing challenges**
 - At turning points in our life or business spirals: be open for new perspectives and dare to make new steps
- We wish to personally thank Dr. Burhenn for the outstanding discussion, her optimistic way to involve and motivate the audience and wish her a lot of happiness in this new spiral of her life.

A big thank you to Christine Billy and the WIS Ladies that made this event happen!





Euroleader's Voice

By Gabriele Silvagni

Chair, HBA Paris - Events committee

Director Client Services, Grey Healthcare Group Europe

A dialogue with Denise Silber

President and Founder of Basil Strategies, organizers of the Health 2.0 conference in Paris and HBA speaker at the Health 2.0 event in Paris on April 14th

Denise Silber is an American living in Paris. She is a former pharmaceutical manager and has been involved in eHealth since 1995, when she led her first venture, a medical communications agency in Paris, established in 1991, to create the first French medical web sites and internet conferences. Pursuing her internet passion in the US through the creation of an international medical second opinion service, Denise became an eHealth thought leader in the US and Europe, promoting the quality of care through eHealth with the European Commission, HON, HAS, WHO.



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In 2001, Denise returned to Paris where she founded Basil Strategies, eHealth emarketing consultants in Paris, who today offer a range of services from coaching to consulting and also manage Club ePharma, a network of 30 pharma companies. In 2008, Denise founded AQIS, the Association for the Quality of Health Internet Sites. She also teaches at ESSEC Health Business School. A Harvard MBA, Denise is President of PharMBA, and a proud member of the Healthcare Business Women's Association.

How did you become an entrepreneur? What was your motivation and biggest challenge when you started this business?

A few years after getting my MBA and experiencing the corporate world, I began to get the confidence required to make the jump to creating my own company. Innovation in health care communication fascinated me and so there came a point when I made the opportunity happen and created a medical advertising agency in France. The next big change for me was the arrival of the web. The combination of quality of care and innovation in communication was a key motivational driver. When organizations began to seek me out spontaneously for advice on digital solutions, I realized that I could take this opportunity to build a company like Basil Strategies. The biggest challenge was to position the company in such a way that it would clearly match a market need and fill a gap within the industry. My everyday challenge is managing both consulting and business development as well as keeping up to date in a rapidly evolving and dynamic environment.

We all heard about Web 2.0 and social media, but how do you define Health 2.0?

I'd like to distinguish between Health 2.0 and social media. *Social media* is all the communication developed on platforms that are open to any and all subjects. The leading examples are Youtube, Facebook, Twitter.... Social media should from now on be integrated into the marketing and communication, if not into all of the functions of any company, and it's not specific to healthcare. *Health 2.0* is the use of collaborative online tools and the creation of online communities whether for professionals or patients, to transform the delivery of health care. Collaborative tools include personal health records and other self-management tools but also those that enable health care professionals to share cases, provide opinions. There are companies all over the US, Europe, Asia developing in the Health 2.0 space, whether or not the label is used. Another similar term is "participatory medicine."



Euroleader's Voice

Today everyone talks about digital, social networks and going mobile...what is your recommendation for our business?

There is a myth that the pharmaceutical industry would never be able to engage in digital initiatives but we are proving the opposite. Digital initiatives should be approached in a positive way and it is proving to be a valuable contribution to communication strategy and daily business. It gives the opportunity to learn more about your topics of interest, better understand your stakeholders in real life situations and allows you to share your contribution with others. A digital initiative is thus a collaborative way to communicate and do business. Use of digital tools can strengthen your image and raise awareness. Understanding is key. Start little by little, look for tutorials online, look around in your subject area through search engines, and arrange for training programs. The digital approach requires self-discipline and setting clear objectives and priorities, in order to be productive.

I heard about an upcoming 3.0 generation. What is the future of digital tools in healthcare?

Health 2.0 is rapidly growing in Europe although European initiatives are generally not known beyond national borders. New companies are being invented as we speak, some using "mash-up" approaches, combining maps and data to provide new services, others through artificial intelligence, through mobile and now iPad applications... There are so many opportunities.

