

# How a High-Performing Medical Liaison Rediscovered His Confidence and Amplified His Presentation Skills, Cultivating Fulfillment With Executive Coaching By Diana Patel

## Introduction

Kin Lam is a senior medical science liaison at a research-based biopharmaceutical company that invested in him with executive leadership coaching from Diana Patel. The success of their first sessions together were readily apparent as Lam won a 'best practice' award.

The opportunity to work with Patel came a second time when he was presented with the 'best practice' award to give a presentation in front of over 200 of his medical affairs peers and senior leadership. The thought of public speaking always gave Lam anxiety and he never felt he could prepare adequately in order to feel confident. After receiving both leadership development and presentation skills coaching from Patel, Lam not only gained the confidence he needed in order to deliver presentations well, he also found joy, his unique voice and an authenticity in storytelling that he now incorporates into his presentations.

## The Story of Kin Lam

A PharmD by training, Lam has been a volunteer and director of pharmacy for over a decade and a board member for Healing Hearts Across Borders. He was also an undefeated boxer in college and correlated many of the techniques and tools Patel used in their coaching to his sparring and boxing training for upcoming matches.

## An Opportunity to Increase Confidence and Leadership Skills

After 5 years as an oncology pharmacist, 2.5 years as an MSL, and 10 months of being at his biopharmaceutical company, Lam was excelling in his leadership role. But when he was presented with a 'best practice' award to give a high visibility presentation, he seized this opportunity to take on his biggest fear and anxiety- public speaking. This opportunity was the catalyst to push Lam to advance his public speaking and presentation skills and gain more confidence.

## Why Kin Lam Chose Executive Coaching With Diana Patel

As an undefeated boxer in college, Lam's approach to new challenges and opportunities has always been to holistically prepare with the correct techniques and to train with the best. Lam found Patel's Executive Coaching page through a platform his company offered for coaching and he was drawn to her holistic approach to professional development, mission of cultivating fulfillment and finding joy in your current role.

## How Diana Patel Responded

Lam's company invested in two coaching packages for him- leadership development and presentation skills coaching. Once Patel started working with Lam, he began to develop his voice and presentation abilities in ways that were innovative, confident and concise. Patel customizes her coaching to each client's needs. Patel's approach to executive coaching incorporates appreciative inquiry, a growth mindset and skills-based training. The practical tools and activities she incorporates into her practice with each client aren't solely theoretical but also applicable to everyday life. Three frameworks Patel used in her coaching with Lam were the *So What Method*, *Deliberate Practice*, *Journaling and Speaking Prompts*.

- ❖ **So What Method:** In their presentation coaching sessions, Patel and Lam practiced his upcoming presentations where they would go slide by slide and analyze the information. After Lam presented each slide, Patel would say, "Great! So what?" Then Lam would talk about the clear purpose and objective of each slide in order to create a presentation that was concise, clear and creative. By working on his actual presentations, Lam saved time and clarified his speaking points. As Patel likes to say, "it nurtured two birds with one nest."
- ❖ **Deliberate Practice:** Deliberate practice includes 3 things: a coach, goal and complete focus on the task at hand. Patel's analogy to how she's become a better runner with deliberate practice helped Lam understand the intentionality around deliberate practice. Lam saw similarities from her story to his own regarding shadow boxing when he was training for a boxing match. Lam said that he didn't want to practice shadow boxing until he knew he was using the correct techniques to be effective, and Patel helped him realize this same approach was important within his preparation for public speaking.
- ❖ **Journaling and Speaking Prompts:** Patel asked Lam to write for 5 minutes after she shared a relevant journaling prompt and then asked him to give a short impromptu speech based on the same prompt in order to improve his authentic and candid storytelling. Then after warming up with writing first and then speaking, Patel gave another prompt and asked him to immediately talk about it with her as if he was giving a presentation. This exercise helped build the "muscle" of thinking and presenting in the moment in confident genuine ways.

"I learned how to visualize, about the box breathing technique, and how to incorporate the 'So What' method into my talk. Most importantly, she continues to help me develop my own voice."

- Kin Lam

## The Results: A Joy-filled Confident Storyteller and Public Speaker

Lam is now a confident, relaxed and joy-filled public speaker in his role as a medical liaison thanks to Patel's leadership and presentation skills coaching. Patel helped Lam turn what he perceived as a weakness into a strength! He used to get anxious before public speaking engagements, but now he is able to be relaxed, authentic and conversational going into his presentations. Lam also enjoys incorporating personal anecdotes and relevant storytelling analogies within his presentations, an unlikely attempt before Patel's coaching. Lam's fellow

colleagues and senior leadership have observed the improvements he has made and complimented him on his increased confidence and presentation skills. The joy, growth-mindset and cultivation of fulfillment that Patel taught Lam is a gift that he says continues to reap benefits in his work and personal life.

“Beyond just the technical skills of speaking, there is also the growth mindset psychology Diana Patel incorporates into her coaching. She does such a fantastic job of ‘cultivating fulfillment’ and instilling joy into my role.”

- Kin Lam

## Call-to-Action

You can read a book, you can go to a conference or you can listen to a podcast... But without a coach, you can miss the personalized attention, tools, and *customized* feedback loop that deliberate practice with a coach can provide for you. Many people think that practice makes perfect, but it's actually *deliberate practice* that makes people excel.

Like Kin Lam, you can take what's important to you and achieve your work objectives more efficiently and effectively.

Coaching allows you to carve out time in your day to illuminate your strengths in a way no other modality does.

Do you have a learning and development budget? Investing in a coach is a **great** way to meet your custom needs.

Set up a discovery call with Diana Patel: **(630) 344-9722** or **info@dianapatel.com**



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