Situational Assessment

Digestive Account Executive (DAE)

Introduction

What is this assessment?

Each Digestive Account Executive (DAE) brings different levels of expertise into the role. Because of your importance in the field and in customer systems, it is crucial that all DAEs have a similar foundational base of knowledge while also identifying the tailored expertise areas you might further develop.

These questions will assess your current breadth of expertise related to the role of being a DAE, including the experience and knowledge that you presently possess and that you need to develop. Once you evaluate your personal ability and confidence level in key skills that align with the DAE curriculum, this will enable your National Training Manager to make an informed decision about your curriculum plan.

To complete this assessment:

- Open the *DAE Course Catalog* at any time throughout this assessment for greater context specific to any topic or course area.
- Answer each question to the best of your ability.
- Respond honestly. This assessment will help ensure that you enroll in the best curriculum options to develop the skills that will most benefit you.

Profile

Your name

Your manager's name

Assessment

Question # and text	A	B	C	D
1. **How much experience do you have in your current role as a DAE?**	New Hire not yet completed DAE Initial Field Training Class (IFTC)	Completed DAE IFTC but ≤2 years in DAE role	2-5 years in DAE role	≥ 5 years in DAE role

Question # and text	Open Field
2a. Based on your review of the *DAE Course Catalog*, what knowledge do you hope to gain and what expertise gaps would you like to fill?	

Question # and text	Open Field
2b. Based on your review of the *DAE Course Catalog*, which 201(ATC), 301(Capstone), or Elective courses have you already completed?	

Question # and text	Open Field
3. Are there areas of development you would like to pursue that are not currently available in the *DAE Course Catalog*?	

Situational Assessment

The following open-ended questions will help your National Training Manager better understand what you hope to learn during training at this point in your DAE role.

Question # and text	Open Field
4. What skills do you hope to gain at this point in your DAE training?	

Question # and text	Open Field
5. What internal or external experts would you like to hear from?	

Question # and text	Open Field
6. What types of training have you experienced that have resulted in effective conversations with HCPs, Mobilizers, and customers?	

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For the questions that follow, mark your current level of knowledge/skill according to this scale:

- **None/Novice:** No tangible relevant experience or applicable skill development
- **Interested to Learn More:** Curious to learn about this topic
- **Learning:** In the early stages of understanding this topic
- **Developing:** Established foundational understanding of this topic, and developing relevant skills
- **Mentoring:** Expertise in this topic, and capable of instructing others

Question # and text	A	B	C	D	E

7. At what level would you rate your knowledge of Integrated Delivery Networks (IDNs), Cystic Fibrosis (CF) clinics, and credentialing within these networks?
 	
In report, maps to recommendations for:
• **Core Curriculum**
  • **Business Acumen**
    • ***Understanding IDNs***
• **Expanded Curriculum**
  • **GIC DAE Specific**
    • ***Credentialing***
    • ***CF Clinics***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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Question # and text	A	B	C	D	E

8. At what level would you rate your knowledge of ecosystems and Mobilizers†, and your ability to navigate this ecosystem and leverage the Mobilizer to drive change?
 	
†*Influencers with the ability to build a consensus and are willing to drive change within their hospital ecosystems.*
 	
In report, maps to recommendations for
• **Core Curriculum**
  • **Business Acumen**
    • ***Ecosystem Mapping***
    • ***Identifying the Mobilizer***
    • ***Understanding the Specialties that EPI Touches (201)***
  • **Sales Acumen**
    • ***Mobilizer (201)***
• **Supportive Curriculum**
  • **Mindset**
    • ***Healthcare System Journey***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

9. At what level would you rate your knowledge of Electronic Health Records (EHRs), protocols, and how health systems utilize protocols in their Electronic Health Records (EHRs)?
 	
