

# *Tomorrow's Trends*

## *Dynamic Calibration: The Ultimate Hack For Scaling Your Business and Keeping People First*

May 5, 2025

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# Dynamic Calibration: The Ultimate Hack For Scaling Your Business and Keeping People First

**Rob Ott**

**Ott Management Solutions**



# Our Session Objectives

**Understand the 5 Component Framework of Dynamic Business Calibration (DBC)**

**Learn Ways to Track, Measure & Calibrate Performance**

**Cultivate the Emotional Intelligence Skills to Succeed in DBC Framework**

# 1999: The Approval of Herceptin (Trastuzumab)



# 2000: Founding of ACT Oncology





**ACT**  
ONCOLOGY

Our core values emphasize our commitment to enhancing oncology clinical research and ensuring the success of our partnerships.

**Quality**  
As a founding principle, we have an uncompromising passion for quality. It is who we are.

**Client Champion**  
We are advocates of our Sponsors' goals for the advancement of oncology treatment options.

**People**  
We are one team, and our behavior toward one another will unfailingly show mutual respect, candor and trust.

**Integrity**  
We believe that integrity is an essential asset. We will always do the right thing.

**Solutions Oriented**  
We continually challenge the status quo and pursue vigorous innovation in our quest for a better way.

**Winning Mindset**  
We always strive to be positive, to inspire each other and to have fun.



Oncology Research Organization

Reaction to Challenges with CRO/Biotech Industry

Values-Based Culture

100% Remote Workforce

22-Year Journey of Growth & Scale

## Points of Pride:

Involved with Several Oncology Approvals and Treatment Innovations

Reported as Employer of Choice by Countless Team Members



*“ACT Oncology was best place I ever worked, and included the best professional years of my life”*

# How Did We Have Such Success?

## Dynamic Business Calibration

# Dynamic Business Calibration

1. **Collective Commitment to Mission & Culture**
2. **Execute with Quality**
3. **Financial Health**
4. **Respect for the Individual**
5. **Transparent Leadership & Communication**

