



# **Committee Call Notes**

## **Modules for Innovative & Diverse Leaders (MIDL)**

### **Advisory Committee**

#### Conference Call

Thursday, March 30, 2017

2:00 PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

#### **The following Committee members were in attendance:**

- Todd Fonseca, Medtronic
- Elisabeth Freeman, ICPD
- Scott May, ICPD
- Walter Offiah, Johnson & Johnson
- Dustielyn Savage, ICPD

#### **Welcome remarks & introductions:**

Scott May welcomed everyone to the call for the Modules for Innovative & Diverse Leaders (MIDL) Advisory Committee meeting. Scott informed the advisory group how they could locate the supporting documents on the committee page by visiting the ICPD website ([icpdprograms.org](http://icpdprograms.org)), under the drop-down menu on the top right (Committees). Scott reviewed the agenda for the meeting. Scott then introduced everyone on the call and announced the excused absences.

#### **Overview of MIDL – Program goals, participants, industry coaches and program design**

The MIDL program goals are to help ethnically diverse mid-level managers grow to senior leadership positions in industry. The program strives to have representation from not only industry, but academia, government, or clinical settings. The MIDL program has an orientation towards three industry segments: medical devices/ medical technology, consumer healthcare and pharma or biotechnology. The curriculum for MIDL covers the key elements of successful leadership. We rely on industry coaches to be the faculty for the program. The program is designed to provide an in-person workshop followed by virtual learning component. The one day workshop is an intensive experience where the participants work through modules with the coaches. They also participate in a personal leadership assessment provided by Korn Ferry. The virtual component is made up of a series of modules and webinars. Elisabeth added that one of the most powerful aspects of the program comes when the participants rise to leadership positions within their own organization. The participants all stay connected through a MIDL web portal and become part of a network of diverse emerging leaders.

#### **Current Programming**

- MIDL Portal- New Primers on portal, portal orientation (March webinar), portal access  
Elisabeth shared how excited we are to have launched the MIDL webinars. Todd Fonseca, VP Clinical Research and Technical Communication at Medtronic hosted the first webinar. It was well attended. There are 8 webinars scheduled for 2017. Every MIDL webinar includes a primer that is shared with the group. The primer is a concise digest of the topics for the webinar. These are building blocks for the program.



We are looking forward to the next webinar. The speaker will be Richard Murray, VP & Deputy Chief Medical Officer at Merck. During the March webinar we did go through a demonstration of the portal so the participants will know how to get the most out of it. All the presentations will also be posted on the MIDL portal. Walter was happy to hear the evolution of the program.

Todd asked about the questions on the portal that had been asked after his presentation. He was wondering if he had a login so he could answer them. Scott answered that we have not yet given access to the coaches to the MIDL portal. The reason for that is due to not wanting to overwhelm the coaches and faculty with too many expectations to have them support the program but still wanting them to be engaged. Elisabeth agreed that the missing component is the coach interaction. Todd shared that from a faculty perspective he would be happy to interact with the group during the month of his presentation to answer questions. He believes that is a reasonable request to ask of faculty. Elisabeth added that we are working on an "email digest" that will go out to everyone that has a profile on the portal. You would see something similar to what you see on linkedin, where you would see that someone has posted a question. Another way would be to have the coaches emailed directly when a question is asked. Elisabeth thinks that having a "lead coach" for the month is an excellent idea.

- Discussion Item – How best to engage the MIDL Coaches on the portal  
There are three levels for coaches to be engaged. One level would be to give them general access to the portal. Second level would be to send out the "email digest". The third level would be to make a faculty member be a "lead" during the month of their discussion. Scott asked Walter if he thought that would be overwhelming to faculty. Walter didn't think it would be too much to require of faculty. He added that he felt prior to the faculty talk, if there could be an email alert that is sent out to participants asking them to submit questions in advance and then after the talk by a certain date. That way the faculty member will have a scheduled date to receive all questions and it would give them time to respond. Scott proposed that we will start to implement these items between now and the May meeting and asked to bring this topic back up during the May meeting. Elisabeth added that in regards to the coaches, we have a few video clips that we are working on editing. These will be added to the portal. This is another example of how the in person workshops will interface with the virtual components of MIDL. Scott mentioned that he had sat in on one of the edits of the Josh Ghaim video clip. It will be a recap of the interviews he did on camera. Walter is looking forward to seeing it and hopes to use it as an additional tool to engage more participants as MIDL coaches.
- MIDL Webinar and Modules - review of the schedule and speakers for 2017, next webinar Monday, April 3, 2:00 pm EST "Decision Making," Richard Murray, Vice President and Deputy Chief Medical Officer at Merck.
- 2016 MIDL Participants- update on their status and career progress  
Elisabeth shared that we carried out a survey of the current participants and asked them for an updates regarding their career progress since the workshop. Onika Murray has stayed in touch with some of coaches and has been looking for opportunities to progress her career. Sandra Acala received a promotion since the MIDL workshop.