In report, maps to recommendations for:
• **Core Curriculum**
  • **Business Acumen**
    • *Understanding EHR*
    • *Understanding the Language of an EHR*
    • *What is a Protocol?*
    • *Protocol Pull Through*
    • *The Art of the Conversation*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

10. At what level would you rate your understanding of the stakeholders and partners in our organization and how to work with your In-Field Team Effectiveness (IFTe) partners?
 	
In report, maps to recommendations for:
 	
• **Core Curriculum**
  • **Leadership**
    • *Internal Partners*
    • *Effective Partnering*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Situational Assessment

Question # and text	A	B	C	D	E

11. At what level would you rate your aptitude at using the analytic toolbox available to DAEs, including DAE 1 View, Lynx, and Account Xplorer, as well as utilize OneDrive?
 	
In report, maps to recommendations for:
• **Core Curriculum**
  • **Business Acumen**
    • ***Toolbox: 5 Analytic Classes***
    • ***Toolbox: Analytics (201)***
• **Expanded Curriculum**
  • **GIC DAE Specific**
    • ***One Drive/Account Contact and Profile Sheet***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

12. At what level would you rate your ability to describe volume to value in the reimbursement landscape for healthcare systems?
 	
In report, maps to recommendations for:
• **Core Curriculum**
  • **Business Acumen**
    • ***Introduction to Healthcare Landscapes***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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Question # and text	A	B	C	D	E

13. At what level would you rate your ability to identify account opportunities and manage a portfolio across an Integrated Delivery Network (IDN)?
 	
In report, maps to recommendations for:
 	
• **Core Curriculum**
  • **Business Acumen**
    • *Account Journey*
    • *Strategic Mindset (201)*
    • *Account Planning (201)*
    • *Conversations with C-Suites*
  • **Sales Acumen**
    • *Identifying Opportunities at the Account Level (201)*
    • *Disease State Discussion with Medical (201)*
• **Expanded**
  • **GIC DAE Specific**
    • *Who are My Accounts?*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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Question # and text	A	B	C	D	E

14. How would you rate your ability to influence others that you do not have formal authority over?
 	
In report, maps to recommendations for:
• **Core Curriculum**
  • **Leadership**
    • ***Influencing Without Authority***
    • ***Influencing Your Ideas for Results***
    • ***Connecting the Dots for Our Accounts (201)***
    • ***Leading with Influence (Elective)***
  • **Communication**
    • ***Increasing Your Influence***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

15. How would you rate your understanding of working within a matrix at AbbVie?
 	
In report, maps to recommendations for:
• **Core Curriculum**
  • **Leadership**
    • ***Seeing Yourself in a Matrix***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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Question # and text	A	B	C	D	E

16. How would you rate your knowledge of how to build a personal brand?
 	
In report, maps to recommendations for:
• **Core Curriculum**
  • **Leadership**
    • ***Your Personal Brand***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

17. How would you rate your ability to utilize marketing resources to have a Challenger discussion with your customers that results in action for change?
 	
In report, maps to recommendations for:
 	
• **Core Curriculum**
  • **Sales Acumen**
    • ***Marketing***
    • ***Challenger Sale Refresh***
  • **Communication**
    • ***Crafting a Compelling Message (201)***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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Question # and text	A	B	C	D	E

18. How would you rate your communication and listening skills in your role as a DAE interacting with customers?
 	
In report, maps to recommendations for:
 	
• **Core Curriculum**
  • **Sales Acumen**
    • ***The Art of Asking Better Questions***
    • ***Frame and Deliver the Conversation***
    • ***Diagnosis Journey***
    • ***Navigating Difficult Conversations (201)***
    • ***Becoming an Active Listener (201)***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

19. How would you rate your Selling Skills?
 	
In report, maps to recommendations for
 	
• **Core Curriculum**
  • **Sales Acumen**
    • ***Selling Skills (201)***
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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Question # and text	A	B	C	D	E

20. How would you rate your personal confidence and presentation skills, in your work as a DAE?
 	
In report, maps to recommendations for:
 	
• **Core Curriculum**
  • **Communication**
    • *Becoming Comfortably Assertive (201)*
    • *Build Confidence & Getting Out of Your Comfort Zone (201)*
    • *Getting Comfortable with Conflict (Elective)*
    • *Presentation Skills (Elective)*
    • *Finding the Right Words (Elective)*
• **Expanded Curriculum**
  • **GIC DAE Specific**
    • *Conferences*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

21. How would you rate your agility and ability to manage the impacts of change for yourself, your In-Field Team effectiveness (IFTe), and customers?
 	
