



HUMAN SCAFFOLD

Building human connections for exceptional results

DARE TO BE BOLD:
Brand Plan Possibility Circle

Advanz Pharma: Brand Plan Team

Thursday April 9, 2026



TIMELINE	DESCRIPTION
9-930am	ARRIVALS
930-945am	BOLD goal: <i>strategic shift for Mytolac</i>
945-1015am	DIScomfortable Compass: <i>Where are we playing safe?</i>
1015-1030am	Default Thinking: <i>What are we doing because we always have?</i>
1030-1045am	Seeing Constraints as Opportunities
1045-11am	BREAK
11-12pm	DARE Brand Strategy Session
12-1215pm	Possibility Circle Commitments
1215-1230pm	Wrap Up & Next Steps



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OBJECTIVES



Possibility Circle Objectives

1. Identify and challenge default thinking and Sacred Cow tactics that limit brand strategy.
2. Define one bold strategic shift using the DARE framework to strengthen brand impact.
3. Reframe constraints and comfort patterns to unlock new strategic possibilities.

DISCOMFORT
REALITY
CONSTRAINTS
DECISIONS



**By 12:00pm today you will
commit to ONE strategic
shift that will show up in
your 2027 Brand Plan.**



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Meeting Charter Co-creation

WHITE BOARD REFLECTION...


Where is our Brand Plan playing
safe right now?



WHITE BOARD REFLECTION...

What might I be hesitating to
challenge internally
(cross-functionally)?

What behaviours
will I commit to
today that makes
this a real
Possibility Circle?





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Defining BOLD Behaviours

How We Need to Think Today...

- Possibility mindset
 - (vs “default thinking”)
- Sanguinity
- Perspective vs perception



