

# ARCS CLINICAL AND LEADERSHIP CONFERENCE AND AGM



25 OCTOBER 2011  
 PROGRAMME OVERVIEW  
 Stamford, North Ryde, Sydney

Time	Session Topics	
9:00am – 10:30am	Leadership: The Theory & the Application <ul style="list-style-type: none"> <li>• The "Big Five" Leadership Competencies: Psychology's Best Kept Secret</li> <li>• Employee Involvement – A case study</li> </ul>	
10:30am – 11:00am	Morning Tea	
11:00am – 12:30pm	Courage in Leadership	Clinical Trial Action Group – Progression to Implementation
12:30pm – 2:00pm	AGM for ARCS Australia Ltd conducted during a 2 course sit down lunch.	
2:00pm -3:00pm	Neuroscience of Leadership	The use of Social Media to Boost Patient Recruitment
3:00pm – 3:30pm	Afternoon Tea	
3:30pm – 5:00pm	Driving Improvement through Lean Six Sigma – a Strategic and Tactical guide.	Speak up and influence people in your clinical projects
5.00pm -6:00pm	Networking Opportunity	



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# 2011 ARCS

Clinical and Leadership Conference & AGM

**Tuesday 25 October 2011**

## Full day registration

	COB 14 October <b>Early Bird Registration</b>	From 15 October <b>Normal Registration</b>
Members	\$325	\$360
Non-Members	\$440	\$485
Student/Retired/Government*	\$230	\$255

## Half day registration

	COB 14 October <b>Early Bird Registration</b>	From 15 October <b>Normal Registration</b>
Members	\$210	\$230
Non-Members	\$285	\$315
Student/Retired/Government*	\$150	\$165

Pricing Table (All prices include 10% GST).

**All registration types include the AGM and sit down lunch.**

*\*To access this rate, proof may be requested.*



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Time and session information

Speaker information

9:00am – 10:30am Plenary

**Leadership: the theory & the application**

**The “Big Five” leadership competencies: psychology’s best kept secret**

With the wealth of tools out there measuring leadership behaviours and competencies, it is no wonder that you are faced with the difficult choice of the right tool to use for your organisation’s leadership development. Is it truly wise to choose a tool that has received commercial popularity? Is it more advisable to select one that has received stronger research support?

During this presentation, Dr Peter Langford will discuss the pros and cons of existing leadership assessment tools, and present the model behind the Voice Leadership Survey - The ‘Big Five’ Leadership Competencies. This model aims to integrate research evidence and practical usability to develop a tool that is both scientifically valid and user-friendly. His presentation on the 5-factor model of leadership is quite thought provoking. He talks about the most popular model of leadership behaviour in the psychology literature and questions why as practitioners we don’t adopt this model.

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**Employee involvement: a case study**

During this presentation, Frank Basile will present some practical tips for actively involving employees in decision-making. A case study based on Resmed’s Continuous Improvement program will also be presented. The case study will show how ResMed successfully engaged their manufacturing staff by committing to implementing ideas from each staff member and by introducing innovative ongoing suggestion schemes.

**Dr Peter Langford,**  
Founder and Director,  
Voice Project

**Frank Basile,**  
Senior Consultant,  
Voice Project



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## Speaker information

11:00am – 12:30pm **Concurrent Sessions**

### **Courage in leadership**

#### **The M.A.D. Marbles Speaker, making a difference**

“The Marble Effect - life is like a game of marbles - it takes vision, strategy and courage to be a winner! We all face challenges in our lives and sometimes the decisions we have to make, require courage. Linda knows about courage, personal strength and standing up for what you believe is right.

*“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy”*

- *Martin Luther King Jr*

Linda's story is not unique, but it is rare. To hear her story will test your understanding of people, relationships, communication and acceptance - and why we all need courage to make the hard decisions. Linda knows how this transforms into business - she has been in management and leadership positions for over 18 years. Linda is an accredited member of the National Speakers Association of New Zealand and she uses humour and passion to transform your business and your life.

Do you want your leaders to understand courage? Do you want to really understand how to make better decisions - in both your business career and personal life? Then this is the session for you. Success comes from good judgement and good decisions - how do you make choices - do you have courage?

