



## aktaPD: an Action-oriented Approach to Pharmaceutical Development

### At aktaPD, we believe leadership is an action, not a word.

At akta Pharmaceutical Development (aktaPD), we believe leadership is an action, not a word. Case in point, we're doing something most organizations avoid at all costs: we're throwing open our doors and show you how the work is getting done. We aren't like other companies. Large pharma organizations can have thousands of people—vendors, contractors, and sub-contractors—diligently toiling away behind the scenes to make the company work day-to-day...thousands of talented people no one ever hears about **and, worse, who never get any credit.**

Ours is a different story: we recognize that we're us, because of them. It took a lot of people to get aktaPD where we are today, and it'll take more, different people to get us where we're going tomorrow. We acknowledge that support, care, and performance the best way we know—with our thanks and a rock-solid recommendation for these excellent individuals to you. No borders, no walls, no cost and no hassle: just free enterprise at its best and brightest. Whether it's providing extraordinary knowledge transfer expertise or writing powerful website copy, in our culture to share, to thank and acknowledge, that's leadership. aktaPD founder and President, Lou Vaickus, MD, sums it up perfectly. "Leadership to me means fully understanding what it means to follow. **I enjoy rolling up my sleeves and getting in the trenches. Digging into the oh-so-important details. Wow, what an education; I appreciate the learning!**"

Making it easy for your organization to succeed is our core value, its something we live and breathe because, well, we wrote the book on it. A member of the aktaPD team, Keith Pigues, partner at Keen Strategy and co-authored *Winning with Customers: A Playbook for B2B* explains that a value when positioned is simply a products and/or services that benefits. That's it. Surprisingly simple and, at the same time, incredibly hard. Too often, these blithe claims end up being all potential and no promise, well-intentioned marketing that's a lot of talk and no walk. In this über-accountable business world, customers can't risk trusting a value proposition claim without proof.

We've got documented proof, a value proposition that pays off, and are glad to share it with you **to enhance your organization and work.** As



aktaPD principal owner Mark Versavel, MD, Ph.D., MBA, says, "Leadership, to me is giving credit to individuals who are getting these things done every day." We have smart, talented, trustworthy individuals who will make a profound impact to your organization they can be your value proposition.

It's said that the true function of leadership is to produce more leaders, not more followers.

That's a model that works at aktaPD. Let us help make it work for you, [contact us](#).



Thanks for the reading 😊 if you like this issue make sure to forward it to your friends.