



# SO HOW IS NSF MOVING E.A.S.T.?

by John Johnson

How does an organization stand out from the crowd in the global marketplace, where businesses vie for attention and custom, and a multitude of choices exist in every transaction?

The simple answer is that it must provide a differentiator; something authentic and valuable that is different from everyone else. Its novelty is often in its simplicity (for example the iPad), its technology and performance (like the Dyson vacuum cleaner) or its sheer beauty (like the offices at The Shard in London). The differentiator is what attracts us and grabs our attention when faced with a bewildering selection of similar choices.

But that isn't enough to build a long-term interest in your product and services.

In order to be and remain the #1 choice, a business needs to develop a relationship with its clients, one

that truly reflects the needs and values of the client. It needs to essentially build a community or set of shared experiences with the client which then affects its choices at a behavioral level. At NSF, this is at our very core and it is reflected in our values which shape our approach to working with you:

## OUR CORE BELIEFS

- 1) **Cultivate partners**, not clients
- 2) Be **sustainable**
- 3) Provide **education**, not training
- 4) **Plan** for the future
- 5) Challenge the status quo. **Think differently**
- 6) **Ensure return on investment**

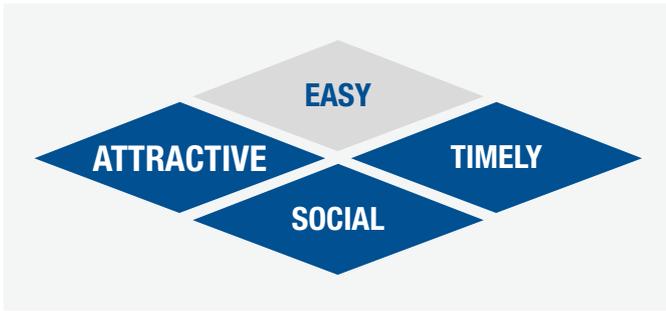
In 2010, the UK government set up the Behavioral Insights Team to research the key drivers that influence behaviors, helping to ensure communications from the government positively influence the choices made by the general public.

A GENTLE

# NUDGE

in the **RIGHT DIRECTION**





This team (often referred to as the “Nudge Unit”) has provided some guidance on how to change behaviors and choices; and NSF has been innovative in applying these tools within the GMP environment to actively influence the choices of pharma staff when faced with decisions in the grey zone.

We believe in three basic perceptions:

- > No one turns up for work actively looking to make errors or do a poor job
- > SOPs are generally written very poorly; they are not the most effective training aid and don’t always enforce the right behaviors or decision-making
- > Education is more effective than merely training to SOPs and when human behaviors are considered as part of a continuing education program, the benefits to the organization can be exponential

The Behavioral Insights Team identified that, in order to make the right choices natural and the wrong choices difficult, any communication that seeks a change in an organization has to be E.A.S.T.



## EASY

When designing a workplace or SOP, make it easy to do the right thing and remove all possible routes that lead to the wrong outcomes. Reduce human error or process variation by applying user-centered design right from the start to make error reduction a habitual, expected part of everyone’s job. Make it natural by ensuring simplicity is at the core of every task in the work flow and by providing the right tools, reminders, checks and records.

## ATTRACTIVE

Make the work simple and engaging. Allow staff to see the results of what they do immediately – everyone loves immediate feedback and we are attracted to tasks that provide an immediate sense of accomplishment and a sense of a job well done. Make sharing results interesting rather than a critique. Identify what your team finds attractive in their tasks (and do more of it) and change, eliminate or reduce the impact of the unattractive tasks where you can.

## SOCIAL

People benefit from being in a team; we learn quicker and make new norms faster. Make it antisocial to be error prone or shoddy, make it attractive to be part of a winning team.

## TIMELY

Pick your time for any communication, ‘strike while the iron is hot’ and be there when a problem or challenge surfaces. Having the right people at the right place at the right time is key to solving any issue.

We couldn’t possibly help you to make your GMP processes E.A.S.T. if we didn’t look at our own organization the same way, so here’s an insight on how we are using the same tool:

## E.A.S.T. What are we doing?

<b>Easy</b>	<ul style="list-style-type: none"><li>&gt; Introducing an NSF app (watch this space!)</li><li>&gt; Evaluating and improving all of our client liaison processes</li><li>&gt; Simplifying our scope of works or proposal form</li><li>&gt; Improving access to our expertise via more webinars and YouTube videos</li></ul>
<b>Attractive</b>	<ul style="list-style-type: none"><li>&gt; Improving our website</li><li>&gt; Using more videos, graphics and mindmaps to cut the number of slides in our courses</li></ul>
<b>Social</b>	<ul style="list-style-type: none"><li>&gt; Our QP alumni group celebrated 30 years of NSF in 2016</li><li>&gt; Our QP course continues to introduce new mentorship methods, pastoral care and support way beyond any other training course in the market</li><li>&gt; Our presence at conferences continues to grow including CDA, PQG and ISPE</li><li>&gt; Our input on LinkedIn and industry message boards continues to grow</li><li>&gt; Our offerings are customized so that they can be run in-house; bringing your team together to share one targeted learning experience</li></ul>
<b>Timely</b>	<ul style="list-style-type: none"><li>&gt; Many of our courses now include e-reminders of the key learning objectives</li><li>&gt; Access to our expertise is being made easier, slotting into your busy schedules</li><li>&gt; We offer weekly news updates on the pharma biotech industry through our Daily Dose Digests</li></ul>

**We use this in our business, and it works. How can you make sure your next project, SOP upgrade or GMP improvement is made easy, attractive, social and timely?**

## ABOUT THE AUTHOR



John Johnson is passionate about helping organizations foresee and overcome the barriers to sustainable long-term growth. He brings 28 years' experience across a range of companies in the pharmaceutical and healthcare industry. He has worked in small, medium and large pharma biotech companies across the product lifecycle for a wide range of dosage forms, holding senior operational and corporate-level experience in operations and quality assurance and leading multinational companies in many strategic projects.

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