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### **Clinical Trial Action Group: progression to implementation**

The Clinical Trial Action Group Report entitled “Clinically Competitive: Boosting the Business of Clinical Trials in Australia” was accepted in full by the Government on 2 March 2011 and contains 11 recommendations which promise to:

- Improve the timeliness of clinical trial approvals
- Convey benefits of e-health into clinical trials
- Improve patient recruitment; and
- Provide support for clinical trials networks.

The purpose of this educational session is to:

- Provide attendees with an update on the progress of the key CTAG recommendations
- Outline the challenges and opportunities for the future
- Provide attendees an opportunity to ask questions
- A brief overview will also be provide on the R+D tax credits.

**Linda Guirey,**  
Professional Speaker

**Peter Chesworth,**  
Department of Industry,  
Innovation, Science and  
Resources

**David Lloyd,**  
Southern Star Research  
(Co-chair of the RDTF)  
**Clive Morris,** Head  
Research Group,  
NHMRC

**Jo Mitchell** Associate  
Director, Research,  
Ethics & Public Health  
Training Branch, NSW  
Dept of Health

**Mitch Kirkman,**  
CTAG member, Novartis  
Pharmaceuticals Aust.



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Speaker information

2:00pm – 3:00pm Concurrent Sessions

**Neuroscience of leadership**

The field of neuroscience is providing some interesting insights into how the brain and mind functions. Coupling this basic science knowledge with leadership theory has seen the development of a new discipline known as Neuroleadership.

Some of the insights that have come from the use of technology such as fMRI to study brain region activity have shown that the motivations for behaviour are based on the needs for maximizing pleasure and minimising pain. This is not necessarily revolutionary. What is of major importance though is the fact that the networks used in the brain are the same ones we use for our primary survival needs.

In this presentation we will review these networks, their function and how they are relevant to our daily modern life. In particular, we will review what insights have been provided into how we deal with stress, set and work towards goals and interact with others in the workplace. We will look at how these insights can be used to modify our behaviour to increase our chances of being more successful.

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**The use of social media to boost patient recruitment**

The current buzz around the industry is the use of Social Media in patient recruitment. In this presentation we will look at this from two perspectives. The first, from a patient advocacy group, looking to increase patient recruitment in clinical trials via a web registration system. Secondly from the use of internet tools such as Google words, blogs, twitter etc to meet the increasing challenge of patient recruitment.

**Dr Leon Rozen,**  
Leadership Success  
Australia

**Susan Fitzpatrick-**  
Napier, CEO &  
Director Media  
Strategy DMG



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Time and session information

Speaker information

3:30pm – 5:00pm Concurrent Sessions

### **Driving improvement through Lean Six Sigma Latest business tools to doing more with less**

Lean Six Sigma has become the global standard best practice approach for business improvement. Organisations from all industries and fields irrespective of size, have successfully used this disciplined and evidenced-based approach to both transform and sustain high levels of process performance.

Within pharmaceutical companies, delays in product development or regulatory approval can cost millions in lost revenue. Inefficiencies in QA or distribution of product can lead to stock shortages and patient dissatisfaction. A doctor who doesn't get his product question answered in a timely manner may choose another option. Lean Six Sigma is a perfect and practical approach for delivering improvements across the multitude of processes that underpin the operational efficiency of Pharma companies. It has been effectively deployed by companies to:

- Reduce cycle times
- Reduce waste
- Reduce costs
- Expand capacity-releasing capital
- Increase sales
- Improve customer loyalty
- Improve revenue and margins.

This interactive, hands on workshop will introduce some useful Lean Six Sigma thinking in a fun simulation augmented by case studies specific to the pharmaceutical industry. Participants will gain an understanding of the potential benefits as they Define the problem, Measure the process output, Analyse the business issues to uncover root causes, Improve the quality of the output and Control the process to ensure predictable and sustainable results. The role of managers in aligning Lean Six Sigma strategically to ensure appropriate focus on the right opportunities will also be addressed.

David Tarbotton, Master  
Black Belt



**Time and session information**

**Speaker information**

**3:30pm – 5:00pm Concurrent Sessions**

**Speak up and influence people in your clinical projects**

Have you ever wondered why your global team is not listening enough to your needs or the needs of your sites?

