
Zyprexa Product Team Off-site

July 25, 2001

The Lilly logo is written in a black, cursive script font.

Answers That Matter.

Objectives

Morning

Review Brand Architecture

Develop vision, value drivers, CSFs for Product Team

Begin identifying the culture required to achieve our vision

Discuss next steps

Afternoon

"Challenge Team" review with Working Team

Kick-off Next Steps

Agenda

- | | |
|-------------|--|
| 8-8:30 | Opening, Review of Brand Architecture and Implications |
| 9-11 | Vision, Value Drivers and CSFs |
| 11:00-11:30 | Culture Discussion (from-to) |
| 11:30-12 | Next Steps |
| 12-1 | Lunch |
| 1-3:30 | Review with Working Team |
| 3:30-5 | Kick-off Next Steps |

The Chance to Make History

Olanzapine: the **first** team to dramatically speed time to registration ... making history and setting the new Lilly ***registration standard***

Zyprexa: the **first** team to achieve excellence in global product uptake ... making history and setting the new pharma industry ***launch standard***

Zyprexa: the **first** team with the **opportunity** to set the all industry ***commercialization standard*** for the most successful pharma brand in history

Straight Talk - What's at Stake

The company is betting the farm on Zyprexa ... the ability of Eli Lilly to remain independent and emerge as the fastest growing pharma company of the decade depends solely on our ability to achieve world class commercialization of Zyprexa

If we succeed, Zyprexa will be the most successful pharmaceutical product ever ... we will have made history

Leadership Wish List

Vision and/or "burning platform" for team change
.... In order to engage team members in the need
for continued improvement

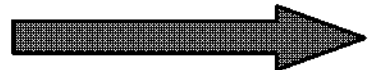
Clarity of what we mean by "world class
commercialization" and what this will take

World-class integration of medical/marketing in
strategy and operation

Integrated strategy-driven team decisions for
aligned impact

Optimizing Our Work

What is change in the product team work?

- Zyprexa launch focus  Brand focus
- are there gaps?
- how well do work priorities match strategy?

Is there non-focus work?

Are we clear on roles?

- product team v Brand teams in 'top 10'
- product team v non-top 10 countries

How well do we do the work? (GMAP, other)

Implications of Brand Architecture

What has changed?

What has stayed the same?

What are some early thoughts on what this mean's for the work that we do today?

Visioning (the whats)

Defining success...

Who are our customers?

What would success look like to our external customers?

What would success look like to our internal partners?

How would our competition describe us?

How would we be distinguished from our competitors in the eyes of our customers?

What would our competitive advantage be? How would we build and sustain it?

Value Drivers and CSFs (the hows)

Value Drivers

What are the top key levers which will enable *us* to achieve this vision?

Critical Success Factors

What must we achieve with each of these levers in order to achieve this vision

Describing Our Culture..current and future

illustrative

FROM

Beauracracatic and slow

Consensus-driven

TO

To flexible and fast

Single point of accountability

Components of Culture include..

Leadership and management behaviors

"Unwritten" rules

Established processes

Reward and recognition processes

Communication processes, frequency, style, etc.

Other???

Next Steps

Agree on objectives for this afternoon's "challenge team" review

Discuss overall next steps

Objectives

Scope

Timing

Roles and responsibilities

Agenda

- 1-2:30 Review of Vision, Value Drivers and CSFs
- 2:30-3 Discuss/finalize next steps

Back-up Slides

Back-up Slides

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Value Driver Team Formation

What

Who

When

File name/location

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Design Team

Decision Makers

Team Sponsor: Alan Breier

Team Leaders: Vin Rampey, Denice Torres

Medical: Mauricio Tohen

Project Mgr and Communications:
Jennifer Beaulieu

Medical: Patrizia Cavazzoni, John Krueger

GMAP incorporation: Bill Hess

Marketing: John Bamforth, Tim Parshall

Scientific Communications: Jeff Ramsey

Marketing: Tim Parshall

Market Research: Ralph Robinson

Support

Process Owner: Karl Lyon

Process Consultant/US Integration: Mel Halkyard

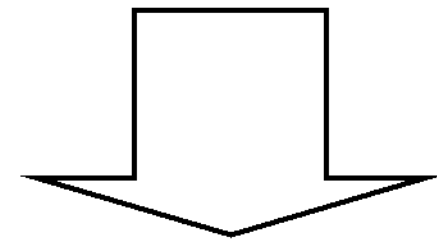
Observers:

GMAP: Gayle Crick

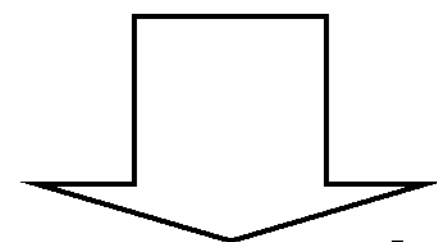
GMSO: Chad McBride

Process Overview...its all about building capabilities...

