



HUMAN SCAFFOLD

Building human connections for exceptional results

Leadership Synergy Program:

Building Proactive, Enterprising Leaders

The AdPharm

July 2025

Objectives

A Strategic Partner: thinking beyond the immediate task and aiming to contribute to the client's broader goals.

Solutions-Oriented: taking ownership of challenges and finding creative ways to address them.

Confident and Collaborative: assertively sharing ideas while building strong, trust-based relationships with clients and colleagues.

Action-Driven Visionary: acting decisively and inspiring others with their ability to turn ideas into results.



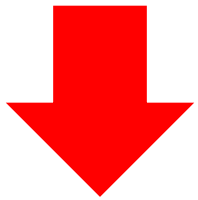
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REPN Concept Review

*"Let's talk about
this"
(direct)*



RISK



*"Yeah,
everything's fine."
(non-
confrontational)*

*"Let's meet for
coffee to discuss."
(communicative)*

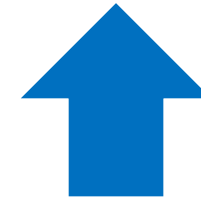


EXTROVERSION

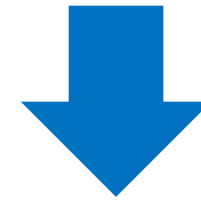


*"I need to
research and
analyze this a bit
more."
(analytical)*

*"I like to deal with
one task at a
time."
(listens, calm)*



PATIENCE



*"Let's try some
new things!"
(restless, dynamic)*

*"How will this meet
my high standards?"
(meticulous, precise)*



NORMS



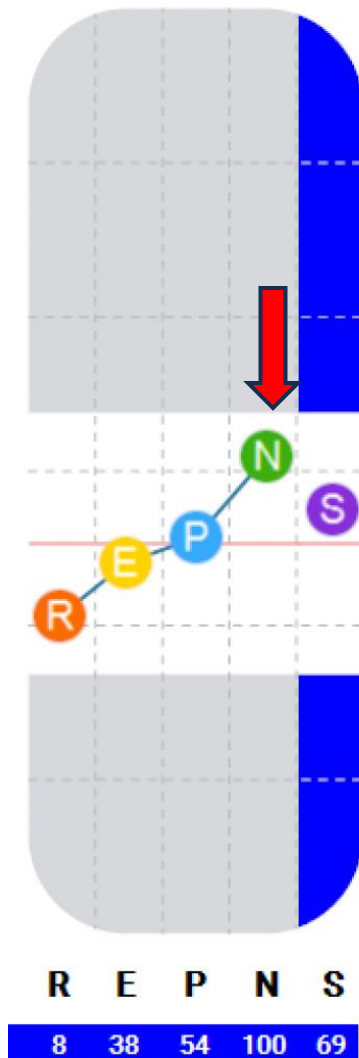
*"Let's try something
different."
(unconventional,
fearless)*



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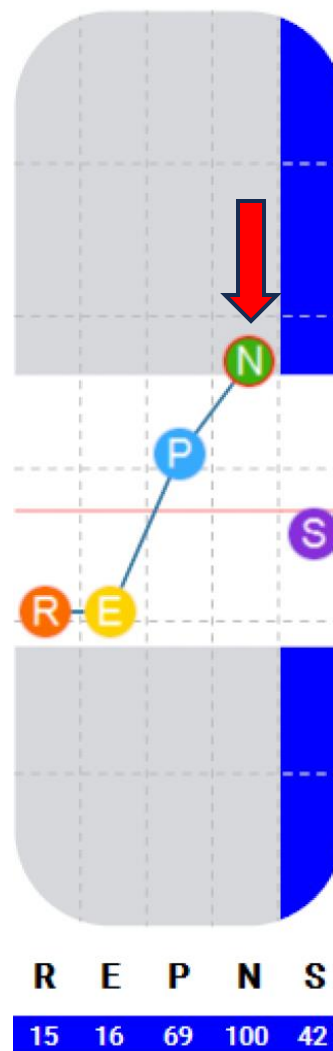
The AdPharm Team REPN