On the Social Media front, microblogging is cutting communication shorter and it will become harder and harder to keep people's attention. The way information is processed is continuously changing and we need to learn to become more flexible in order to communicate with shorter messages through shorter and instant channels.

As the demand for healthcare services increases and the number of healthcare providers fails to keep pace, there will be more use of both social media and distance consultations leading to a new way of practicing medicine and living healthily.

Highlights from the Health 2.0 conference in Paris

VIBRANCY and CREATIVITY of Health 2.0 in Europe. Whatever the category of Health 2.0 services, there were several exciting examples at the conference and others whom we could have featured. The potential for cross-fertilization among countries is tremendous.

USAGE NUMBERS were also impressive. European Health 2.0 ventures are not small pilots but often programs with a range of tens of thousands to hundreds of thousands of users.

GOVERNMENT plays an important role in health care all over Europe. Government attitude and policy toward health and the internet varies from country to country.

CONSISTENCY of trends: while the markets in Europe are very heterogenous, the general trend is going in the **SAME DIRECTION**, i.e. use of the internet by healthcare consumers to do things and not just access encyclopaedic texts, participate in communities, share data across platforms, get opinions at a distance synchronously and asynchronously.

SIMILARITY of SERVICES being created in the US and Europe, even if government's role is different in the two continents.

GLOBAL APPROACHES coming out of Europe. European inventors have been more likely to come up with a service that can either work around the world in English or is offered in multiple languages than their American counterparts who target the US, given its size.

MORE QUESTIONS than answers. Can we find satisfactory answers regarding privacy and confidentiality, access, quality of information and data, business models...?



Think Different with Design!

by *Gaia Piraccini*
Director of Talent Management, HBA Europe
Managing Director of Mederis - scientific & medical communication management

Different brains think differently: an added value to the progress of our society. How do people think? The process of thinking may largely vary and different approaches are available to those who want to explore this area.

A relatively new way of thinking is through the design – the so called Design Thinking – which, luckily, it's not a discipline dedicated to talents of the pencil, but to everybody!

HBA Europe is thankful to Amplifon for hosting an event on Design Thinking last March 15 in their premises in Milan, Italy.

The event was very well attended and had the merit of being largely practical to give all attendees a flavour of what Design Thinking is and its potential usefulness in daily business. A quick theoretical overview was given in order to create the momentum in the room. The presenter, Fabio Di Liberto of Continuum (www.continuum.it), did a great job in explaining the basis of Design Thinking in the reduced timeslot.

Starting from its most literal definition, Design Thinking is described as the essential ability to combine empathy, creativity and rationality to meet user needs and drive business success. Unlike [analytical thinking](#), Design Thinking is a creative process based around the "building up" of ideas - without judgments - with the primary objective of eliminating the fear of failure but of encouraging maximum input and participation in the ideation and prototype phases. In different words, Design Thinking could be seen as strategic process that produces tangible results. It is a procedure aiming at generating new ideas and not reworking old ones, at understanding what customers want and not interpreting what numbers say.

From a practical perspective, we were engaged in an exercise during which we were asked to look at a short movie "The rental car experience" and examine the man's experience annotating the major experience phases including anxieties and emotional connections. The major lesson was to realize, by watching a second movie, how different (or similar) were the important points, the emotions, the thinking of each attendee compared with the one of the main character. The principal take-home message of this interesting exercise was to discover how different points of view, emotions and references can be and to observe that it is possible to train our minds to think differently and without necessarily following our "usual" pathways.



Think Different with Design! - cont'd-

We learned that Design Thinking is essentially based on 6 major principles which could be seen as tools to drive the thinking wave to the objective of generating innovative ideas:

PERSONAL – Get to know your customers. See things from their point of view. Think about how your service fits into their lives.

