

# Seizing the C's – Case Study Workbook

*Real-world applications of the Leader's DNA 3 C's Framework and the Clarity Compass*

## Case Study 1: Clinical Study Team – Conflicting Priorities & CRO Challenges

**Scenario:** A clinical study team is navigating high growth, internal misalignment, & inconsistent CRO performance.

### Clarity Compass in Action:

- **Certain:** Protocol finalized, endpoints clear
- **Changing:** CRO team capacity, internal executive priorities
- **Controllable:** Communication cadence, priority setting, issue escalation

### Communicate with Confidence:

"I recommend we focus our internal reviews and team energy on what's fixed and escalate CRO issues based on known gaps."

### Change (Bold Micro-Move):

Schedule a 15-minute alignment meeting using the Clarity Compass to set team focus and decide escalation steps.

**Outcome:** Refocused leadership energy, proactive CRO recovery plan, and reduced team burnout.

## Case Study 2: Biotech Marketing – Launch Under Pressure

**Scenario:** The marketing team is launching a new product under tight timelines with resource limitations & shifting global messaging.

### Clarity Compass in Action:

- **Certain:** Launch date, product positioning framework
- **Changing:** Global-local messaging alignment, available resources
- **Controllable:** Internal stakeholder comms, key asset prioritization, team morale

### Communicate with Confidence:

"To meet our deadlines, I recommend we prioritize only the critical deliverables and delay lower-impact tasks."

### Change (Bold Micro-Move):

Draft and send a one-page proposal to leadership outlining the revised marketing priorities with justifications.

**Outcome:** Focused execution on high-impact items and clarity-driven communication reduced delays and protected launch success.

## Case Study 3: New Leader – Layoffs & Rebuilding Trust

**Scenario:** A new biomedical research executive executes layoffs of support staff in their first 100 days.

### Clarity Compass in Action:

- **Certain:** Vision and mission, scientific programs are stable
- **Changing:** New org. structure, morale
- **Controllable:** Transparency, visible leadership presence, strategic communication

### Communicate with Confidence:

"I want to acknowledge what's hard right now—and recommit to what remains true about our mission and path forward."

**Change (Bold Micro-Move):** Host a 30-minute town hall with clear messaging, listening time, and a reaffirmation of purpose.

**Outcome:** The executive rebuilt connection with teams & reinforced purpose through clarity & authentic engagement.

## Case Study 4: Translational Science – Inconclusive Data

**Scenario:** A translational science team faces unexpected inconsistencies in early efficacy models during IND planning.

### Clarity Compass in Action:

- **Certain:** Safety profile is strong, IND timeline remains
- **Changing:** Stakeholder sentiment, exploratory model performance
- **Controllable:** Interpretation approach, communication with leadership, decision analysis

### Communicate with Confidence:

“We’re not delaying—we’re decision-making with rigor. Here’s what we can act on now, and what’s still under review.”

### Change (Bold Micro-Move):

Share a scenario matrix with internal stakeholders outlining possible next steps with data thresholds.

**Outcome:** Scenario planning allowed for an informed, confident go/no-go recommendation.

## Case Study 5: Biotech Startup CEO – Pre-Launch Investor Readiness

**Scenario:** A startup CEO prepares for an investor roadshow amid rising market competition.

### Clarity Compass in Action:

- **Certain:** Strong Phase I results, IP protection
- **Changing:** Competitor activity, investor appetite
- **Controllable:** Messaging, prep materials, internal alignment

### Communicate with Confidence:

“Our data gives us a compelling edge. I recommend we highlight three differentiators in our next investor narrative.”

### Change (Bold Micro-Move):

Draft a positioning slide and share it with your leadership team for feedback before the next investor call.

**Outcome:** Clear, confident storytelling and a compelling narrative strengthened investor engagement.

## Case Study 6: Biopharma Industry Disruptions – Strategic Realignment

**Scenario:** A mid-sized biopharma company faces a downturn due to pricing pressures, M&A rumors, and global supply chain issues.

### Clarity Compass in Action:

- **Certain:** Core pipeline projects remain prioritized
- **Changing:** Market access conditions, executive messaging, operational timelines
- **Controllable:** Internal scenario planning, cross-functional communication, strategy updates to partners

### Communicate with Confidence:

“I recommend we focus our next two team meetings on defining what we know, what’s moving, and what’s within our control.”

### Change (Bold Micro-Move):

Lead a whiteboard session identifying the three ‘C’s across functions to calm nerves and guide action

**Outcome:** Strategic clarity helped teams stay aligned while reducing rumor-driven anxiety and positioning for rapid pivoting.

## Case Study 7: Integrating AI in Biotech – Organizational Resistance

**Scenario:** A life sciences company implements AI platforms for drug discovery, creating fear among scientists about job relevance and process change.

### Clarity Compass in Action:

- **Certain:** AI will be used in support roles, not as replacements
- **Changing:** Team workflows, decision timelines, skills needed
- **Controllable:** Internal education, collaboration models, framing of AI as an enabler

### Communicate with Confidence:

“Let’s explore how AI can amplify our impact—not replace it. I recommend a collaborative pilot to test outcomes.”

**Change (Bold Micro-Move):** Host a pilot info session and Q&A for team input, pairing a use-case walkthrough with a simple opt-in survey.

**Outcome:** Leaders drove alignment through clarity and reframed AI adoption as growth—not displacement—leading to higher adoption rates.

## Case Study 8: New Boss, New Rules – Managing Up

**Scenario:** A respected director-level leader receives a new VP who brings a radically different communication and work style.

### Clarity Compass in Action:

- **Certain:** Strategic objectives are unchanged
- **Changing:** Reporting preferences, meeting cadence, decision criteria
- **Controllable:** Adaptation of own communication style, proactive alignment, transparent expectations

### Communicate with Confidence:

“Here’s how I’ve adapted to your style, and what might help us work even more effectively together.”

**Change (Bold Micro-Move):** Send a simple style alignment email to your new boss with your preferences and ask for theirs in return.

**Outcome:** Instead of resisting the change, the director built trust early and became a go-to leader in the new structure.

## Case Study 9: High Turnover – Stabilizing a Core Team

**Scenario:** A manager in regulatory operations faces the departure of two key team members and rising burnout among the rest.

### Clarity Compass in Action:

- **Certain:** Submission deadlines remain, SOPs are in place
- **Changing:** Headcount, responsibilities, onboarding timelines
- **Controllable:** Prioritization, burnout mitigation, interim role delegation

### Communicate with Confidence:

“To protect our top priorities, I’ve reassigned roles and introduced weekly checkpoints to ease transition pressure.”

**Change (Bold Micro-Move):** Create a short-term team tracker with top tasks and backup coverage clearly mapped out.

**Outcome:** The manager regained control through clarity-based reprioritization and transparency, stabilizing the team and securing external support.