Have you struggled with the frustration of a site or sponsor who simply refuses to listen to you or who appears almost impossible to influence?

Are you interested in learning how to influence people in your project team so that you stand out as a productive team member who gets things done and achieves results? This tailor made session will use real world clinical project examples to show you how to increase the chances of hearing the word 'yes' so you achieve the desired outcomes for your team and your project.

By the end of this session you will:

- Understand the role of all parties in a business communication
- Use advanced language patterns to influence the other party
- Feel motivated to take control of your communication at work so you achieve results
- Know how to better manage a variety of different personality types in business
- Manage objections with confidence, persuasiveness and authority

**Terri Davies,**  
Project Manager, ICON

**Michelle Bowden,**  
Director, Michelle Bowden  
Enterprises



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## Speaker Highlights

**Frank Basile.** Frank Basile commenced working with Voice Project in 2006. Since starting with Voice, Frank has worked with a range of Public, Private and Not-for-Profit organisations to help them implement their engagement, leadership, service quality and training needs surveys. He has a particular passion for leadership surveys, and have helped a number of organisations (including RTA and Aussie) in tailoring surveys to assess their specific leadership competencies across a large number of leaders, each within a tight timeframe. He has also been responsible for leading many of Voice Project's global Engagement Survey projects, including projects for Roche Pharmaceuticals and ResMed, which involved surveying staff in over 30 countries and many languages. This interest in global surveys has extended to his research, where he has focused on examining the different drivers of employee engagement across different cultures. Frank currently oversees Voice Project's marketing efforts, which involves, amongst many activities, coordinating client events, promoting new tools and services, managing the bi-annual Voice Client Survey, overseeing the Voice Project website, building professional partner relationships and developing the Voice Project brand. His role at Voice Project is as a full-time Senior Consultant and in his spare time he enjoys playing touch football.

**Michelle Bowden.** Michelle Bowden is an authority on presentation and influencing skills in business. Michelle has a passionate, entertaining, and highly interactive approach to her training, coaching and speaking that ensures behavioural change every time. Nominated for Educator of the Year for the past 3 years, Michelle has transformed the business communication skills of many, many thousands of people. She is the author of Don't Picture me Naked, How to Present – Tips from the Masters, and STOP! Your PowerPoint is Killing me and she is also one of only 25 Australian female Certified Speaking Professionals (which is the highest designation for speakers in the world). Michelle uses her expertise to help people achieve business results through confident, clear and influential communication.

**Terri Davies.** Terri Davies has 14 years clinical trial experience across Pharma and CROs. Her roles have evolved from CTA through to Team Leader and currently dedicated Project Management, and have involved extensive work with AROs and collaborative groups. Terri has worked on Six Sigma and Change Management initiatives and is passionate about achieving results through people.

**Linda Guirey.** The Mad Marbles Speaker, Professional Speaker, MC, Facilitator, Author. Linda has been in management positions for over 18 years - including the Printing Industry, Veterinary Nursing, the Deaf Mental Health Service (and being fluent in NZ Sign Language), Department of Labour and the domestic violence sector. She is an accredited member of the National Speakers Assoc of NZ, has a Grad Cert in Career Development.



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**Mitch Kirkman.** Mitch Kirman has more than 20 years experience in the management of global drug development with both large pharmaceutical companies and a global contract research organisation. Mitch has been active in engaging with government, health jurisdictions, researchers and consumers on initiatives to keep Australia globally competitive in regards clinical trials. In 2004, he was founding Chair of the Pharmaceuticals Industry Council (PIC) R&D Taskforce which championed a number of initiatives to develop streamlined ethical approval, develop standardised clinical trial agreements and streamline adverse event reporting to investigators and ethics committees. In 2008, he was awarded the Pat Clear Award (Medicine Australia's top award for contribution to the pharmaceutical industry) for spearheading the pharmaceutical industry's efforts to achieve nationally standardised regulations of clinical research in Australia. During 2008/2009 he was appointed a clinical trial expert member of the Pharmaceutical Industry Strategy Group (PISG) by Minister Carr. More recently, during 2009/2010, Mitch was the industry member of the Clinical Trial Action Group (CTAG) formed by Minister's Carr and Roxon. He continues as a member of the PIC R&D Taskforce and is currently a member of the Clinical Trial Action Group Coordination Committee overseeing implementation of the CTAG report.