COLLABORATIVE – Great ideas are the product of many. Challenge your teammates; ask for thoughtful questions; share without judgment.

INTERPRETIVE – Take a step back from your problem. Look at the big picture. Is that really the problem your customers are facing? Understand the larger issue at hand.

ABDUCTIVE – Act on what's probable, not what's certain. Push yourself to live in the land of "what if", even if it's uncomfortable.

EXPERIMENTAL – Build it, try it, act it out. Test your theories and ideas. It's ok to make mistakes. Often they lead to even better solutions.

INTEGRATIVE – There is not always a right or wrong answer. Instead of choosing one idea over another, try to create a new model. Sometimes innovation lies in the middle.

What is interesting is the array of applications of Design Thinking in the business and the results obtained. Among the most striking examples is Apple, who redefined how people experience media. In the healthcare arena a great example is offered by J&J, a company that used Design Thinking to implement its endosurgery business, coupling an understanding of user needs with its capabilities in science and bioengineering.

In the pharmaceutical reality, it is well known that access is becoming more and more challenging, and it's in this kind of situations that Design Thinking can help create new ways of communicating and engaging professionals. This could include working with physicians and physician groups to deliver integrated, customizable solutions that cut across therapeutic areas and engaging in new business partnerships that help physicians run more successful practices.

On a possibly more delicate area, Design Thinking could help to explore different models of cooperation and risk management with payers, starting from help obtain reimbursements for the treatment of specific conditions to finish with the implementation of integrated therapies and new protocols for healthcare delivery.

As consumers take on more responsibility for their health, companies in the healthcare business should find new ways of interacting with their audience. Design Thinking can help re-imagine the frontiers of service, such as providing intuitive, clear information and convenient solutions that help people participate in their own care.

As a final note, Design Thinking should be seen as a complement to the wider array of innovation capabilities of the industry. This is a leadership opportunity. Those leaders who make the strategic commitment to think and act differently - creating the capabilities, permissions, and independence necessary to re-frame the challenges ahead - will find themselves moving and learning faster than their competitors. In turn, those who move quickly to embrace Design Thinking will not only inject more imagination into solving the challenges they confront, but also will be at the forefront of the next several decades of success.

The Design Thinking event in Milan was a real eye (and brain) opener and more than anything prompted in our minds the wish of an innovative way of thinking leading to a renovation of our leadership.

How to be headhunted

report by Barbara Gerber, IPPresident HBA EU 2010



Milan, April 19. If a “headhunter” calls to offer you a position you want to be ready. How can we maximize our “attractiveness” as candidates for a new and possibly higher job position? How can we get the “pole position” against other candidates and possibly the job? These are the fundamental questions we posed to **Vito Gioia renowned professional recruiter and managing director of AmropASA** and to **Attilio De Pascalis, financial journalist**, co-authors of successful books on the executive search topics. They are the authors of *"Come farsi cacciare dai cacciatori di teste"* (“How To Be Hunted By Headhunters”, published by Il Sole 24 Ore) and *"Il colloquio di lavoro"* (“The Job Interview”, published by Il Sole 24Ore/Giunti).

First of all let me clarify who the “Head Hunter or Executive Search Professional” is and what s/he does – Vito Gioia says opening the HBA EU Milanese event. You should keep in mind that Executive Search professionals are experts hired by companies to find the right candidate for the required position. Mostly candidates search is done directly by companies but in 30-35 % of cases an external head hunting company is assigned to the task because of several different reasons mainly depending on specialty of the search or internal full secrecy need.



Therefore **head hunters are primarily on their client companies’ side** and - let’s not forget it - their priority is not finding “you” a job but their objective is clearly finding the right fit to their clients’ need. Job hunting is what a candidate should do if he/she is interested in looking for a new position.

Head hunters nowadays look for successful managers: men and women able to create value for the companies they work for, people who can work in team, with solid ethical principles, proved ability, well balanced approach to life in general.

