



The Pivot
Program

The Pivot Program: Curriculum

Learning Foundations:
Curriculum Overview





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Welcome! You're Stepping Into a New Chapter



Sian Kneller

Coach and Global Scientific
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Breaking into Pharma can feel like staring through a window at a world you know you could thrive in, but don't yet understand.

New role titles. Unfamiliar pathways. Hidden expectations.

You're more than capable, but the path isn't obvious.

The Pharma Pivot Program is your bridge.

Over the next 4 weeks, you'll move from curious but stuck to confident and industry-ready.

This programme is not passive learning, it's identity-building, positioning, and motion.

You won't just gather information, you will become someone who belongs here.

About Me

My Pivot Story



Me in 2010

I used to be stuck. I worked long hours, and was always pushing but on the inside I felt heavier than just physically, weighed down by unfulfilled potential, tired of just filling time and chasing client deliverables. Deep down I knew I was meant for more, but I couldn't see the path.

I was unhappy, and I felt lost. I was talented, ambitious but stuck behind the wrong door. And I believed I was alone in thinking this way.

Then I discovered a different path: Pharma. It felt like a locked room from the outside, full of jargon, hidden functions and confusing titles. But something clicked: the science, the impact, the opportunity to make a difference. I dared to imagine a new version of myself.

I worked hard: retraining myself, learning the language, translating my skills. And I pivoted. Step by step, I transformed my career, and my life. I found clarity. I found purpose. I found a place where my brain, my ambition, and my values finally made sense.

Now, as someone who climbed from agency burnout to a role inside biopharma, I see the barriers you face. I know the doubts. The uncertainty. The “am I even good enough?” moments. I’ve lived them.

That’s why I built **The Pharma Pivot**, not as a course, but as a lifeline. To give you the map, the structure and the confidence I wish I had when I started.

To help you stop waiting, and start becoming.
Because you deserve more than “maybe one day.”
You deserve a place where your value actually matters.

Program Overview

Program Goals

By the end of The Pharma Pivot Program, you will:

-  Know exactly which Pharma roles align with your strengths
-  Be able to translate your experience into Pharma-ready positioning
-  Have a CV and LinkedIn profile that open doors
-  Build visibility and connections with people already in the industry
-  Interview confidently using STAR stories, outcomes + value language
-  Present a 30/60/90-second elevator pitch
-  Move from passive interest to active progress
This is mindset shift + career execution.

What you'll achieve

You Start	You Finish
Unsure where you fit	Clear direction + target roles defined
Generic CV	Outcome-based Pharma-aligned positioning
Hard to articulate value	Confident language + transferable proof
Watching others move	Visible, connected, engaging with the industry
Interviews feel daunting	Pitch + STAR stories you can rely on
Stuck in place	In motion: applying, networking, progressing

Your 4-Week Success Roadmap



WEEK 1: Industry Orientation + Role Clarity

This week is about role and value clarity



Designed for BOTH pathways:

1. You aren't sure which role fits yet
2. You know your role but can't articulate your value confidently

Learning objectives:

By the end of Week 1, you will be able to:

- Describe how Pharma/biotech is structured and how functions interconnect
- Identify 1-2 roles that align with your strengths and motivations
- Translate past experience into Pharma-aligned language
- Articulate your value and "why this role" with more confidence

Your 4-Week Success Roadmap



Week 1: Learning and resources

Online Courses

PHARMA LEAP: Modules 1–2

- ▶ Introduction to Pharma & Biotech
- ▶ Overview of functional areas (MA, Reg, Commercial, Access)

Workbook pages: 6–18

Guides and resources

Resource	Focus
Biotech Career Kickstarter	Role clarity + experience mapping
Role profiles (Group Comms, MA, Market Access, Commercial, PM, VEO,	Example profiles and skills
Competency, strengths, and gaps exercise (Pharma Leap Workbook)	Build positioning language
Functional Guides (Medical Affairs and Sci Comms)	Overview of functions

Week 1 Outputs

- ✓ Choose 1–2 target roles OR deepen into your chosen one
- ✓ Translate past experience to pharma transferable language
- ✓ Build a positioning sentence:

I'm exploring ____ because I bring ____.

