Blanchard �86 featured in USA Today article
4/30/15

Cheryl Blanchard, CEO of Microchips Biotech, AU Class of 1986, and member of the AU Board of Trustees, was one of three CEOs featured in an USA Today article by Jeanne Blake posted April 20, 2015.

In "How 3 CEOs overcame tough business challenges," Blake asked the three chief executive officers to discuss their leadership and communications style. She found "Bold leaders listen carefully, are resourceful and communicate constantly. Three CEOs tell how they overcame a challenge by exercising these qualities…."

Cheryl heads a start-up company developing an implantable microchip-based drug-delivery system. Here is what she revealed about her communications style:

"Communicate constantly. In my last job at an orthopedic implant company called Zimmer, I launched a new venture for them. The CEO told me to show him 'how we should get this done.& But there was no road map. I had to cobble a strategy together from nothing. The key was constant, open communication to all the stakeholders.

"Finally we got to the point of launching products, and I had to convince a highly skeptical sales force at a national conference. They were very shrewd, right? But they were hungry for something new. They&d been listening to these dry speeches all day about new products. And I thought, 'Oh. No. That wasn&t the way to do it.& When it was my turn, I got up there and just put my guts into it.

"Afterward our sales reps and distributors and sales management people said, 'Oh my gosh. This is huge.& I knew we were on our way. That business is now a big deal at Zimmer.

"At Microchips, I communicate the same way. But employees can tell if somebody&s being sincere or if they&re acting and putting on a show. I communicate the good, the bad and the ugly.

To read the full article, please visit: http://www.usatoday.com/story/money/business/2015/04/29/bold-leaders-how-ceos-solve-challenges/26545239/