

akta^{PD}ology®

Reflect on this: Do we change?



akta
PHARMACEUTICAL DEVELOPMENT®



What face are we presenting in our day-to-day work as consultants, whom we at aktaPD call development partners (DPs)?

It can be tough; workplaces can sometimes be a toxic pool. We must dive into that stormy sea and haul everybody back into the boat. But that's aktaPD's value proposition: We are development partners (DPs), positioned as experts bringing resources, ideas, and solutions. Yet sometimes these dynamics are so volatile we lose sight of our value proposition; we adopt "their" culture, "their" chaos management, "their" language and voice.

We DPs are supposed to be the calm eye of the storm, yet how often do we get sucked into the vortex, down into the abyss of the negative business practices we were brought in to improve? It's our job to look at the good and the bad, but we keep *only* the good, and flush the rest down the commode.

aktaPD DPs don't fall into the same-old corporate behavior that causes companies to crumble. We don't get sucked in, inaccurately communicating with and blaming each other. Our whole purpose is to float and rise above it all. We're here to turn the ship around, to be even-keeled and show what a strong business *should* look like, how a successful company *should* operate. Everything we think, say, and do—in emails, in meetings, and on the phone—illustrates how a solid business should be. We are calm, cool, and collected, and we never let 'em see us sweat!



This is not just one person's point of view; I've had several one-on-ones with our development partners and it's unanimous. One of our MDs stated it perfectly:

"It is the role of the consultant not only to manage or advise on the project for which they have been hired, but also to manage or teach others in such a way whereby they as individuals and / or as an organization can position themselves for success. That includes being one's best self and an example for others to follow."

Trust me, I get it: It's confusing and can feel a bit like an identity crisis. When we are inside, desk-to-desk, we are considered a partner...until we are not. And with no ill intent by the client, it's just a straight fact: We are "the consultant." And we are people, an illustration of complicated multifaceted machinery trying to function in unity without breaking.

Yes, oftentimes it's hard to find a patch of clean water to swim in, but we are each other's life preservers: no HR department to go to when we're stressed and no disability plan if the work takes us out! So to all you DPs out there, buoy each other up, stay positive, laugh, cry, talk, and vent together; remember to stay focused in your professional pursuit of excellence. As C.S. Lewis wrote:

"You can't go back and change the beginning, but you can start where you are and change the ending."

If you are a development partner looking for re-energizing, aktaPD is for you and can provide a fresh perspective. Connect with us: engagement@aktaPD.com

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