

Creating your Why Statement

“Why do you love working in pharma?”

Let’s make a difference right now in how you present yourself. Creating your ‘why statement’ costs nothing but a small investment of your time and thought. The benefit however will last a lifetime and impact how engaged and engaging you are.

If you aren’t one of the millions of people who has watched Simon Sinek’s now-famous [TED talk](#), entitled ‘Start with Why’, get on it! Simon explains how great leaders and organizations think and communicate differently from everyone else. They all start with ‘why’.

What does this mean? Most people communicate almost exclusively their ‘What’ – what they do and ‘How’ – how they do it. But great influencers start with their ‘Why’ – why they do what they do. Most pharma people, for example, when introducing themselves might say something like:

“I work for X pharma company as a Specialty Rep.” (yawn)

Simon says (I couldn’t resist that one) that the most influential reps would start with why and say instead:

“I love my job. I remember the first time I was invited by one of my Cardiologists to join him on a ward round, where I met one of the patients who had just been switched to the new medicine I represented. My God.... I felt so responsible for the outcome that I went back and looked even harder at the clinical evidence to support the claims I had been making. And I’ve never stopped. Everything I do is focused on improving the lives of patients. I do that by helping health care professionals learn how to diagnose, treat, educate and follow up with patients who suffer from heart disease. I am a specialty rep with X pharma company.”

Who would you rather work with, or be? Which one do you think is more likely to become a trusted partner to HCPs? Communicating this way has many advantages. It builds trust, engages you and the other person and helps keep you focused on the patient. Simon summarizes it by saying **“People don’t buy what you do, they buy why you do it.”**

Ready to make a subtle tweak to how you communicate? Just fill in this template.

Why	How	What
<i>Why do I love my job?</i> <i>What is the ultimate outcome of my effort?</i>	<i>Who and how do I serve? What do I do with whom?</i>	<i>What am I?</i>

At the end of one of my ‘why’ workshops a student raised her hand to say she just had an “ah-ha”. She said that when she first started as a pharma rep she remembers feeling really conflicted after a ‘work-with’. Her manager advised her, as he got out of her car, to look in the mirror at the end of each day and ask yourself:

“Did I sell drugs today?”.

She tried that but it fell flat. She always thought that there was something wrong with her. Maybe she wasn’t competitive enough? Today, she realized that had her manager shifted his comment slightly and advised her to look in the mirror and ask herself:

“Did I help improve patients’ lives today?”

Then she would have been on fire each day. We all want to serve. We all want to make a difference. A simple shift in how we approach our work; by focusing on the impact we can have on patients will do that for you. You will feel better, and you will have greater influence and more impact. Try it! Everyone will win!

Great inspiration for the power of purpose



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