So what are the characteristics you would need to show to be within the radar of interest for head hunters? Here are some: **professional competence** extended beyond the boundaries of your specific field to include topline understanding of other connected areas; **leading and managing abilities**; **emotive intelligence** (here women are at an advantage vs. men); **good mental and physical energy** (be sure to balance your personal and professional life, choose well your priorities ..); **determination and commitment pursuing companies objectives**; **being respectful of your colleagues and the company hierarchy**; **being honest and correct**; **being responsible**; **showing courage pursuing your dreams**; and last and not least you will need a good dose of luck!



How to be headhunted- cont'd



That is not all, of course- Vito Gioia and Attilio De Pascalis continued – **it is fundamental that you let people know who and how good you are.** You need to carefully identify your strengths and successes and cultivate your good image; let people inside and outside your current company know about your value, it is not enough being good at what you do, you really need the others to know. This is a task that very often women underestimate and do not pursue traditionally.

Men have done it “naturally” for generations and continue doing it, and women should understand its fundamental power and start building the awareness of their value consistently throughout their career not only when they look for a new position. This is an everyday job, in good substance! There are many ways you can do that and you should carefully craft your strategy with an eye at what you can realistically do and the best way you can sustain it over time.

Here you have several options: you can simply start by developing contacts and professional relationships with your colleagues inside and outside your company where you can talk about what you are doing, your successes and obviously you need to be always respectful of company’s confidentiality. Build your network of business contacts to support you professionally and increase your chances of being known. In this respect social networks are getting more and more an important and relatively easy resource to be tapped in.

Other options are available for growing your visibility and they range from getting actively involved in your company internal committees to external/category associations. **Join professional networks such as HBA** and offer your active contribution possibly taking responsibility for a project leading position or a speaker’s role or both or any other task that you feel within your reach for success. This might be added to your CV as a nice proof of you leadership advancement; volunteer activities are highly regarded by companies. Should you have the opportunity of being interviewed by media make sure that printed or web aired content should stay within the professional framework avoiding an excessive self- promotion (it might be more detrimental than helpful to the purpose of building and supporting your good image) . **Beware of media over-exposure, here the key word is to smartly manage your image keeping a low profile.**

When offered an attractive new position a careful analysis about the kind of impact the position might have on your personal life balance is mandatory: prestige and economical aspects should be carefully evaluated against foreseeable demands on your personal time and family. It will help you avoiding facing very stressful situations later on.

Lastly a good advice to all: **do keep informed always about job opportunities and options inside or outside your company even when you are satisfied and happy in your current job.**

Do not refuse in principle job interviews: they might help you keeping in tune with the market and measuring your strengths...you may never know. It is when you are at the top that best conditions can be negotiated.

WOMEN IN SCIENCE (WIS)

WIS is an HBA program dedicated to fostering the advancement of women working in a scientific function. WIS operates in sub-groups who discuss and research topics and then share their findings with the group at large during monthly dinners. The output of the research work can be a publication, training, conference, etc.

Each WIS member is offered to either work with a sub-group on an already identified topic or to select a topic on which she wishes to initiate sub-group activities. Sub-groups in Basel and Paris are currently working on:

- How do analysts judge an R&D portfolio
- How to transition from academia to industry
- How to transition from one company to another or from a function to another
- Boss/associate relationship and its impact on job satisfaction and career development
- Innovation in Europe

WIS EVENT: From Unemployment to Employment

Basel, April 13th 2010. Diana Lagalante, Office & Web Manager at Health Interactions, shared with us her experience of unemployment and how she developed a self-management strategy in order to find herself a way back to professional life.

Diana was a web publisher and later on eBusiness Manager in the Marketing & Communication department at Ciba. After 10 years, when Ciba was acquired by BASF, she decided to leave the company. She decided to first of all go to Australia for a 2 months travel experience and enjoy some well-deserved holidays.

