

How to succeed in cross-functional collaboration: *the SCARF model for Medical Affairs*



>> NOW SPEAKING: **Patricia Butler**

Vice President, Client Services, Oxford PharmaGenesis



Presenters



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This webinar, as with all previous ones, will be available on-demand next week in the Community Portal for MAPS members.



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Educational Objectives

This session will provide a learning opportunity for our audience by developing:

- Leadership and motivational skills that will help Medical Affairs colleagues build cross-functional relationships and engagement, in order to successfully deliver integrated medical activities
- Awareness that effective collaboration requires the modification of interpersonal interactions to account for different functions/nationalities having different backgrounds/cultures/ways of working/motivations
- Recognition that a major cause of disharmony/disengagement/demotivation is an individual feeling threatened in some way, and the implications of triggering a 'threat' response
- Knowledge of the SCARF model (NeuroLeadership Institute), its key components – Status, Certainty, Autonomy, Relatedness, Fairness – and their importance in triggering a 'reward' response
- Understanding of how the SCARF model can be applied by Medical Affairs colleagues in their everyday roles and interactions with colleagues

Role-play

To demonstrate how conversations that matter
can take an unexpected turn



Brian Falcone
Global Head of Medical Affairs



Richard White

Region Europe Medical Affairs Director



Brian Falcone

Global Head of Medical Affairs













What just happened?



SCARF model

A large, bold, green capital letter 'S'.

STATUS

A large, bold, orange capital letter 'C'.

CERTAINTY

A large, bold, green capital letter 'A'.

AUTONOMY

A large, bold, yellow capital letter 'R'.

RELATEDNESS

A large, bold, blue capital letter 'F'.

FAIRNESS

SCARF model

S

STATUS

C

CERTAINTY

A

AUTONOMY

R

RELATEDNESS

F

FAIRNESS

SCARF model

S

STATUS

C

CERTAINTY

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FAIRNESS

SCARF model

S

STATUS

C

CERTAINTY

A

AUTONOMY

R

RELATEDNESS

F

FAIRNESS

Threat Response



Threat Response



Threat Response



Fight

Flight

Freeze

SCARF

STATUS

CERTAINTY

AUTONOMY

RELATEDNESS

FAIRNESS

The diagram shows the SCARF model with five large letters: S, C, A, R, and F. The letter 'R' is highlighted in yellow, while the others are grey. Below each letter is its corresponding concept: STATUS, CERTAINTY, AUTONOMY, RELATEDNESS, and FAIRNESS. The background features a green header with white wavy lines, a yellow-to-white gradient, and a light blue grid pattern at the bottom.

S

STATUS

C

CERTAINTY

A

AUTONOMY

R

RELATEDNESS

F

FAIRNESS

The diagram shows the SCARF model with five large letters: S (grey), C (orange), A (grey), R (yellow), and F (grey). Below each letter is its corresponding concept: STATUS, CERTAINTY, AUTONOMY, RELATEDNESS, and FAIRNESS. The letters C, R, and their corresponding concepts are highlighted in orange and yellow respectively. The background features a green top section with white wavy lines, a yellow-to-white gradient middle section, and a light blue bottom section with a white grid pattern.

S

STATUS

C

CERTAINTY

A

AUTONOMY

R

RELATEDNESS

F

FAIRNESS



S

STATUS

C

CERTAINTY

A

AUTONOMY

R

RELATEDNESS

F

FAIRNESS

The diagram illustrates the SCARF model, a framework for understanding social interactions. It consists of five large, bold letters arranged horizontally: 'S' (green), 'C' (orange), 'A' (green), 'R' (yellow), and 'F' (gray). Below each letter is its corresponding concept: STATUS, CERTAINTY, AUTONOMY, RELATEDNESS, and FAIRNESS. The letters are set against a background with a green header, a yellow-to-white gradient, and a light blue grid pattern at the bottom.

S

STATUS

C

CERTAINTY

A

AUTONOMY

R

RELATEDNESS

F

FAIRNESS



S

STATUS

C

CERTAINTY

A

AUTONOMY

R

RELATEDNESS

F

FAIRNESS



The impact of COVID-19



SCARF summary

S

STATUS

C

CERTAINTY

A

AUTONOMY

R

RELATEDNESS

F

FAIRNESS

Thank you!
Questions?