

# FORTUNE COOKIES

## ENTERTAINMENT THAT EDUCATES

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# Fortune Cookies

## Entertainment That Educates

- Winston Churchill gave roughly 2,700 speeches
- Part of one sentence that was short, memorable, and inspirational, became the rallying cry for an entire nation
- “...we shall fight on the beaches,  
we shall fight on the landing grounds,  
we shall fight in the fields and in the streets,  
we shall fight in the hills;  
we shall never surrender,”
- “Fortune Cookies”: CHU-Concise, Humorous, Unique

- At a medical conference, a doctor from Wisconsin will take a *free* chocolate chip cookie.
- You will *rip* that cookie from his noncompliant hands,
- tape open his eyelids,
- and force him to watch a three-hour video on the impact that cookie will have on the entire U.S. healthcare system.
- The doctor will receive three hours of CME credit.

- Your pipeline's running dry!
- Only a blockbuster will satisfy.
- So write a billion dollar check,
- To a teeny, tiny biotech.
- And pray.
- Pray their molecule works.

- A conference call will start ten minutes late waiting for the Director.
- The Director will join, and explain that he just got off another call...
- on time management that ran longer than planned.

- You will have a wonderful dream that all your doctors come to *you*.
- It's called a medical conference.
- The physicians are now coming to our office;
- which isn't filled with coughing sick people.
- Engage, and compliantly maximize it to your advantage.

- A learning objective of a training module will be:
- As a consequence of off-label messaging, student will be able to describe...
- the interior of their prison cell,
- and facial tattoos of their new cellmate.
- You will take the training *very* seriously.

- At a POA there will be role-play.
- You will ask yourself three questions:
- One: What incarnate evil could perpetrate such a horror?
- Two: How to survive with a shred of dignity?
- Three: Will the afternoon snack be ice cream, or soft pretzels with cheese dip?
- Any meeting with three meals a day, two snacks, *and* free drinks, can't be all that bad.



- While surfing the web during a team call, you will hear your name called after a question.
- Not knowing the question, you ask, “Could you give me a little more granularity?”
- The question is repeated asking what time you arrive at the POA in order to plan dinner.
- Be present, active, and engaged on calls.

- You will read that training is asynchronous...
- and quake with fear dreading this event.
- You are relieved to learn that asynchronous training is student-centered, independent learning.
- The word “asynchronous” will still perplex you.

- You will have the uneasy feeling you are forgetting something.
- Your boss will call five minutes later from the airport asking where you are.
- Your trauma-induced amnesia is a symptom of PTSD from your first ride-along.
- You would be markedly worse without three years of intensive therapy.

- One's pharmaceutical consultant must know the following:
- That off-label promotion is *not* buying from the discount rack at Nordstrom's.
- Why being 100% to plan is good, but being put on a plan is bad.
- The difference between a POA and an MOA.
- Be able to *correctly* pronounce the name of your drug.

- That guy wearing glasses held together by duct tape,
- wandering around your booth mumbling to himself...
- could be an academic researcher looking for a Medical Director;
- and may provide a new billion dollar drug;
- or he could just be a homeless man looking for food.

- Make the most of travel.
- Buy a coffee mug or jersey of your manager's favorite sports team and ship it to them, with a note that reads,
- "I saw this and thought of you."
- Signed with a smiley face.
- There is *nothing* wrong with loving your manager...
- being 500 miles away.

- Find the positive in everything; even AEs, for example:
- Diarrhea: Enjoy the benefits of a colon cleansing; *without* a coffee enema.
- Alopecia: No more wax jobs or shaving your legs.
- Male sterility: Skip the vasectomy.
- Mouth ulcers: They're bad, but they aren't herpes.
- If you haven't found something positive, you aren't looking hard enough!

- A doctor will refer to his office as, “The Bat Cave.”
- Things get weird when he calls his stethoscope his Bat-Scope.
- He promises you his next 12 patients.
- You’re Bat Happy.
- Quirky docs write scripts just like the normal ones.



- A T.V. ad will show an ecstatically happy, 75-year old man walking around his farm.
- Why is he so happy?
- The ad asks, “Is your catheter right for you?”
- Be thankful you don't have to brand and sell a plastic tube.

- Every clinic, medical department, and hospital, is data-driven...
- providing it's their own data.
- Help them understand:
  - What they do
  - What it costs
  - And the impact on their patients' lives

- You will sound out drug names like you did in second grade;
- syllable by syllable by syllable by syllable by syllable.
- You will *still* get the emphasis wrong.
- Why can't a monoclonal antibody be named "Bob?"

- A personality test will be taken.
- You will be identified as a H, U, M, A, N.
- You respond best to honest communication and being treated with respect.
- You will wonder, “Is there anyone else in the world like me?”

- One understands nothing,
- until one has heard everything...
- on the Dim Sum menu at a Chinese restaurant.
- And getting both sides of a story.