NATURAL



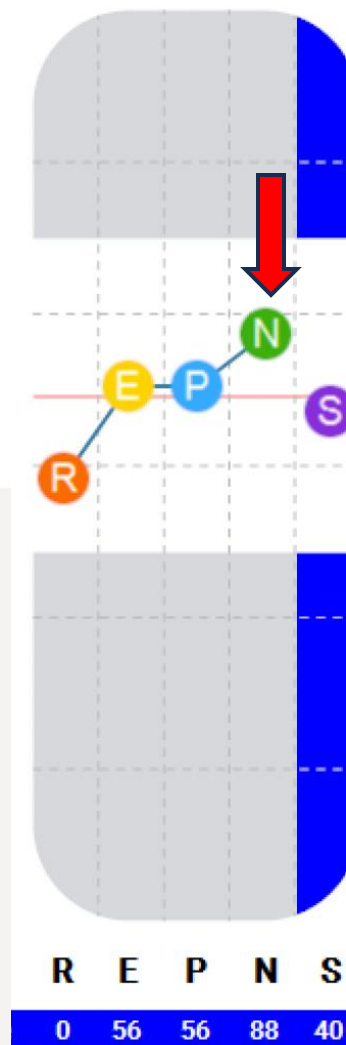
SHERRY
“receptive”

NATURAL



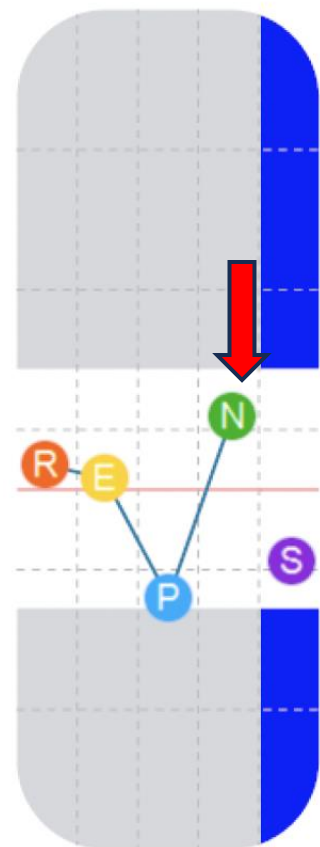
DIANA
“precise”

NATURAL



AMY
“friendly”

NATURAL



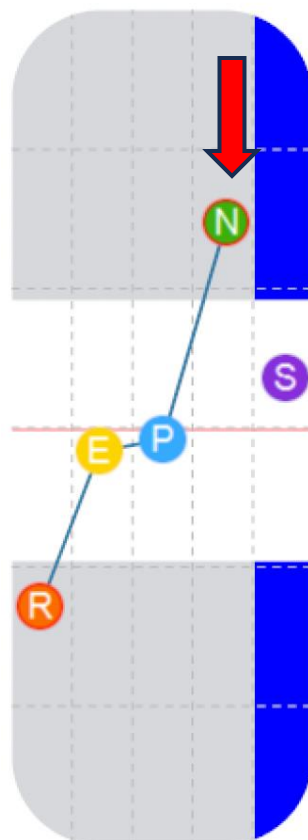
R E P N S

61 56 0 83 17

LAUREN

“creative”

NATURAL



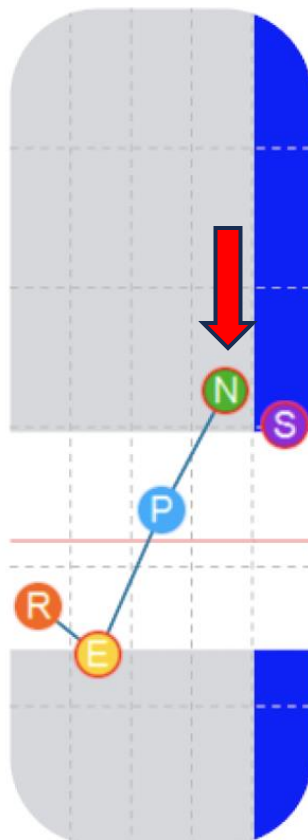
R E P N S

7 45 48 100 62

EVAN

“precise”

NATURAL



R E P N S

28 12 60 100 88

JACK

“sensate”