As she came back and started her new activities as jobseeker, she soon realized how complicated the administrative work was in order to get her first unemployment support. She managed to obtain one only after 60 days. Therefore, Diana explained the "where to go - who to meet - what to do" when you are unemployed and guided us through the complicated procedures one has to follow and on how to push the things forward.

Concomitantly to her jobseeking activities, Diana kept herself busy: she optimized her time learning new things in various courses financed by the unemployment support. She encouraged the audience (from which she discovered out of 20 approximately 7 were unemployed) to take the challenge of such courses and workshops in order to get to know yourself better professionally.

She first took a "coaching course" offered by Kiebitz (Basel), where she was videotaped playing a job interview. She was extremely positive about suggesting this to other people, as what you see is what you get; and that helped her to see herself from other people's eyes.

Afterwards she was offered to go to a self-employment course for about two months. She learned how to develop her own business plan and all what it takes to become self-employed. She soon developed her first web consulting website in social media and web-branding, pooling her knowledge and skill set from her previous job. The website became the advertising tool, besides her resume, that she used to start to approach new companies for new job interviews.

For the last 6 months Diana has been working in a medical communication agency thanks to a friend who helped her to step in, and has thus frozen her business idea until she will get a new opportunity.

This final step emphasizes the fact that **"without network its difficult to find a job"**. Good connections and networking are extremely important. **People who know what you can do can connect you to other people.**



From Unemployment to Employment – *cont'd*

BROADCASTING YOU

During the question and answer session Diana was asked about her application strategies and the type of companies she was targeting. She first applied to big pharmaceutical companies, but after a while she focused more on the job description and job role instead of the company type as she found that this was more rewarding than a big company name. She also advised to not expect huge salaries but start and ask small, as afterwards it is still possible to build it up again.

The discussion then lead into “self-branding”. According to Diana, her website was really the turning point, and raised the importance of branding herself. Coming from Marketing & Communication area, she knew how to sell herself. She encouraged the audience to do things in the same way and expose more into social media platforms as these are the first searching tools HR people look for. Diana also emphasized the importance of networking and to use all types of networks such as school, HBA, former coworkers.

Diana closed her presentation with the following sentence: **“to look for a new job is a great learning experience!”**

Active discussions went further on during the second part of networking time where people also enjoyed the delicious home-made catering provided by Dr Heike Stoermer.

Basel, Tuesday 9th February 2010. We had the pleasure to listen to and discuss with Valerie Guertler-Doyle and Silja Chouquet on the interesting topic of “Broadcasting you”. **Dr. Guertler** joined Novartis Basel in 1994 and holds the position of **Head Business Alignment in Corporate Communications**. **Mrs Chouquet is the CEO of Whydot**, an agency specialized in Social Media.

What “Broadcasting you” really means? What are the trends? Why has it become more and more important in all aspects of our lives....

People: **there are two categories of people in relation to social media: the digital immigrant (attached to old style communication) and the digital native (nowadays people who only know this style of communication).**

Tools: social Media offers ways to share (blogs, YouTube...), collaborate (Wikipedia...) and grow communities (Facebook, LinkedIn...).

Facts: Internet has now become a language. It changes the approach in specific fields. For example, in medical practices, some people like to have conversations with their doctors online instead of going to the doctor’s office. There is less time lost in going to the practice and waiting! Internet is used by almost everybody, all ages included. More than 89% of people use the Web to research information.



BROADCASTING YOU – cont'd

Opportunities: the importance in using the Internet to broadcast yourself is that it makes specific information accessible to a large amount of people in a very short time. Most companies founded one year ago have promoted their businesses via social media.

“Broadcasting you gives you the opportunity to be you!” But **you should think about yourself as a brand**. Follow the examples of Oprah Winfrey, Carla Bruni.... Focused and clearly branded.

