



Moderator Planning Pre Guide: Gentry Women in Tech

Guiding Principles/framework for conceptual order, organization, and messaging

Answering for various audience members in this order:

1. Your Why
2. What you do
3. How you do it

Moderator and Panelist Self Intro Development Instructions:

- 1) **Fill out answers to 5 questions below to develop your 60-90 second intro**
- 2) **Time yourself and keep adapting to make sure it's concise under 90 seconds**
- 3) **Best practice is to practice 20+ times aloud**

Panel Management Sequence:

1. **Moderator Introduces panel**
2. **Moderator introduces themselves incorporating answers of 1-5 questions into 60-90 seconds**
3. **Moderator opens one liner panelist intro and panelist introduces themselves**
4. **Each successive panelist is introduced by the moderator, then introduces themselves**
5. **At conclusions of intros, moderator opens discussion by posing questions**
6. **Moderator manages panelists, drives discussion, and manages the time**

Opening Intro Start here by answering these following #5 questions briefly:

Question 1) what is your passion that you're combining?

Question 2) State your name and top 2-3 titles:

Question 3) what I do that's unique to me

Question 4) what I love doing

Question 5) why am I excited about my journey

Sherri's example below:



Sherri's values: teamwork, integrity, innovation

Question 1) what is your passion that you're combining?

Someone dies every 9 minutes because of a delay in information and that is not OK! We've designed the Medigram platform to work when no other MOBILE healthcare apps will, supporting physicians and leveraging their insights; wherever they are --while ALSO dramatically improving health system finances and saving lives.

Question 2) State your name and top 2-3 titles:

My name is Sherri Douville; since I became CEO at Medigram, we've been featured and quoted more than a dozen times by leading IT and healthcare management publications. I've been a member of the Board of Fellows for Santa Clara University for 8 years and advise a number of organizations on their general business and technical strategies.

Question 3) what I do that's unique

I became CEO at Medigram 4.5 years ago. I have a biophysics degree from Santa Clara University and a decade long prior career in BioPharma and medical devices including with Johnson & Johnson. I drove the development of organizational values and code of conduct while on the board of NorCal HiMSS and have developed continuing education credits in mobile computing for ISC2, the security accreditation body. I completed some post graduate work through MIT, and was just appointed to the Global Panel for the MIT Technology Review.

Question 4) what I love doing

Today, I get to work with many of the world's top thought leaders and professionals and feel like together, we're having a real impact on the industry.

Question 5) why am I excited about my journey

I now get to combine past leadership training, experience, work in BioPharma, Medical devices, interest and degree in Biophysics, and health policy. These experiences serve to build a new kind of modern, yet mature company to tackle some of the biggest challenges in medicine with software and services. I am instrumental in designing them either directly or through creating the team and for this opportunity, I'm grateful and thrilled.

Moderator Prep:

1) Panel Description Opener Example:

I'm delighted to be here with this panel of exceptional healthcare and investing leaders to discuss what we can do to amplify women in leadership.

Our promise to you when we're finished with this panel and the next one is that you'll have some tools to start implementing tomorrow.

Panelist Intros Examples:

Dr. Vilardo: I've had the pleasure of knowing you the longest, close to 25 years and watch your rise as a physician, physician leader, single site executive, and now system executive. Tell us a bit about yourself and one thing about your most instrumental mentor.

Dr. Singh: I've had the pleasure of watching your evolution as you've risen as a physician leader to congressional candidate, and now a senior federal official, all while staying true to yourself. Please tell us a bit about you and maybe share how one of your mentors has impacted your journey.

Kara: You've continued to rise to principal in your current role in venture and at the same time, you've put a lot of effort, time, and your firm's money to work in supporting female entrepreneurs through providing training which is how we met, I got to attend many of these trainings in negotiation, finance, etc. Please tell us about you

Panel Question Examples: Tee up 3-6 for the 20 minutes

1) Feedback I hear from a lot of young women is the role of competition and the feeling of scarcity being why they compete instead of helping propel each other. If you were advising a younger you, what would you tell her about the importance of supporting other women?

2) Tell us how your family members or friends have supported you in your journey. Did you ask for help, how?

3) Please prepare some talking points for how your male allies have been critical in our journeys. How were they critical and tell us some of the key ways it was a mutually beneficial working relationship?

Sherri to close with a transition to the next male ally panel with transition slide and narrative.