NATURAL



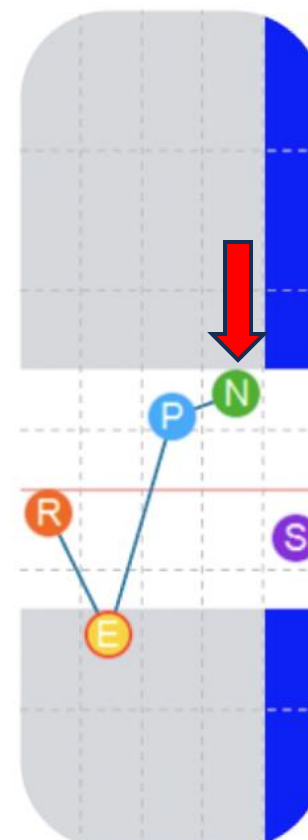
R E P N S

18 19 63 100 0

VICTORIA

“receptive”

NATURAL



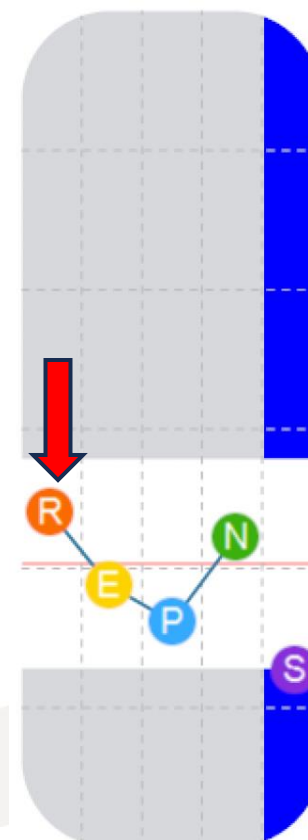
R E P N S

42 0 75 83 33

ABOOD

“inquiring”

NATURAL



R E P N S

94 32 0 74 0

HEATHER

“resolute”

NATURAL

LAUREN

“creative”

Decision-Making



Decision-Making



EVAN

“precise”

Decision-Making



JACK

“Sensate”

Decision-Making



VICTORIA

“receptive”

Decision-Making



ABOOD

“inquiring”

Decision-Making



HEATHER

“resolute”

ROLE

Decision-Making



Decision-Making



Decision-Making



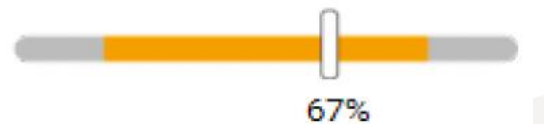
Decision-Making



Decision-Making



Decision-Making



Behavioural Competency Comparison

| COMPETENCY | LAUREN | EVAN | JACK | VICTORIA | ABOOD | HEATHER | AMY |
|---------------------------------------|--------|------|------|----------|-------|---------|-----|
| Adherence to Rules & Guidelines | | | | | | | |
| Attention and Listening | | | | | | | |
| Competitive Orientation to Results | | | | | | | |
| Customer Service, Attention & Support | | | | | | | |
| Dynamism and Sense of Urgency | | | | | | | |
| Implementation | | | | | | | |
| Persuasion and Extroversion | | | | | | | |
| Precision - Quality | | | | | | | |
| Proactive and Independent | | | | | | | |
| Strategic Orientation to Results | | | | | | | |

LESS EFFORT

SOME EFFORT

MORE EFFORT

Adherence to Rules and Guidelines

This competency measures an individual's ability in terms of adherence to policies and control, responding in accordance with appropriate rules and guidelines

Attention and Listening

This competency measures the "listening and receptivity" skills in an individual. Patience, tolerance and time for others.

Competitive Orientation to Results

This competency measures an individual's skill in being results-oriented by means of a direct and competitive style, accepting some challenges and using confrontation, when necessary.

Customer Service, Attention

This competency measures an individual's skill in terms of customer service and the ability to provide service in a polite, attentive and consistent style.

Dynamism and Sense of Urgency

This competency measures an individual's skill in responding to challenges that require diversity, change and variety when time is of the essence.

