

## DEVELOPING YOUR MARKETING STRATEGY T-CHART

<b>Employer's Needs</b> (Skills, knowledge & experiences Sought by Employer)	<b>Your Skills (Where you got them from; how you used them; the results you got)</b>
<b>Example:</b>  Documented ability to multi-task and work well in a team	Coordinated Dr. X's lab of 8 members - scheduled use of equipment, coordinated lab meetings and assisted in training and supervision of ROP students

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## Associate Consultant

Podium Strategic Partners Inc - Toronto, ON

### Who We Are

Podium Strategic Partners is a management consulting company serving the pharmaceutical and healthcare industry. Our clientele includes major (Fortune 500), multinational pharmaceutical and healthcare companies.

Our focus is providing solutions to sales and marketing related issues, with an emphasis on cross-functional client interaction, data integration and supporting effective implementation.

**Job Title:** Associate Consultant

**Reports to:** Principal Consultant

### Job Purpose

Associate Consultants support our project teams in the development of client solutions. Consultants will rely on the associate's critical and creative thinking to help deliver on the needs of our clients.

### Job Accountabilities

- Conduct research on markets and products to support client engagements
- Create engaging, creative client ready presentations and proposals
- Design and create custom qualitative and quantitative analyses
- Assist with preparation of client workshops and presentations

### Role Qualifications

- Master's degree with strong academic performance in strategic and critical thinking (marketing, strategy, physical or life sciences)
- Pharmaceutical industry experience is not required, but is an asset
- Able to research varied and complex sources of information and translate the data into relevant trends and insights
- Identify problems and provide specific solutions with an ability to keep an eye on the big picture
- Proficiency with Microsoft Office Suite (specifically PowerPoint and Excel)
- High level of accuracy and attention to detail
- Strong oral and written communication skills
- Highly motivated, enthusiastic with a strong work ethic
- Ability to work independently in an unstructured format while adhering to and meeting timelines
- Enjoy working in teams
- Creative and innovative in approach to presenting and communicating information

### Who You Are

You are a highly-motivated individual. A creative thinker that will take the initiative and go the extra mile to support your team to meet and exceed expectations. You work well independently and as an integral part of a team. You have a desire to work in the Canadian healthcare and pharmaceutical industry. If you have a genuine curiosity for providing unique approaches to understanding and solving problems and want to undertake a challenge to grow, then we want to hear from you.

# Focus on Skills Workshop

## November 23, 2016 (UTMAGS and Career Centre)

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### *Workshop Notes*

#### Lab Based Research

- Data analysis
- Communication of your research through presentations and posters (design)
- Sampling/surveying/collecting data
- Working on a budget/with grants
- Written communication/editing
- Experimental design/performing experiments
- Hard or technical skills (software skills)
- Time management/organizational
- Team work/leadership; collaboration
- Comprehensive analysis (project design)/analytic skills
- Troubleshooting and problem solving
- Innovation
- Mentoring/training undergrads in lab;
- Motivate students/yourself
- Providing feedback
- Grant applications

#### Research – Non Lab

- Proposal writing
- Designing projects or instruments
- Project management
- Budget management
- Data analysis/modeling
- Statistical analysis
- Presentations
- Ethics Process
- Training and supervision of others

# Focus on Skills Workshop

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### *Workshop Notes*

#### Publishing & Communications

- Social media skills
- Promoting and engaging both an academic and public audience
- Oral and written communication skills
- Creative networking
- Critical thinking
- Disseminating and simplifying information
- Critical reading
- Analytical skills
- Organization
- Collaboration/people skills

#### Teaching

- Organization and time management
- Interpersonal skills
- Be engaging, inspirational, motivational
- Clear, concise, clarity
- Innovative
- Stay current
- Lesson planning
- Develop curriculum
- Adaptive teaching and learning
- Self-evaluation/reflection
- Teamwork, cooperation
- Public speaking
- Assessing student progress
- Teaching tech savvy

## Accomplishment Statements

### Add Substance to Your Resume!!

Regardless of the components that you decide to include in your resume, employers want to see results and accomplishments in your descriptions. Don't just tell them what you did. Include how you performed your tasks and to show your skills.

What did you do?  Use a past tense action verb	Quantify  When? How much? How often? With who? Etc. Numbers are a great way to prove what you did.	Results/Outcome/Benefit  This part helps exhibit to the employer that what you did was important!
<i>Presented</i>	<i>Results to a 12 person committee and 150 Committee at a Citizen Conference</i>	<i>Granted approval to implement recommendations</i>