- Mathematically, on an infinite plane, *every* point can be considered the center.
- Technically, in an infinite universe, you *are* the center of the universe.
- Try not to act like it...
- because your boss is too.

- Today, LinkedIn will ask you to congratulate five people on their work anniversary;
- you will know none of these people.
- You will question the value of LinkedIn except as a means for recruiters to call you because,
- “I want to share an exciting new opportunity with you!”

- A reorg is in your future!
- The last three need a *little* tweaking.
- As we learned in, *Who Moved My Cheese?* change is inevitable...
- and also inedible.
- So roll with it;
- like a cheese wheel.



- Travel is in your future!
- The reorg eliminated your position.
- Cheer up!
- Recruiters from LinkedIn will be calling to share exciting new opportunities with you!

- You will be told,
- “I understand your frustration;”
- by the person causing your frustration.
- I understand how frustrating that can be.

- Your acute sense of smell allows you to find a Starbucks from half a mile away.
- A Chihuahua still has a sense of smell 10-times better than yours.
- Knowing that an animal that weighs slightly more than a Burrito Supreme is better than you at *anything*,
- should put your life into perspective.

- The only loss, is a lesson not learned.
- Except maybe losing your cellphone.
- I'm not 100% sure what that lesson would be;
- but in *most* cases, the only loss is not learning a lesson from a loss.

- Be not underweighted in overvalued stocks,
- or overweighted in undervalued stocks...
- just pray the market doesn't crash the year you retire.

- Relationships have peaks and valleys.
- When you're in a valley, remember,
- it's probably the fault of the other person.
- Okay, maybe just a tiny bit your fault;
- but not much.

- A person of words, and not deeds, is like that guy you always pick up the slack for in order to get projects finished.

- Good news.
- The guy from the last fortune cookie just got fired.
- Bad news.
- You still have to do his job in order to get projects finished.



- Your insightful question merits a feasibility study.
- Don't hold your breath for that feasibility study.

- “My absence of criticism should be praise enough.”
- Actual statement by the CEO of a Fortune 100 company.
- Proving that not all Emotional Intelligence training works.

- A manager admitted that the secret to his success was hiring people smarter than himself...
- so who's the smart one here?
- Set aside your ego, release control, and watch the *amazing* things your people will do!
- That you can later take credit for.

- If your desires are not too extravagant,
- align with current goals and objectives,
- and do not violate the authorization matrix,
- they will be granted;
- providing they are budget neutral.

- Stop-
- and relieve yourself...
- of the pressure...
- to follow others.
- Focus your energy and actions on your unique strengths.

- Be not intimidated by the eloquence of others,
- or awed by their intelligence,
- or made to feel ignorant by their superior learning,
- or uncouth by their refinement,
- simply show up for work in clean clothes with no body odor.

- My favorite manager was a guy who made me feel like I was doing him a favor by doing my job.
- “Yeah, if it’s not a problem, could you get me the report I asked for last month?”
- Unfortunately, he was fired for always turning in reports late.
- My bad.
- There’s a reason some dates are called drop-dead dates.

- Win from within - Anticipate, prepare, practice.
- One does not want to be holding a cardboard sign that reads,
- “Will detail drug for food.”
- The comp plan is lousy and there is no car allowance.



- “We fight,
- we get beat,
- we rise up,
- we fight again.”  
Nathanael Greene, Major General, Continental Army, American Revolution
- Some things are worth *continuing* to fight for.

- You fear the team building activity at the upcoming meeting will make you look stupid.
- You're right;
- that's the *sole* purpose of team building activities.
- Your mishaps will seem very funny retold at dinner that night...
- and being watched by everyone on the highlight reel at the end of the meeting;
- and posted online.

# YOUR FEEDBACK IS IMPORTANT TO US

- Please take a moment to complete the workshop evaluation located in the mobile app. LTEN looks to your feedback to help improve the program each year.
1. Open the Mobile App
  2. Click on the Agenda
  3. Select the Session You Are Evaluating
  4. Click on “Start Survey”
- If you do not want to complete the survey in the mobile app, you can collect a hard copy form at the registration desk.



FORTUNE COOKIES  
ENTERTAINMENT THAT EDUCATES

Thank you

- At a medical conference booth, sport celebrities will pose for photographs and show people their championship ring.
- What's the connection?
- Their performances were pharmacologically enhanced.

- The meaning of a hazard ratio will be explained and re-explained.
- You still will not understand.
- Do not trust those who say they do.
- Know that above 1.0 is bad, below 1.0 is good.
- Now go make yourself a snack of a hot fudge Sundae.

- Please, please, give your manager the opportunity...
- to make you happy;
- because like your spouse or significant other, that's where they find their greatest joy in life.

- Problem solver or problem creator, the choice is yours.
- Not the choice of the problem, how you respond to the problem.



