



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



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Presenters



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On-demand Availability of Webinar:

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

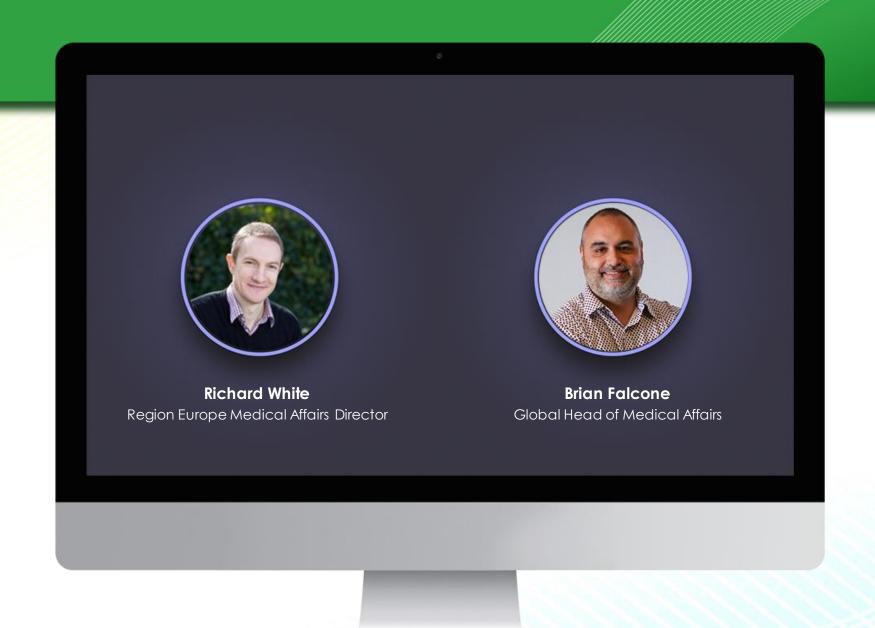
This session will provide a learning opportunity for our audience by developing:

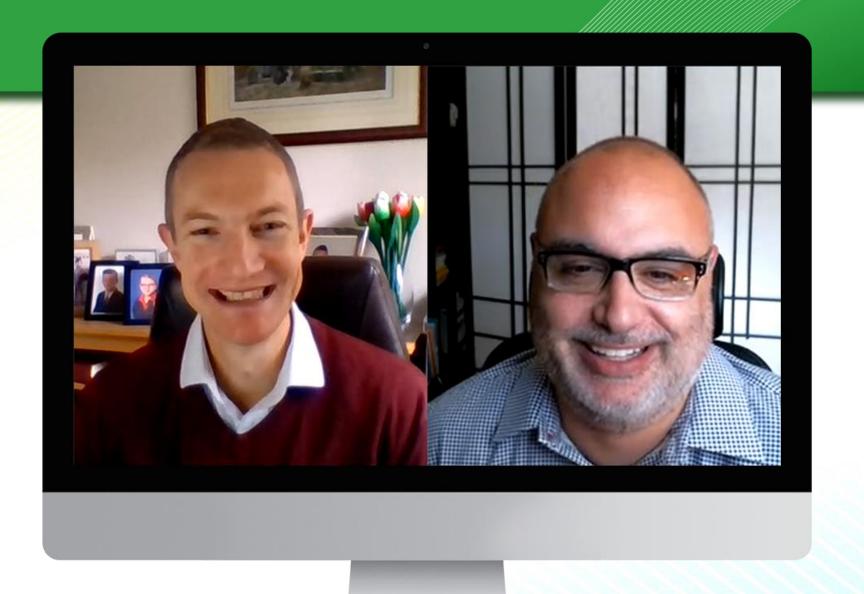
- Leadership and motivational skills that will help Medical Affairs colleagues build cross-functional relationships and engagement, in order to successfully deliver integrated medical activities
- Awareness that effective collaboration requires the modification of interpersonal interactions to account 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





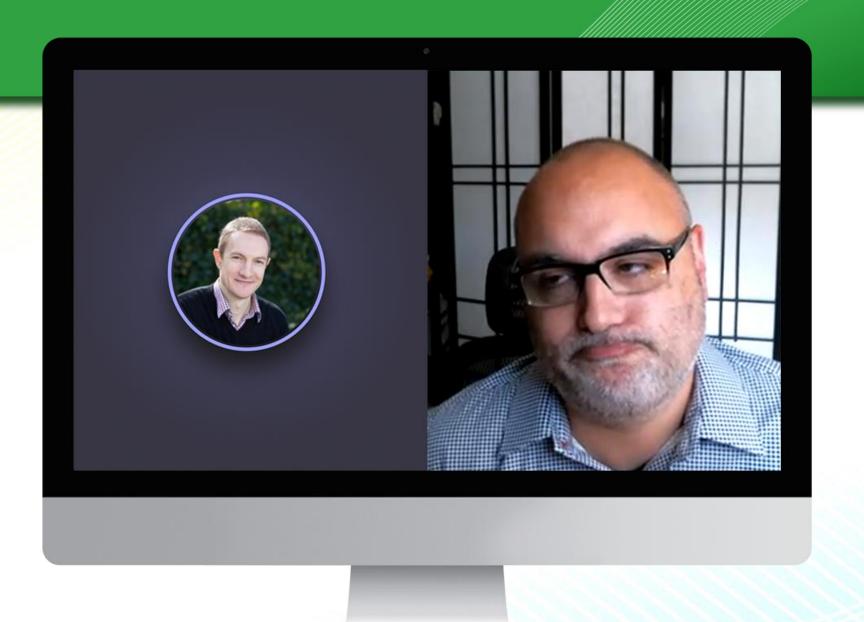












What just happened?















Threat Response



Threat Response



Threat Response



Fight

Flight

Freeze

STATUS **CERTAINTY AUTONOMY RELATEDNESS FAIRNESS**

RELATEDNESS STATUS **CERTAINTY AUTONOMY FAIRNESS**











The impact of COVID-19



SCARF summary





Thank you! Questions?