In report, maps to recommendations for:
 	
• **Supportive Curriculum**
  • **Resilience & Tenacity**
    • *Change Management (201)*
    • *Adaptive Resilience (Elective)*
    • *Agility (Elective)*
  • **Project Management**
    • *Navigating Change (Elective)*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

22. How would you rate your ability to manage your thinking and behavior under pressure?
 	
In report, maps to recommendations for:
 	
• **Supportive Curriculum**
  • **Resilience & Tenacity**
    • *Reframing Your Challenges into Wins (Elective)*
    • *How to Be Your Best Under Pressure (Elective)*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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Question # and text	A	B	C	D	E

23. How would you rate your ability to empathize with in-field, cross-franchise, and cross-functional partners, to understand the mindset and motivation behind their behaviors and how to work together for collaborative change?
 	
In report, maps to recommendations for:
 	
• **Core Curriculum**
  • **Communication**
    • *Crucial Conversations (E)*
• **Supportive Curriculum**
  • **Emotional Intelligence**
    • *What is Emotional Intelligence? (201)*
    • *Linking Emotional Intelligence to Insight Colors (201)*
  • **Mindset**
    • *What is Empathy and How Does it Apply to an AE? (Elective)*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E
24. How would you rate your ability to manage stress and fear of change and the unknown to demonstrate resilience in obtaining outcomes? **In report, maps to recommendations for:** • **Supportive Curriculum** • **Emotional Intelligence**	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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• **The Sciences of Empathy and Stress (Elective)** • **Being Fearless (Elective)**	

Question # and text	A	B	C	D	E

25. How would you rate your understanding and application of a growth mindset in your role?
 	
In report, maps to recommendations for:
 	
• **Supportive Curriculum**
  • **Mindset**
    • **The Mindset of an AE**
    • **Mindset**
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

26. How would you rate your understanding and application of an inclusive point of view in your role?
 	
In report, maps to recommendations for:
 	
• **Supportive Curriculum**
  • **Mindset**
    • **Point of View Training (Elective)**
    • **Thriving with an Inclusive and Innovative Mindset (Elective)**
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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TEAM GIC
ADVANCE>
dedicate accelerate evolve

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Question # and text	A	B	C	D	E

27. How would you rate your ability to effectively manage time and projects?
 	
In report, maps to recommendations for:
• **Supportive Curriculum**
  • **Project Management**
    • *Managing a Project with an Account*
    • *Time Management (201)*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

Question # and text	A	B	C	D	E

28. How would you rate your understanding of the vision, mission, and compliance requirements of the DAE role and team?
 	
In report, maps to recommendations for:
• **Expanded Curriculum**
  • **GIC DAE Specific**
    • *Leadership Vision Presentation*
    • *Compliance/Guardrails and Swim Lanes*
    • *Q & A with Leadership*
    • *DAE in the Life*
	None/Novice	Interested to Learn More	Learning	Developing	Mentoring

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Question # and text	A	B

29. Review the two Leadership Program courses in the *DAE Course Catalog*. Based on their descriptions, which of these would you be interested in enrolling in? *Select all that apply.*
 	
 In report, maps to recommendations for:
 • **Expanded Curriculum**
   • **Leadership**
     • ***Situational Leadership***
     • ***Shark Tank***
	Situational Leadership	Shark Tank

Conclusion

Thank you for completing this *Situational Assessment* to help your National Training Manager make an informed decision on your curriculum plan.