Implementation

This competency measures orientation toward tasks. An individual's ability to manage and coordinate tasks in adherence to the appropriate standards and procedures.

Persuasion and Extroversion

This competency measures an individual's skill in terms of interpersonal relationships and the capacity to relate by means of an extroverted, sociable and persuasive style.

Precision, Quality

This competency measures an individual's skill regarding tasks that require precision, quality and detail. Continued follow-up through completion.

Proactive and Independent

This competency measures "proactivity" toward tasks as well as people. It involves the skills of persuasion and motivating others while pursuing challenges that require creativity and independence.

Strategic Orientation to Results

This competency measures an individual's skill in being results-oriented by means of a determined and consistent style, creating strategies, minimizing risks and avoiding confrontation.



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CBCF FRAMEWORK

COLLABORATION

How would you describe your ideal collaboration with colleagues?

BOUNDARIES

What do healthy workplace boundaries look like to you?

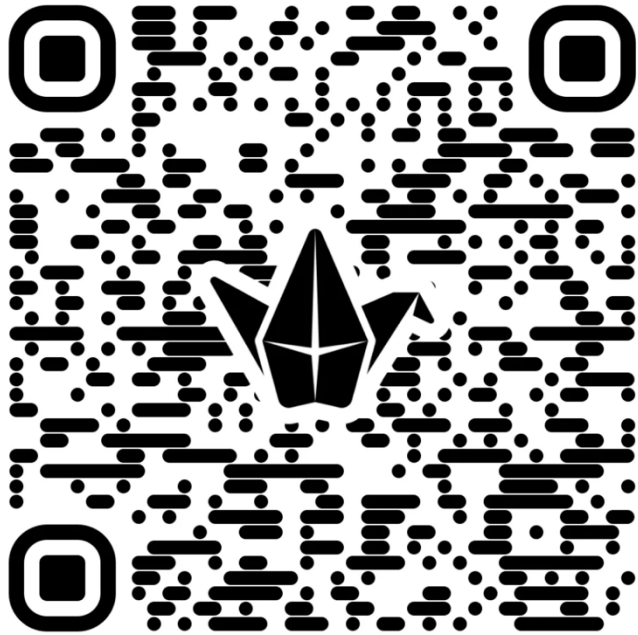
COMMUNICATION

What does open communication look like to you?

FEEDBACK

How do you feel about giving and receiving colleague feedback?

CBCF FRAMEWORK: execs & supervisors



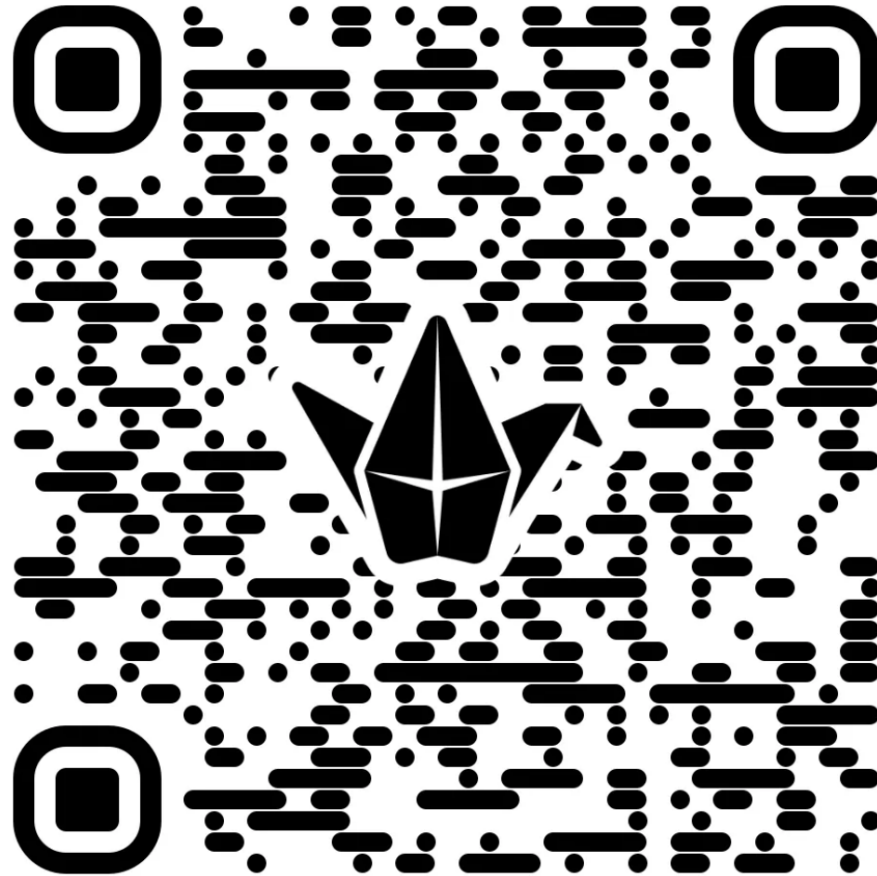
| | |
|--|---|
| Collaboration Trust each other's intent Play to our strengths Stay goal-focused Communicate early, not just often | Communication Clear + kind = effective Listen to understand, not just respond Confirm shared expectations |
| Boundaries Respect time, space, and roles Be clear on what's in vs. out Say no when needed — with care | Feedback Give it to grow, not to grade Ask for it — it shows courage Make space for regular check-ins |