**Dr Peter Langford.** Dr Peter Langford is the founder and Director of Voice Project. Peter has personally delivered over 60 presentations at professional associations and academic conferences, and is regularly involved in interviews for radio and press on the topics of engagement, leadership and service quality. Peter has in the past been a Senior Lecturer in Human Resource Management and Director of the Organisational Psychology program at Macquarie University, a winner of a Macquarie University Innovation Award for commercial application of research, a winner of the Elton Mayo award for early career achievement from the College of Organisational Psychology, and was earlier a change management consultant at Accenture. Peter has a PhD from Macquarie University in Organisational Psychology.

**Dr Jo Mitchell,** Dr Mitchell joined the NSW Department of Health in September 2008. In her current role as Associate Director, Research, Ethics and Public Health Training Branch, is responsible for, leading the development of policies and programs to support effective governance of research (including streamlined ethical review processes), encouraging excellence in public health research, strengthening an evidence-based approach to health policymaking in NSW, and strengthening the public health workforce in NSW. Prior to this she was Director Population Health, South Eastern Sydney Illawarra Area Health Service and Director, Health Promotion, SESIAHS. Dr Mitchell has extensive experience in population health, including the application of evidence to policy and practice. Her doctorate in public health focused on the development and critical analysis of an equity framework for prevention services.

**Dr Clive Morris.** Dr Clive Morris is NHMRC's Head of Research Group. Dr Morris has been part of NHMRC's senior management team since mid-2000, and during that time has held a number of senior roles. His previous Commonwealth appointments include heading the Molecular Biology Section at the Therapeutic Goods Administration, overseeing the assessment of new biological medicines and tests for safety and quality, and as a senior toxicologist with Food Standards Australia and New Zealand (FSANZ). Prior to joining the Commonwealth Public Service he was an active researcher in cell biology.



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**Dr Leon Rozen.** Dr Leon Rozen graduated with an honours degree in medicine in 1983. He is also a Fellow of the Royal Australasian College of Pathologists and an Associate Fellow of the Royal Australian College of Medical Administrators. He has always believed that medicine is as much an art as a science and that the right combination of both is essential to the best outcomes. His current medical practice includes consulting Medical Advisor to pharmaceutical companies and medical coaching of patients with stress, anxiety and depression. On the management front Leon has held senior positions within Pharmaceutical and biotech companies both in Australia and Europe and found his passion in the education and development of the people around him. He has managed large teams and led multinational projects; provided learning and development programs and worked one on one to enhance performance and develop people. Leon saw the obvious synergy between his scientific background and his leadership experience in the newly developed field of Neuroleadership. He has read widely, become accredited in Extended DISC (behavioural profiling methodology) and Neurolinguistic Programming, qualified as a Performance Coach and studied various psychological modalities, including Motivational Interviewing and Interpersonal Therapy. Leon's interests include science fiction, cufflink collecting and AFL.

**David Tarbotton.** Following a variety of pharmaceutical sales, sales management, marketing and business development roles in New Zealand, Singapore, US, Shanghai, Hong Kong and Australia, David began his Lean Six Sigma journey here in Australia with Eli Lilly, first as a Black Belt and then Master Black Belt. Since then he has held roles at Barter Enterprises, Optus, Nestle and AMP where his expertise was utilised to not only support and mentor teams through their Lean Six Sigma projects but also work with the business leaders on the strategic integration of this approach with business improvement and operational excellence activities. David is an experienced lean six sigma trainer having facilitated programs for Executives, Sponsors, Black Belts and Green Belts. He is currently an associate consultant Master Black Belt working with Integlobal Associates, a specialist RTO, to support the introduction of their recently nationally accredited Lean Six Sigma Vocational Graduate qualifications. David has a BSc in Physiology and a Masters in Pharmacology from the University of Otago, New Zealand.