



Situational Assessment Report

Digestive Account Executive (DAE)

DAE: John Doe

DAE Manager: Marvin Hagler

Reading this report

How to interpret the results

This report is a follow-up to the Situational Assessment taken by a DAE, in preparation for determining either the appropriate onboarding curriculum or a refresh and/or deepening of existing knowledge and skills.

The information in this report has been auto-generated based on a DAE submitting a Situational Assessment and should be used to develop an individualized curriculum.

In this report, you will see the following:

- Learner Profile (ie, name, manager)
- Recommended courses based on the DAE's responses to the *Situational Assessment*
- *Situational Assessment* results, including which questions fall into each knowledge category

After reviewing this information, you will be better equipped to make decisions around an individual DAE's curriculum, based on what knowledge and skill areas would be most helpful for their onboarding and/or development.

Recommended Priority Curriculum Courses

Priority – Core Curriculum for John Doe

Topic & Course	
Leadership	<ul style="list-style-type: none"> Influencing Without Authority Internal Partners Internal Partners (201) Effective Partnering Seeing Yourself in a Matrix Your Personal Brand Influencing Your Ideas for Results (201) Connecting the Dots for our Accounts (201) Leading with Influence (E)
Business Acumen	<ul style="list-style-type: none"> Understanding IDNs Ecosystem Mapping Identifying the Mobilizer Understanding EHR Understanding the Language of an HER What is a Protocol? The Art of the Conversation Account Journey Toolbox: 5 Analytic Classes Introduction to Healthcare Landscapes Protocol Pull Through Strategic Mindset (201) Account Planning (201) Toolbox: Analytics (201) Understanding the Specialties that EPI Touches (201) Conversations with C-Suites (201)
Sales Acumen	<ul style="list-style-type: none"> Marketing The Art of Asking Better Questions Diagnosis Journey Frame and Deliver the Conversation Challenger Sale Refresh Navigating Difficult Conversations (201) Becoming an Active Listener (201) Selling Skills (201) Identifying Opportunities at the Account Level (201) Disease State Discussion with Medical (201) Mobilizer (201)
Communication	<ul style="list-style-type: none"> Increasing Your Influence Crafting a Compelling Message (201) Becoming Comfortably Assertive (201) Building Confidence & Getting Out of Your Comfort Zone (201) Getting Comfortable with Conflict (E) Presentation Skills (E) Finding the Right Words (E) Crucial Conversations (E)

Priority – Supportive Curriculum for John Doe

Topic & Course	
Resilience & Tenacity	Change Management (201) Adaptive Resilience (E) Reframing Your Challenges into Wins (E) How to Be Your Best Under Pressure (E) Agility (E)
Emotional Intelligence	What is Emotional Intelligence? (201) Linking Emotional Intelligence to Insight Colors (201) The Sciences of Empathy and Stress (E) Being Fearless (E)
Mindset	The Mindset of an AE Healthcare System Journey Mindset What is Empathy and How Does it Apply to an AE? (E)
Project Management	Navigating Change (E)

Priority – Expanded Curriculum for John Doe

Topic & Course

- GIC DAE Specific
 - Leadership Vision Presentation (GIC 101)
 - Compliance/Guardrails and Swim Lanes (GIC 101)
 - Q & A with Leadership (GIC 101)
 - Credentialing (GIC 101)
 - Conferences (GIC 101)
 - Who are My Accounts? (GIC 101)
 - One Drive/Account Contact and Profile Sheets (GIC 101)
 - CF Clinics (GIC 101)
 - DAE in the Life (GIC 101)

Recommended Secondary Curriculum Courses

Secondary – Core Curriculum for John Doe

Topic & Course
None

Secondary – Supportive Curriculum for John Doe

Topic & Course	
Mindset	Point of View Training (E) Thriving with an Inclusive and Innovative Mindset (E)
Project Management	Managing a Project with an Account Time Management (201)

Secondary – Expanded Curriculum for John Doe

Topic & Course
None

Courses Taken:

Assessment Results

Question	Answer
Years of relevant experience in current role	Completed DAE IFTC but ≤2 years in DAE role
Knowledge and expertise goals	
Areas of Development to pursue, but not currently in the DAE catalogue	Completed DAE IFTC but ≤2 years in DAE role
Skills hoping to gain at this point in DAE training	
Internal or external expert resources sought as part of DAE training	
Previous training experience(s) that resulted in effective conversations with HCPs, Mobilizers, and customers	

Current Rating

	None / Novice	Learning	Interested to learn	Developing	Mentoring
Integrated Delivery Networks (IDNs), Cystic Fibrosis (CF) clinics, and credentialing within these networks					
Ecosystems and Mobilizers, and ability to navigate this ecosystem and leverage the Mobilizer to drive change					
Electronic Health Records (EHRs), protocols and how health systems utilize protocols in their EHRs					
Stakeholders and partners in our organization and how to work with In-Field Team effectiveness (IFTe) partners					
The analytic toolbox available to DAEs, including DAE 1 View, Lynx, Account Xplorer and OneDrive					
Volume to value in the reimbursement landscape for healthcare systems					
Identify account opportunities and manage a portfolio across an IDN					
Influence others, even without authority					
Working within a matrix at AbbVie					
Build a personal brand					
Use marketing resources to have a Challenger discussion with customers that results in action for change					
Communication and listening skills as a DAE interacting with customers					
Selling skills					
Personal confidence and presentation skills as a DAE					
Agility and ability to manage the impacts of change					
Manage thinking and behavior under pressure					
Ability to empathize with in-field, cross-franchise, and cross-functional partners, to understand how to work together for collaborative change					
Manage stress and fear of change and the unknown to demonstrate resilience in obtaining outcomes					
Understand and apply a growth mind-set as a DAE					
Understand and apply an inclusive point of view as a DAE					
Manage time and projects					
Understand the vision, mission, and compliance requirements of the DAE role and team					

Capstone Course Interest

Shark Tank