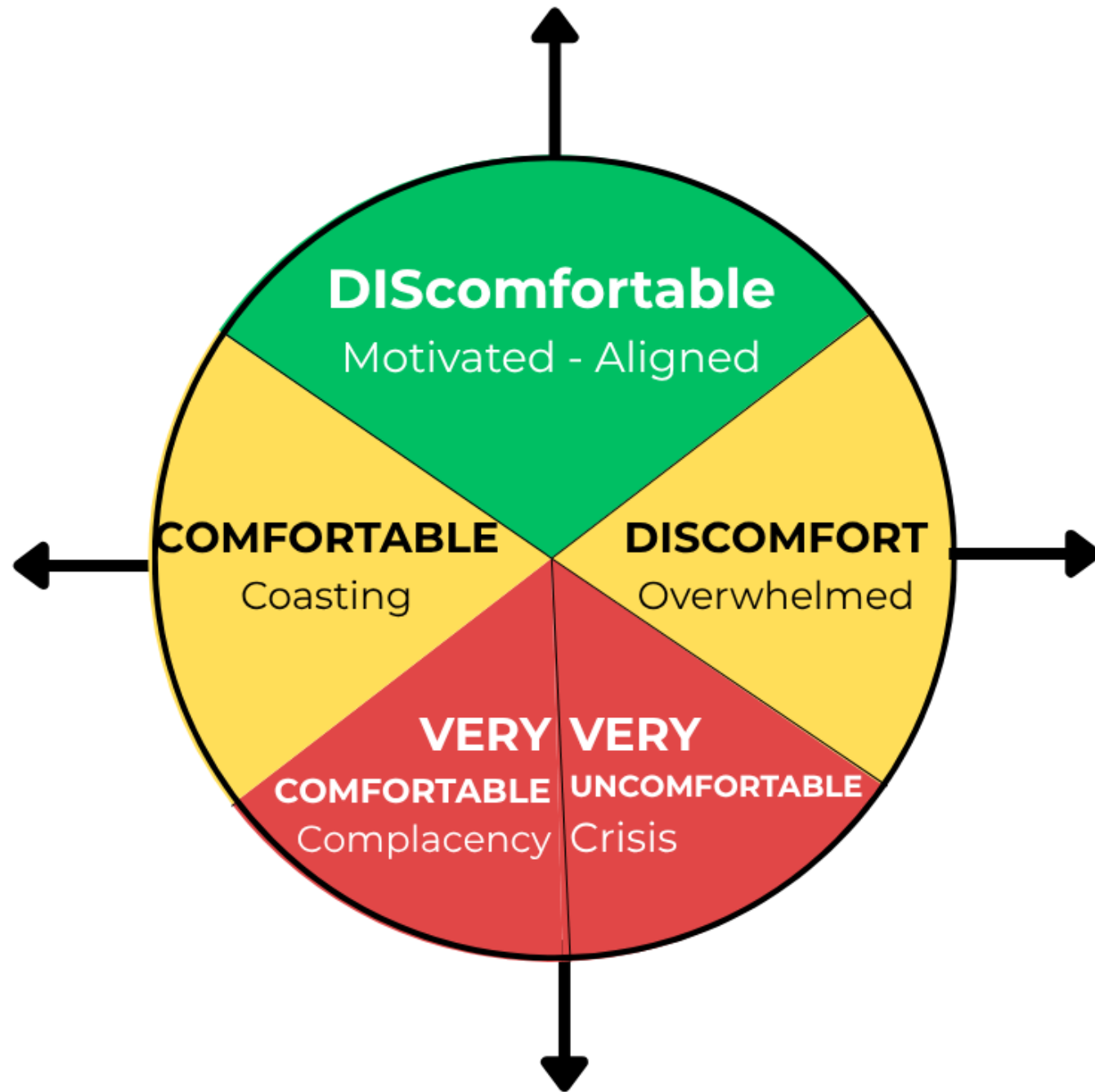
Group Discussion

What must we become
exceptionally good at?



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DIScomfortable Compass



Comfort vs Discomfort by role

MARKETING

Comfort:

Refining current messaging.
Repeating proven campaigns.

DIScomfort:

Challenging core positioning.
Changing target segment or narrative.

PSP

Comfort:

Optimizing current patient programs.
Incremental service improvements.

DIScomfort:

Redesigning PSP to drive brand choice.
Challenging impact on uptake.

MEDICAL

Comfort:

Supporting existing narrative.
Engaging familiar KOLs.

DIScomfort:

Reframing clinical narrative.
Pushing bolder scientific positioning.

SALES

Comfort:

Calling on known HCPs.
Delivering familiar messages.

DIScomfort:

Changing who/how they engage.
Leading different, more challenging conversations.

VP

Comfort:

Maintaining alignment.
Protecting existing investments.

DIScomfort:

Forcing trade-offs.
Backing a direction not everyone agrees with.



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POSSIBILITY THINKING



Sacred Cow

A Sacred Cow is something in your brand plan that you continue to do not because it's effective... but because it's familiar, expected, or has never been challenged (Default-thinking).

Sacred Cow

It's often something that feels too risky (or too uncomfortable) to question... even if we're no longer sure it's working.

If a competitor looked at your brand plan, a Sacred Cow is something they'd hope you never stop doing.

Sacred Cow

In a Brand Plan, a Sacred Cows show up as *tactics, assumptions, or investments* that get carried forward year after year...
without being re-earned.

Group Discussion

**What Sacred Cows does your
function/department protect
the most?**



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SEEING CONSTRAINTS AS OPPORTUNITIES

- We can, if...

Constraints

A constraint is anything we believe limits what we can do in our brand strategy.

Constraints are not just barriers... they are design challenges that force us to think differently.

Constraints

In our world of Pharma, constraints often come from things like regulation, budget, access, internal alignment, or how we've always worked.

Some constraints are real.

Some are assumptions.

And some are habits we've never questioned.