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Ideal Client Briefing

The Ideal Pharma Client Briefing





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Micro Bravery Challenge

1

| DECIDE | ASSESS | RESOLVE | EXECUTE |
|--|---|--|--|
| What do you want to change, improve, or explore? | What's your current reality? What's helping or hindering you? | Make a conscious decision to commit. What mindset or approach will you take? | Take action. Start the smallest meaningful step forward. |
| | | | |
| What part of the DIScomfortable Compass will you need to move to work in each part of the DARE framework to meet your CHANGE & IMPROVE goals? | | | |
| | | | |

2

D

DEFINE
identify what needs to change or improve

A

ASSESS
understand the context and what might help or hinder success

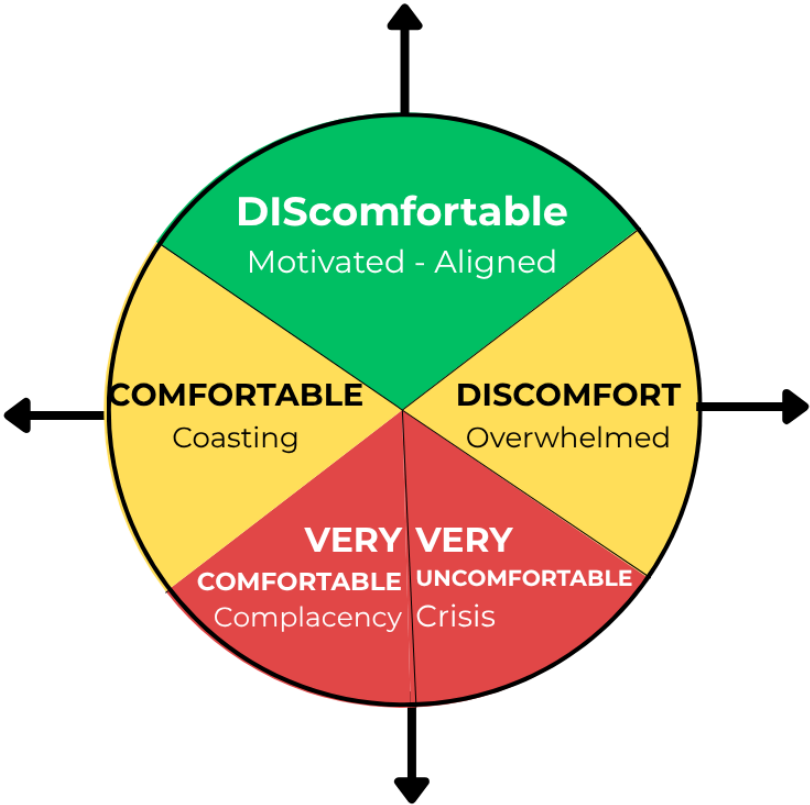
R

RESOLVE
make a commitment to take action

E

EXECUTE
build habits and routines to keep moving forward

3





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