



## **From the Badminton Court to the Boardroom: What Winning a National Medal Taught Me About Success in Life Sciences**

Last month, I won a national badminton medal and experienced a moment that brought pride, exhaustion, and reflection. For those who know me professionally, as a clinician, researcher, entrepreneur, and strategist, badminton may seem like a world apart from the complexities of bringing a novel medical product to market. But as I reflected on the months of preparation, setbacks, and small but crucial daily decisions that led to that medal, I realized the attributes that fuel athletic success are deeply aligned with what it takes to succeed in our highly regulated and fast-evolving industry.

Whether you're aiming for a national championship or a successful regulatory submission, the foundations of success are surprisingly similar. Below, I outline five key takeaways and synergies between success in sport and success in life sciences.

### **1. Success is earned in the process, not the spotlight**

Training for a national competition isn't glamorous. It's early mornings, aching muscles, repetitive drills, and incremental improvements. You don't win medals on match day; you win them in the hundreds of hours before the tournament.

Likewise, submitting a regulatory dossier for a new drug or medical device isn't about one great presentation or a clever workaround. It's about disciplined documentation, early planning, gap analysis, and painstaking attention to detail. Success is earned through persistence, not shortcuts.

### **2. Reading the court (or the market) is a necessary skill**

On the court, strategy matters. Do you press forward with an aggressive play or switch to a defensive stance? Can you read your opponent and pivot your approach mid-game?

In regulatory and product development, the stakes are higher, but the challenge is similar. Whether you're navigating a changing FDA expectation or adjusting to a surprising clinical finding, adaptability is critical. You need both a game plan *and* the wisdom to change it when the environment shifts.

### **3. Winning requires more than one player**

Even in a singles match, you're never truly alone. Coaches, teammates, and mentors are critical to your success.

In life sciences, collaboration is everything. You need scientists, engineers, quality experts, clinicians, regulatory consultants — each playing a distinct role. The best submissions and innovations are rarely solo efforts. They come from diverse, committed teams working in sync toward a shared goal.

#### 4. Resilience is needed in the face of setbacks

In sport, you lose points and sometimes matches. What matters is your ability to recover, reset, and refocus.

In product development and regulatory strategy, rejection or additional information requests from regulators aren't failures; they're part of the journey. Resilience is what allows you to keep going when a trial doesn't yield expected results or when timelines shift. It's the same muscle, just exercised in a different arena.

#### 5. High performance is both an art and a science

As someone who moves between the worlds of clinical care, entrepreneurship, and regulatory strategy, I often think about the *science* of success. But today, I'm reminded that there's also an *art* to it: the art of showing up every day, pushing through challenges, and staying grounded in the journey, no matter how tough it gets.

Winning that medal reminded me that high performance in any domain, either athletic or professional, is built on consistency, strategy, and heart. These qualities define not only champions on the court but also the leaders, innovators, and regulators shaping the future of healthcare.

#### Closing Thoughts

Whether you're facing a crucial match or a critical regulatory submission, the attributes that lead to success remain remarkably similar. Discipline, adaptability, teamwork, resilience, and that intangible mix of art and science. These are the pillars that support achievement across any field.

As I reflect on my journey, I'm inspired by how these lessons translate across domains. I encourage you to bring that same mindset to your challenges. Keep showing up, keep adapting, and keep pushing forward. Because success is truly earned in the process.

If you're planning to launch a new product or project, navigating a new regulatory jurisdiction, or ensuring product compliance and need assistance, please contact ECNE Research. We would be delighted to help.

Book a consultation

Warm regards,

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