- A the speaker at a medical conference will be asked a question.
- He will say he wants to answer the third part first, the first part second, and the second part last.
- After answering the third part first, he will have forgotten the other two parts of the question.
- Sometimes it doesn't pay to be Mr. Fancy Pants.

- Spending 19 hours a month in physician's waiting rooms has inoculated you against every pathogen known to man.
- And you thought it was a waste of time.

- You will receive an email from IT.
- It will read, “Hi, we saw you recently spent 45 minutes on the phone with the IT Helpdesk to access your laptop because your password expired while you were on vacation.
- Could you please take just five minutes and complete a survey to help us serve you better?
- Corporate life, like your personal life, has frustrations.

- You smell burning chicken feathers, your tongue swells, and you start involuntarily humming the theme song to “Friends” when going to see your manager.
- Your manager thinks your humming means you two are friends.
- Let it ride.

- You will experience an emotion so deep,
- there are no emojis to express it.
- That will make you 😞

- You may suffer from the following industry-related maladies:
- Theaterphobia: Fear of being close to anybody, anywhere, involved in role-playing.
- Nomenphobia: Fear of butchering a doctor's last name and simply referring to them all as “Doctor.”
- Dyslococognia: Waking up in a hotel room and having no idea what city you are in.

- Remember when you asked your parents “Why?”
- and they replied, “Because I said so”?
- That’s still a valid answer from your manager.
- Don’t forget to brush your teeth in you want your car allowance

- Now, I want you to close your eyes,
- and tell me about a time,
- when you wanted to strangle a person who asked you to close your eyes and tell you about a time.



- At a meeting, the snack will be animals crackers.
- You will eat them as you did as a child: Head, legs, tail, and then body.
- You will remember your childhood fondly and thank your mother.

- Your permanent record was deleted in the last cyber attack.
- Start life anew.
- You might even get a bonus this year.

- A person at a company reception will mention they attended the University of Arkansas.
- You cannot resist asking them about studying in a foreign culture and how they dealt with the language barrier.
- They then mention they are the Director of HR.
- Your outplacement services includes sensitivity training.
- Skip the quip.

- Pedicure Pete with the pretty feet.
- Puke pie in the eye.
- Both are memorable because they use alliteration, rhyme, and humor.
- Craft your messaging around short, memorable phrases.

- A Phase III trial will fail to meet its primary endpoint.
- If the  $p$  value was just .04 lower it would have been significant.
- Some trials fail, we learn, we move on.
- Less the \$800 million in sunk development costs,
- The bonus might be a little smaller this year.

- Your new employer will count your desk, electricity, and access to restrooms as part of your Benefits package.
- Fortunately, weekends are not counted against your vacation time.
- If you look hard enough, you can find the benefit to almost anything.

- You will hear the phrase, “partially decomposed” ...
- referring to your career.
- “Success is not final, failure is not fatal: It is the courage to continue that counts.”

Winston Churchill

- Time does not equal money,
- or else we would all have the same amount of money.
- It is using time to create value that produces money.



- The only path to wealth is creation of value for others; both corporately and individually.
- A current lack of wealth does not indicate a permanent lack of value.

- Fret not about your seat on Southwest Air flights, we are told we all arrive at the same time...
- unless the plane sits on the tarmac for three hours before returning to the terminal and nobody reaches their destination;
- then you should have found a seat on another flight.
- Yeah, that would have been a good idea.

- You will be told at an Annual Review that you need to show more maturity.
- You will respond,
- “I’m rubber, you’re glue, whatever you say bounces off me and sticks to you.”
- This does not help your cause.

# Distilled wisdom

- Buckminster Fuller's "Knowledge Doubling Curve."
- However, our amount of time to consume, and our ability to retain, has remained constant.
- Compressed packets of information
  - Tweets, texts, Instagram
- In an information-based economy, the question has become, "How can an organization teach their employees the information needed fast enough to remain competitive?"

- You will undertake a perilous journey.
- HR will explain your severance package.
- Adversity is too valuable of a gift to waste,
- and life is too short to spend looking back at what was, instead of ahead to what can be.

- Understand the wisdom of SIGECAPS.
- Every second year med student knows SIGECAPS are the eight symptoms associated with depression: Sleep, Interest, Guilt, Concentration, Appetite, Psychomotor Retardation, and Suicidality.
- Hook your doctor, by getting hooked on mnemonics.
- U MOVE: Use Mnemonics On Virtually Everyone

- The source of anger is pride.
- The only antidote for anger...
- is forgiveness.
- Self-administered.
- Continuous dosing recommended.

- Seventy-two percent of communication is nonverbal.
- At a corporate meeting, the CEO's presentation will be acted out by a mime...
- creating human emojis.
- Now that's a mime thinking outside the invisible box.
- Which only exists in the mime's mind, just like the box we are all told to think outside of.