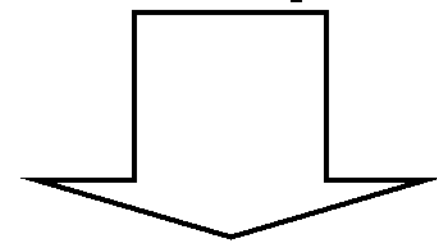
Brand Architecture delivered positioning



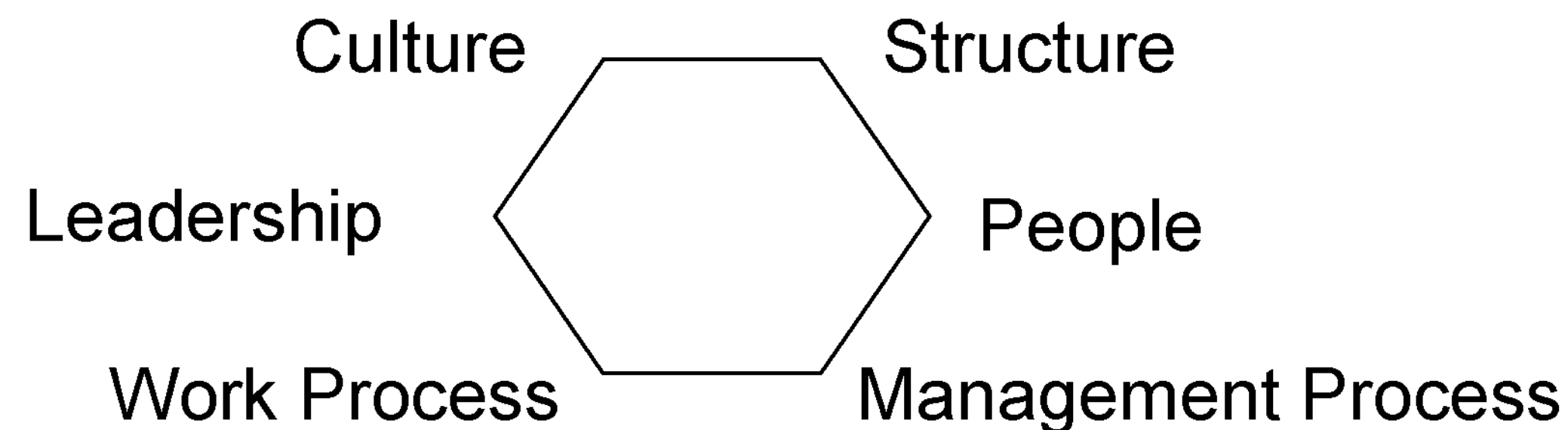
Create vision, value drivers and objectives for the product team to realize this new positioning



Identify capabilities required to reach this vision



Design organization required to build these capabilities



Expected Deliverables to include...

- Identification of short and long-term priorities
 - Key Value Drivers
 - Required meeting structure
- Communication processes with affiliates and within PT
 - PR process
 - Thought Leader Development Process
 - Best Practice ID and sharing
 - Issues Management Process
 - Review and tracking of key metrics
 - Marketing Planning Process
- Competitive Info Collection, Analysis and Dissemination
 - Clearly defined roles and responsibilities
 - Process for budgeting and buy-up submissions
 - Coordination with the US
 - Team Building
 - New Marketing orientation
- CT strategy, integration and management
 - Regulatory and label reviews
- Product formulation and innovation processes
 - Process for reviewing promotional items
 - Pricing strategy process
- Supply chain and production management
 - Congress and GMC management
- Scientific communications strategy and management process
 - Publication strategy and execution
 - CT prioritization
- Registration process for top 10 affiliates
 - Team governance structure
- Integration of brand and molecule strategies

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Team Charter

Draft to be determined by working team

POD Timeline and Milestones...

Phase I: Brand Architecture		Completed
Phase II: Celebration/Kick off of POD		July 24
Working Team Kick-off Meeting	4 hours	July 25
Develop Charter and Operating Principles		
Review Vision, objectives/Value Drivers		
Phase III: Working Team Meeting	2 days	August 16, 17 (tbd)
Identify/classify/assess capabilities required to achieve position		
Validation of vision/value drivers/strategies/capabilities		August 17-September 17
GMAP findings	1 day	August 24
Phase IV: Working Team Meeting	2 days	September 16, 17
Review/finalize capabilities		
Prioritize capability gaps		
Develop organizational design criteria		
Determine organizational structure option and micro design elements		
Develop Change Agenda		
IMPLEMENTATION		October 1

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Our Operating Principles

What are our boundaries?

How will we make decisions?

How will we operate when team members are absent?

How/when will we seek approval?

How do we want to communicate with the stakeholders?