Boston Scientific AIAD
West Point Negotiation Project

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Introduction to the Business

During the month of June we were hosted by the Maple Grove, Minnesota branch of Boston Scientific. We were introduced to the workings of a company that has more than 25,000 employees, is one of the world's largest medical device companies, and that dabbles in everything from stents to pacemakers.

The Maple Grove buildings of Boston Scientific had their own manufacturing laboratories on site to produce an array of drug-eluting stents.

Leadership Excellence Applied Daily

Leadership Excellence Applied Daily (LEAD) was our big 2011 project. This publication is a leadership compendium created to build on the leadership base of the current executives and to accelerate the learning of future executives in CRV Sales. LEAD is comprised of leadership profiles of the 34 executives of CRV Sales, supplemental leadership material, and an additional focus on negotiation. Boston Scientific has undergone significant growth and restructuring in the past decade, and the goal of LEAD is to ultimately help unify the leadership of BSC. Andrew worked on this benchmark project with two USAFA cadets – Justin Franklin and Nate Curl.

On a tour of the manufacturing facilities

Pictures Courtesy of:

http://minnesota.publicradio.org/display/web/2007/10/17/bostonsci/
http://minnesota.publicradio.org/display/web/2010/02/11/boston-scientific-folo/?refid=0

Close the Gap Project

CLOSE THE GAP
Heart disease doesn't discriminate

One of the projects we helped drive was the augmentation of the Close the Gap (CTG) program. Close the Gap is an educational initiative sponsored by BSC. The goal of CTG is to spread awareness about cardiovascular disease (CVD) to the at-risk population of Americans.

Heart Walk Outreach at Target Field

In 2010, we recommended broadening their programs by utilizing social media techniques specifically aimed at particular ethnicities. In 2011, we researched and analyzed over 40 social networks. We recommended several for CTG to use to reach the populations at risk for CVD.

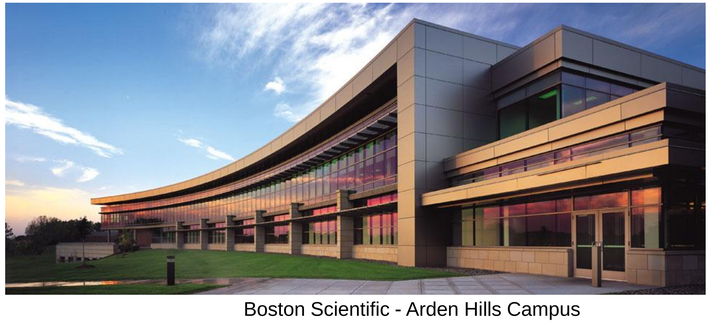
Leadership Culture

We analyzed the leadership culture after the acquisition of Guidant. Through reviewing the guidance from the CEO and upper echelon leaders, observation of the CRV Sales leadership team, and participation in sales we were able to aid and assist the leadership culture and personnel development. Our recommendation was to promote the existing opportunities within the corporation, specifically the Leadership Academy.

Negotiation Analysis

Under the framework of Principled Negotiation we analyzed the current status of the CRV and CV Sales Force. Using the seven elements we identified weaknesses and strengths in the current team and made recommendations for increasing their effectiveness. Four of the seven elements we suggested to be redefined internally. The remaining three elements we recommended they outsource to specific companies that specialize in interpersonal skills.

Giving a presentation for Close The Gap



Boston Scientific - Arden Hills Campus

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