Group Discussion

**What constraints are you
confronted with in your...
business,
Brand,
department?**



Prompts: *We Can, If...*

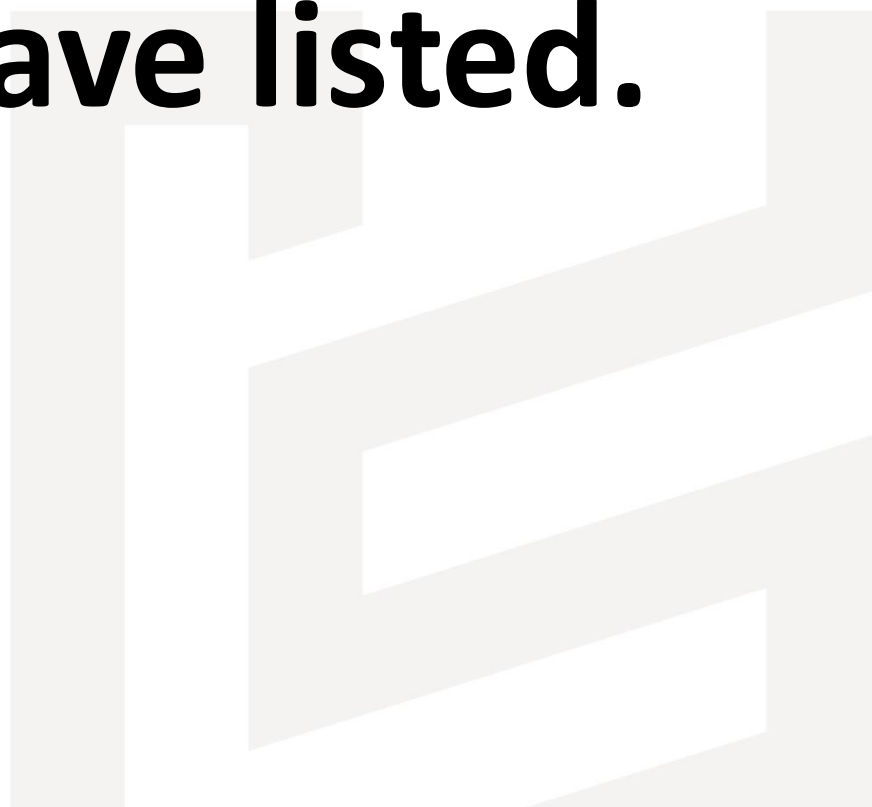
We Can, If...

- We remove X to fund Y
- We use different people
- We reframe how we present it
- We focus instead of broaden
- We substitute X for Y
- We partner instead of build
- We test small before scaling



Group Discussion

Use “We Can, If...” for the constraints that you have listed.





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BREAK

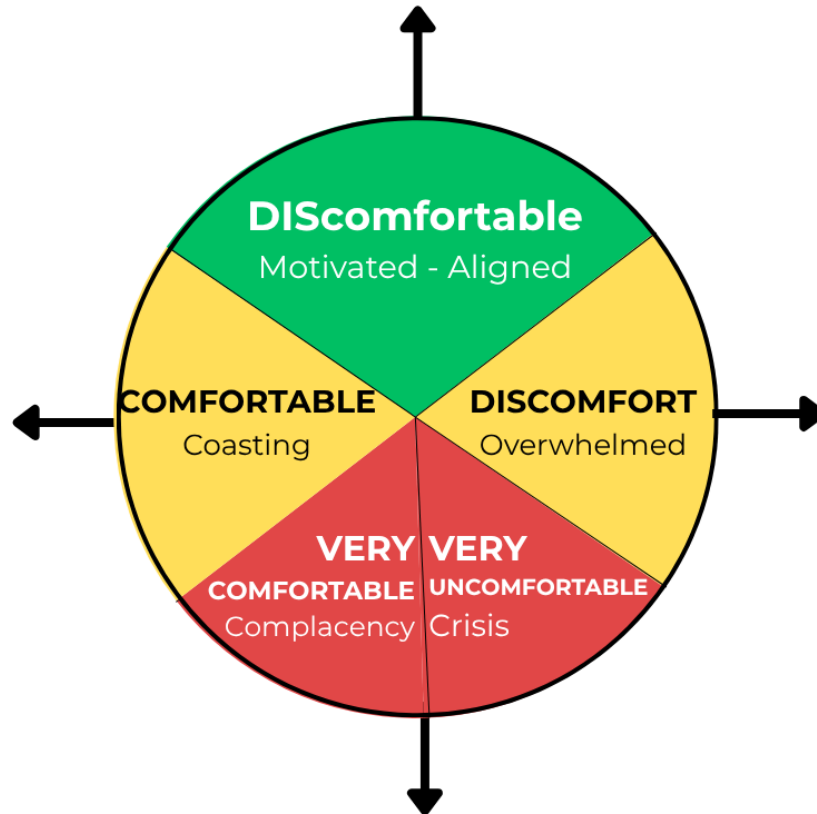




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DARE Brand Planning Session

<u>DECIDE</u>	<u>ASSESS</u>	<u>RESOLVE</u>	<u>EXECUTE</u>
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.



DARE Brand Planning: *steps*

Step 1: Individual Bold Moves (Decide)

- What is your bold, strategic shift for Mytolac?

Step 2: Share & Challenge (Assess)

Step 3: Converge (Resolve)

Step 4: Commit (Execute)





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FINAL REFLECTIONS

FINAL REFLECTION

What is the ONE strategic shift that will show up in your 2027 brand plan?

How will you show up differently?



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