

## OPINION

## How to Get Lucky in Your Pharma Career

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I was surprised to learn that one of Japan's most respected Pharma industry leaders gives major credence to luck.

Haruo Naito is the president of Eisai, a company founded by his grandfather, Toyoji, in 1936. Leadership was passed down to Naito's father, Yuji, and the scuttlebutt is that Haruo is now grooming a successor to achieve the company's goal of ¥1.5 trillion in sales by 2016.

My source explained that Naito is looking for somebody who is blessed with luck and good fortune. My source went on to explain that Naito believes luck and good fortune can shine upon anyone who is passionate, enthusiastic and most importantly, puts the patients' needs first.

Naito's credo is shared with one of America's founding fathers, Benjamin Franklin, who said that: "*Diligence is the mother of good luck.*"

One of golf's greats, Gary Player, echoed the same sentiment when he said, "*The harder you work the luckier you get.*"

Why is it that some of my candidates have fortunate careers, which are highlighted by successful product launches, multiple licensing deals and numerous NDAs?

How come other candidates I have met always seem to have their products pulled from clinical trials and see deal after deal fall flat? Why do they move from one company, which has been acquired, to another, which shortly befalls the same fate?

Naito, Franklin and Player said the gods do not hand down luck arbitrarily, but instead, destiny lies in our own hands. These great men believe we are the

masters of our fate and captains of our destiny.

Passion, focus, dedication and persistence in our daily tasks determine our futures. The opportunities available today are the direct results from our thoughts and actions of yesterday.

"We are what we think. All that we are arises with our thoughts. With our thoughts, we make the world." (Gautama Siddharta,

the founder of Buddhism, 563-483 B.C.)

Stephen Covey's best-seller, *Seven Habits of Highly Effective People*, explains the relationship between our thoughts and our future.

He states that it is our thoughts that lead to action and those actions are the basis of our character.

Covey says our character determines our destiny.

When we see someone "getting lucky" we often do not see the blood, sweat and tears that preceded the breakthrough.

Whether it is manifested in sports, the arts or business, luck is the prize reserved for the passionate and those who focus on what is truly important.

By focusing on the important, and not simply the urgent, we can plant seeds of success that will bloom into fruitful achievement.

Mediocre people may call it luck but successful types know victory is the result of passion, persistence and perseverance.

We all have the chance to make our own luck by working single mindedly at the task at hand and achieving its completion with focus and persistence.

And what is our focus? Putting the needs of our patients, clients or customers first.