



To Whom it May Concern

**Potential Plus: Reference**

The Diagnostic Imaging and Oncology Division of Bayer HealthCare in the UK is responsible for improvement in patient diagnoses using X-Ray or MRI contrast media, and the promotion and development of innovative treatments for specific cancer types. We achieve this through a team of medics, marketers and key account managers, interacting, in the main, with the National Health Service.

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The environment we operate in is a challenging one, with significant barriers to use due in the main to cost constraints and customer complexity. Keeping our people inspired and driven to perform to their full potential in the face of such issues is crucial to the overall performance of the business.

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We achieve this through two main activities. The foundation is to increase self-awareness as it is through a good understanding of self that individuals can begin to develop effective strategies to further develop their strengths, and to address their weaknesses. Potential Plus facilitates an excellent programme that achieves this, and through doing it as a group, you gain real insight into the rich variation across the team which, as their leader, I found hugely valuable.

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The second way we ensure our people are striving to be the best they can be is through ensuring that those with line management responsibility are properly equipped with the skills to be effective, both in terms of managing and coaching. Mark and Darren have both established strong trustful relationships with all our line managers through the coaching programme that they provide. The feedback from the managers has been excellent and the strong relationships that have been developed have moved this from a one-off "training programme" to a true partnership, all with the aim of improving our performance.

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Potential Plus is clearly not for everyone; for those not wanting to be challenged, and who believe they have reached their full potential, I would suggest they give it a miss. Because however effective you think you might be, Potential Plus will be sure to help you find something to work on. As Michal Wynn has said "the greatest quest in life is to reach one's potential"...and this is the company to help you achieve it.

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