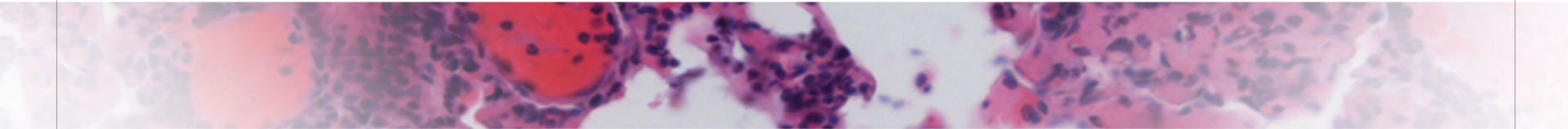




American Society of Hematology
Helping hematologists conquer blood diseases worldwide



Program Development & Implementation

American Society of Hematology

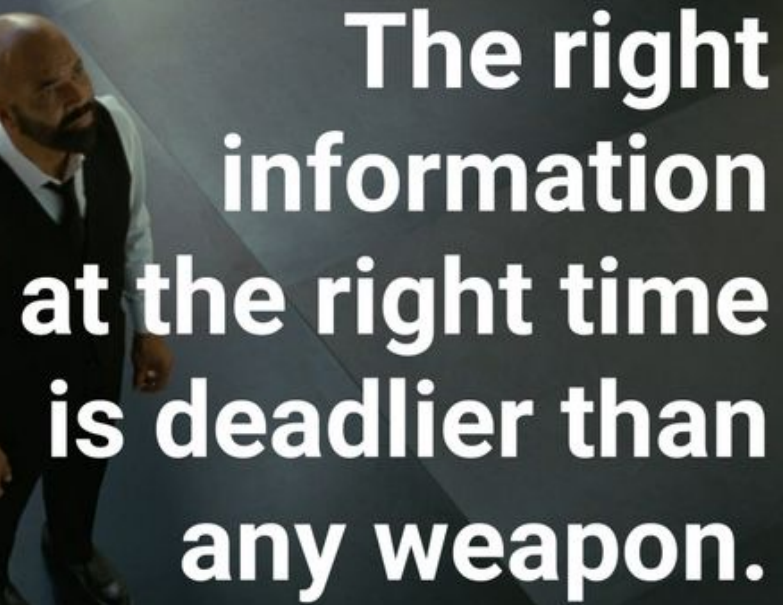
In the
Beginning...
there was a
“Strategic Plan”



Assemble a Diverse Team



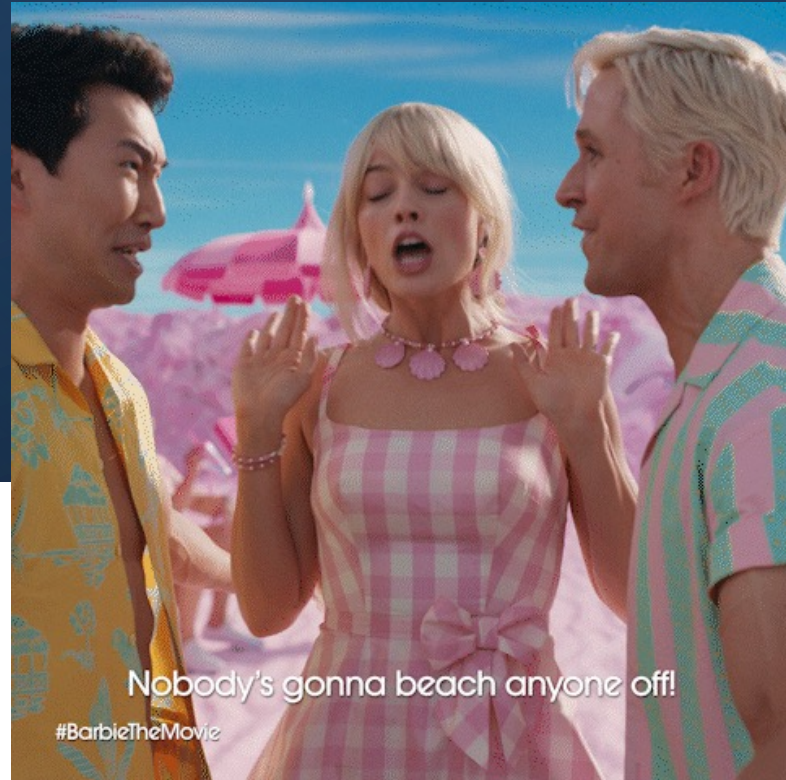
Data
Gathering

A man with a beard, wearing a white dress shirt and a black vest, is walking in a modern, brightly lit hallway. He is looking down and to his left. The hallway has a polished floor and a high ceiling with recessed lighting. The background is slightly blurred, emphasizing the man in the foreground.

**The right
information
at the right time
is deadlier than
any weapon.**

- Martin Connells

Negotiate



Nobody's gonna beach anyone off!

#BarbieTheMovie

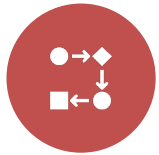


We Did It!
I mean
Ready? Set?
Go!!!

Time for
Autopilot,
Right?



Do's, Don't's and No Really Don'ts



**Progress not
Perfection &
Experience
Informs
Perspective**



**Seek Out Your
Blind Spots...**



**Create with
Implementation
In Mind**



**Force Progress -
No Endless
Iteration**



**Don't Promise
Impossible
Evaluation
Strategies**



**If Things are
Going Fine You
Aren't Paying
Attention**