A participant from Eli Lilly also got a promotion since the program and gives credit to her exposure to MIDL. The program empowered her to take on greater responsibilities.

Several participants have said they have taken an interest in leadership development programs within their own companies and are being more proactive in taking steps towards leadership. Elisabeth mentioned that Todd's webinar on Leading People was great for them.

- Communication Strategy – Calls with Committee members in April  
Scott stated committee member Mark Brager from AdvaMed has been advocating that we really “ramp up” the outward communication strategy. Scott and Elisabeth will be meeting with Mark in April to discuss this topic.

Scott added that we have added a certification element to the MIDL program. All participants have been notified that if they would like to become MIDL certified, they are required to attend the in-person MIDL workshop, complete the Korn Ferry assessment, attend 6 of the 8 webinars and be an active participant on the MIDL portal. The participants had positive feedback on the certification. Scott proposed that during the May meeting we discuss how to monitor MIDL participation on the portal and in the program.

### **Planning for the 2017 MIDL training session**

- October 2, 2017 in Philadelphia (refer to Draft Agenda on Committee page)  
Scott led the committee to the page where they could find the draft agenda. The structure is very similar to last year's April workshop held in Philadelphia. Participants receive MIDL primers prior to the workshop. The sessions will be led by coaches, who are leaders in industry. There are also sessions on motivation and innovation. The goal is that each MIDL participant take the components from the sessions and work on their individual leadership plans. It is a very full day, very intense, very interactive.

Scott asked Walter to share his experiences from the first MIDL with Todd. Walter shared that it exceeded every element of his expectations. What stood out the most to him was the quality of the participants. The coaches were exactly what he expected. He felt Josh's speech really captivated the audience about why and how he chose to pursue his career path. The venue really worked well. Todd asked a question about diversity and the experience of being a minority in meetings and groups. He wondered if the topic comes up during the MIDL Workshop. Elisabeth responded, saying it is a very good question. However, ICPD does not focus its programs on what it's like to be a minority, but rather emphasizes professional development. We have found that the participants do have private conversations about individual experiences, and they gain support from their peers, mentors and coaches. Walter added that ethnicity is not the fundamental premise for the content of the programs, but it is an “unwritten” and implied element of the programs. It happens organically. The participants are able to discuss ethnicity during their dialogs with coaches or speakers. The focus is not that you are a minority, the focus is that you are a great scientist/engineer/employee.

- Participants (application deadline August 15) – Call for applicants on website, social media campaign, emails in April.  
The big push for applicants will start in April.



- MIDL Coaches- goal to have in-person training Coaches identified by August 1  
Scott said that all coaches will be identified by August 1, 2017.

### **Partner Support/MIDL Sponsorship**

- Firming up 2017 sponsorship  
Scott reminded the committee that ICPD invites companies to get involved in MIDL. Any introductions that the committee can make are greatly appreciated.
- Membership on the MIDL Advisory Committee - identification of prospective committee members  
Scott mentioned that ICPD would like to increase the number of committee members. He encouraged the current Advisory group to help increase awareness of the program and identify prospective committee members.

### **ICPD Update**

- The Scientist Mentoring and Diversity Program for Biotechnology will be held June 17-21 in San Diego  
The application deadline is April 8<sup>th</sup>. There is a lot of interest from many universities and recruitment is well on track. All application materials are online.
- The Scientist Mentoring and Diversity Program for Medical Technology will be held September 23-27 in San Jose  
Applications are also being accepted for the SMDP MedTech program.

### **Other & Action Items**

- Discuss how to measure engagement on the portal for certification
- Share the video clips
- Revisit how to engage MIDL coaches
- Update on communication strategy discussion with Mark Brager

Scott thanked everyone for participating in the call. He reminded the committee that the next meeting will be held on May 11<sup>th</sup>.