To succeed in branding yourself there are some principles to follow:

- **Clarity** - be clear about your specialty area
- **Constancy** - if you start a blog, you need to maintain it
- **Communication** - be correct and professional
- **Contribution** - think about what is value added – not necessarily what you had for breakfast – but a good restaurant for breakfast!
- Who do you want to engage with your brand? Be selective about your target groups

“There is nothing complicated about social media, you just have to overcome the technology hurdle”. Women have an advantage in using this way of communication as it is another facet of multi-tasking. They use it quite a lot to communicate and support each other. The audience of female bloggers is large, with 62% of women across Europe and 31% in the US providing advice and sharing information.

Questions during the Q&A session:

Q: How is LinkedIn used by professionals? Is it only for people looking for a job?

A: It is used by HR. Leveraging social media you can reach far more people. The successful approach is to share good information.

Q: What can or cannot be done as an employee of companies with confidential information?

A: You should not talk about business issues. Check your company for social media guidelines and adhere to these.

Q: When you have two accounts. How do you delete one?

A: You can edit your profile and delete it.

Q: Broadcasting is it also sharing? Like Wikipedia, pictures...

A: Yes, for example with movies that you made on YouTube, articles written on Wikipedia... Every movie, picture or anything else should have a link on your profile.

Q: How long does information stays on the Web?

A: Until you delete your profile. But if you share information and it is re-tweeted by someone else, it is too late to take it out! So think before you publish.

The audience really appreciated this session. As we ran out of time, we thought about another session to continue this very interesting conversation. To be continued...

Reported by Sandrine Haguy, on behalf of WIS Basel team

****UPCOMING HBA EUROPE EVENTS****

Basel, September 14th 20110

Design you Life

Paris, September 23rd 2010

The feminine and masculine side of leadership

Paris, October 20th, 2010

The core principles of mentoring: a catalyst for professional development

Milan, October 2010

Career, competencies within a global company: from Country to HQs

Philadelphia, October 27-29 2010

Leadership Conference

Basel, November 11-12 2010

European Leadership Conference

Paris, November 2010

Negotiation techniques - How to win by not negotiating against yourself

Paris, December 2010

Year-end networking dinner



ANNOUNCEMENT
HBA EUROPE EUROEXCELLENCE AWARD

HBA Europe

is proud to announce
the second annual **EUROEXCELLENCE AWARD**
dedicated to its European members.

The award stems from the **R.E.A.L. benefits** that HBA offers:

Recognition & support
Expertise from so many
Access to great programs
Leadership experience

It is with the R in mind – recognition – and in sight of our first Annual Business meeting, that HBA Europe is now collecting nominations from its members.

Our aim, loyal to the HBA mission, is to recognize those European members who have excelled in showing leadership in one of three key areas:

1. promoting the advancement of women in healthcare

2. contributing to the growth and success of the HBA European chapter

3. spreading the HBA values and messages in Europe

To apply for this award, send us an email containing the information on the template application in the next page by **SEPTEMBER 20 2010**.

Your nomination will be strengthened if you include up to three endorsement(s) from a third party person – a colleague in your workplace/work environment or another member of HBA – who supports your nomination.

A committee will evaluate and select the nominations. Winners of the **EuroExcellence** will be **announced at the pan-European Annual Business Meeting & Event** where they will be honoured in front of the European assembly and receive a prize.



APPLICATION TEMPLATE
HBA EUROPE EUROEXCELLENCE AWARD

Name _____ Last Name _____

Title _____ Employer _____

Phone number where you can be reached during the day _____

Which category are you applying for (select one)?

- 1. Promoting the advancement of women in healthcare**
- 2. Contributing to the growth and success of the HBA European chapter**
- 3. Spreading the HBA values and messages in Europe**

Explain why you would like to candidate yourself for this award (150 words). Please include specific examples.

Requirements to apply

- You must be an individual or corporate member of HBA Europe in good standing for the current year
- The activity you refer in points 1, 2 and 3 must have taken place between October 2009 and June 2010. Thank you for your nomination. Recognition is important.

Thank you for applying. Please send this form to silvia.pellegrini@yr.com by September 20th 2010.