# Dynamic Business Calibration Framework



# Collective Commitment to Mission & Culture

**Everyone Has a Cancer Story**

**New Molecules were Underserved or  
Mismanaged**

***There is a Patient at the End of  
Everything We Did***

# Measurements

**Culture Alignment Index**

**Retention/Turnover Metrics by  
Team/Dept**

***Cross-Functional Collaboration  
Metrics***

# Execute with Quality

**Quality > Margin as we built our  
reputation and scaled**

**Each Team had Embedded Independent  
Quality Representatives**

**Sr. Management Conducted Focused  
Project Reviews  
(Collaborative)**

# Measurements

Study Quality Metrics

Quality Behaviors

Project-Specific Deviations to  
Budget and Plan

# Financial Health

# Operational Finance Department

**Collaborative Project Review Focused  
on Quality and Project Financial Health**

**High Financial IQ Across the  
Organization PM**

# Measurements

Project Margin

Budget Performance

Resource Utilization

Collaborative and Consistent Project  
Review

# Respect for the Individual

**Invested in Creating Psychological  
Safety**

**Early Remote Work Policies Created a  
Culture of Accountability**

**Focus on Fair Compensation**

# Measurements

Retention of >95%

Measurement of Manager 1:1s

Assessment of Employee Engagement

# Transparent Leadership & Communication

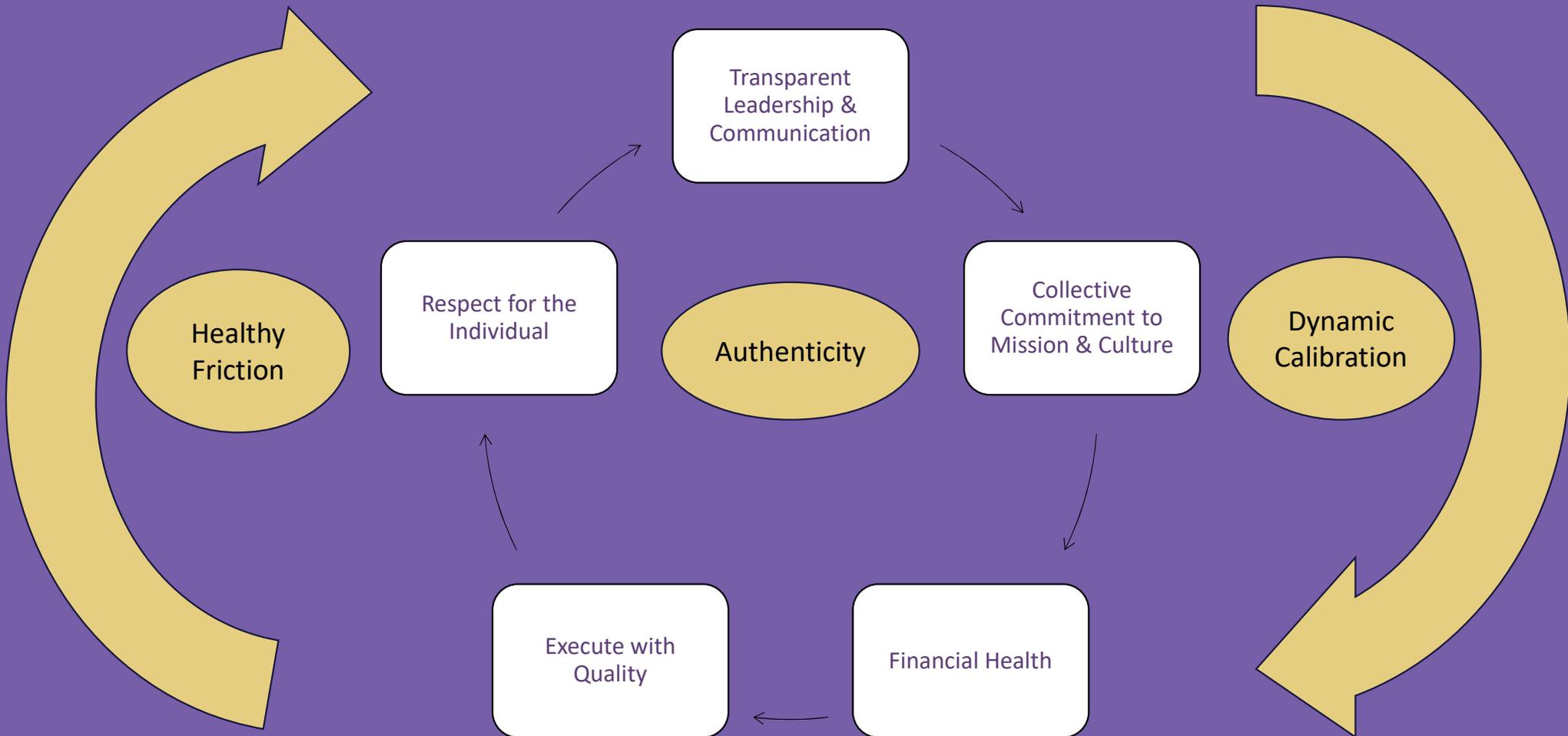
**Executive Team Coach**

**Commitment to F2F Meetings**

**Transparency in Decision Making**

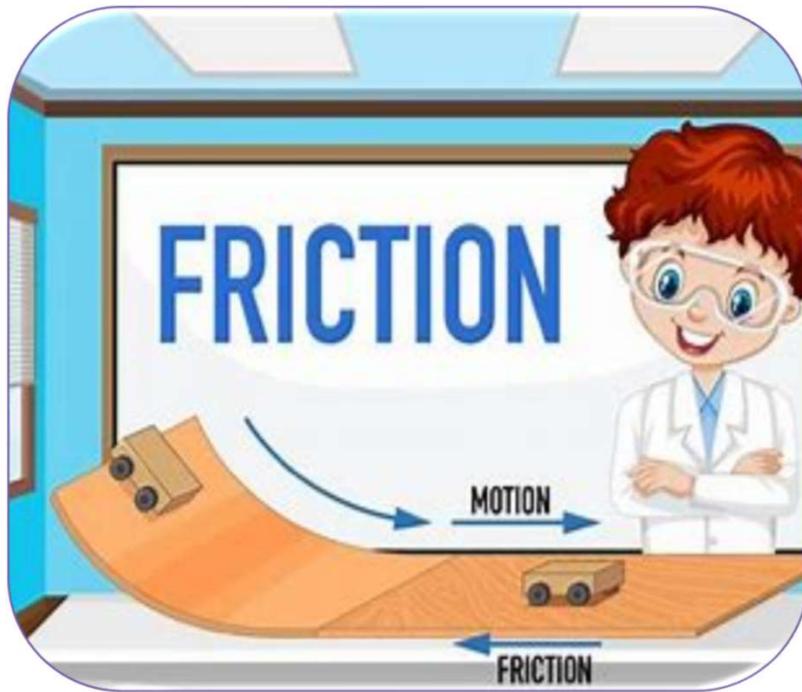
**Flat & Accessible Organization**

# Dynamic Business Calibration Framework





# Secret Sauce



# Healthy Friction on the Leadership Team



**The Hard Part:  
This Can't Be  
Faked**



# The Offset: Dynamic Calibration



# Hire Your Dream Team



**Commit to the  
Ongoing  
Improvement of  
Self-Awareness  