This replaces "I want to work in Pharma" with proof + direction.

Your 4-Week Success Roadmap



WEEK 2: CV, Cover Letters & Role Positioning

This week is about creating a compelling CV + cover letter that opens doors.

Learning objectives:

By the end of Week 2, you will be able to:

- Write a pharma-ready CV that demonstrates outcomes, not tasks
- Tailor bullets to show measurable value and impact
- Create a cover letter that signals relevance to hiring managers
- Communicate your skills clearly and professionally

You learn how to present yourself as a hireable candidate.

Your 4-Week Success Roadmap



WEEK 2: CV, Cover Letters & Role Positioning

Online Courses

PHARMA CAREER BLUEPRINT: Modules 1–3

- ▶ ATS + CV conversion
- ▶ Pharma-friendly messaging
- ▶ Positioning value and outcomes)

PHARMA LEAP: Modules 3, 4 and 5

- ▶ Translating your skills and competencies
- ▶ Finding a job in-house
- ▶ Applying for a job in Pharma

Workbook pages: 21–24 (revisit 14–16 if helpful)

Guides and resources

Resource	Focus
CV Guide and Template	Rewrite ATS smart profile + bullets
Biotech Job Search Outreach Plan	Narrative + value articulation
Medical Affairs Blueprint Guide	Industry language reference
My Goals Setting Workbook	Alignment + clarity foundation

Week 2 Outputs

- ✓ Rewrite CV focusing on measurable outcomes
- ✓ Convert 3+ bullets into quantified achievements
- ✓ Rebuild CV profile section using pharma language

Your 4-Week Success Roadmap



Week 3: LinkedIn, Networking & Visibility

This week is about being seen because the right people can't hire you if they don't know you exist.

Learning objectives:

By the end of Week 3, you will be able to:

- Optimise your LinkedIn profile signally relevance to hiring managers
- Craft outreach messages that feel confident and human
- Build visibility habits that grow your network over time
- Start meaningful conversations with professionals inside Pharma

You learn how to be seen, connected and remembered.

Your 4-Week Success Roadmap



Week 3: LinkedIn, Networking & Visibility

Online Courses

LINKEDIN MASTERY COURSE: Full programme recommended

Highlight lessons:

- ▶ Profile optimisation
- ▶ Content + posting framework
- ▶ Network building + confidence messaging

Workbook pages: 19–20, 34–38

Guides and resources

Resource	Focus
Outreach & Engagement Plan	Rewrite ATS smart profile + bullets

Week 3 Outputs

- ✓ Create 3 personalised outreach scripts
- ✓ Send 10+ messages using templates
- ✓ Engage on 5+ posts (comment better than like)
- ✓ Optional: publish 1 mini-post about your journey

Your 4-Week Success Roadmap



WEEK 4: Interviews, Confidence & Career Acceleration

You become a candidate who communicates value, evidence & readiness.



Learning objectives:

By the end of Week 4, you will be able to:

- Answer behavioural questions with clarity, confidence and evidence
- Build STAR stories that demonstrate capability and outcomes
- Present a 30/60/90-second elevator pitch that sets you apart in interviews
- Plan ahead for your first 90 days in industry demonstrating clarity and strategy

Your 4-Week Success Roadmap



WEEK 4: Interviews, Confidence & Career Acceleration

Online Courses

PHARMA CAREER BLUEPRINT: Interview Module

- ▶ Behavioural questions
- ▶ STAR-story construction
- ▶ Value proposition articulation

PHARMA LEAP: Module 6

- ▶ You Have a Job In-House, What Next?

Workbook pages: 25–27, 39–47, 52–58

Guides and resources

Resource	Focus
Mastering Applications and Interview Guide	STAR story building, Behaviour-based question bank
Pharma Leap Workbook Exercise: Creating a Reference Document	Onboarding planning and readiness

Week 4 Outputs

- ✓ 60/90 second elevator pitch recorded
- ✓ 3–5 STAR stories fully written + refined
- ✓ A 30/60/90-second elevator pitch for interview
- ✓ 5 strong hiring manager questions prepared

**This is where *I hope they see potential* becomes
*I can demonstrate it.***



**The Pivot
Program**



The Agency Advantage

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