and Emotional  
Intelligence**

# Benefits

# Fly Wheel Effect



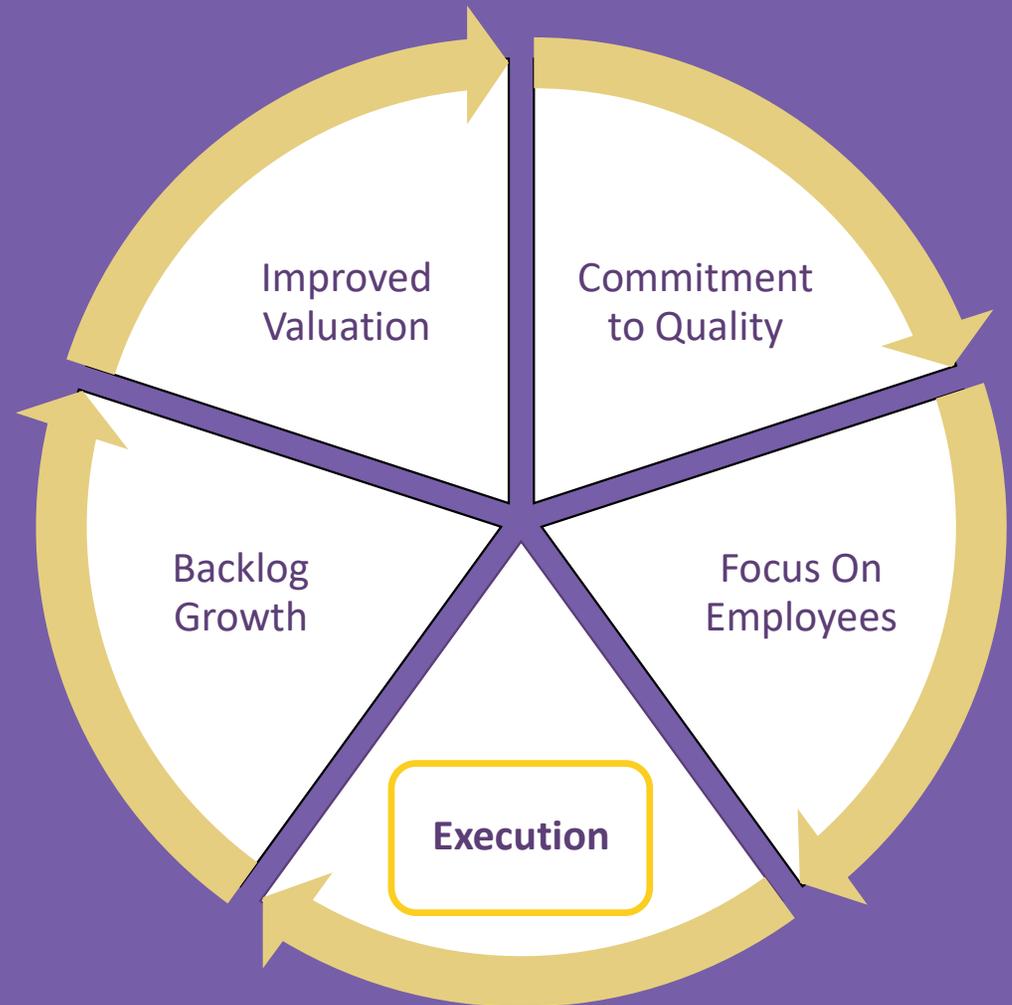
# Fly Wheel Effect



# Fly Wheel Effect



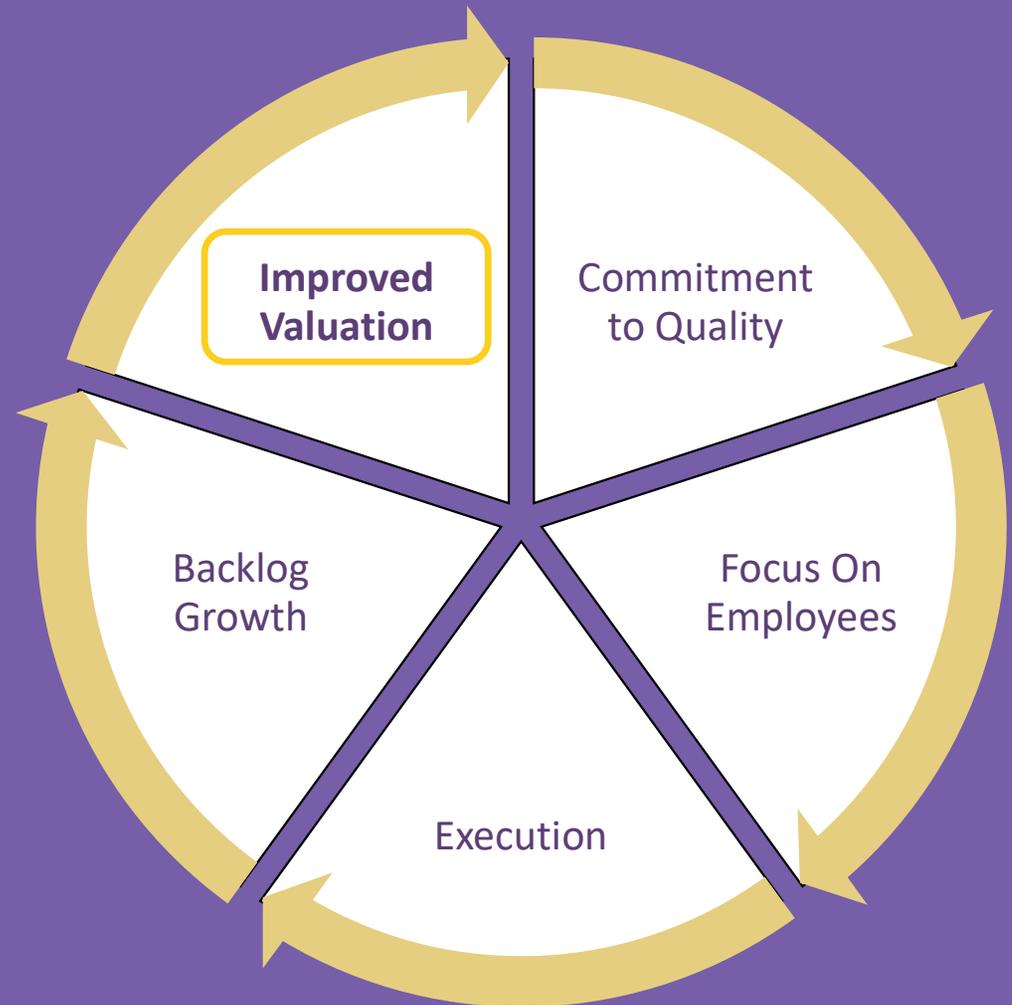
# Fly Wheel Effect



# Fly Wheel Effect



# Fly Wheel Effect



**Pride of  
Mission**

**Patient Impacts:  
Making Cancer  
Something You Doctor  
For, and Not  
Something You Died  
From**

# Conclusion

# Dynamic Business Calibration

1. **Collective Commitment to Mission & Culture**
2. **Execute with Quality**
3. **Financial Health**
4. **Respect for the Individual**
5. **Transparent Leadership & Communication**

**DBC can be implemented in  
your company or on your  
teams to optimize success**

# OTT MANAGEMENT SOLUTIONS

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IF YOU'D LIKE TO EXPLORE THIS FURTHER...

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Substack: A Spark of Leadership

