



EPISODE NINE Cancer Isn't Canceled

WITH PAULA SCHNEIDER

Paula Schneider made her name as an apparel-brand turnaround exec. Now she's making her mark as CEO of cancer charity Susan G. Komen. At Komen Paula is fighting to slash breast cancer deaths by 50 percent in just six years. And the fight is personal: She lost her mother to metastatic breast cancer and is herself a survivor of the disease. Join us for this week's episode as Paula discusses how she beat cancer, fought her way up the corporate ladder, and is now applying a turnaround mindset to keep breast cancer top of mind during a worldwide pandemic. No, cancer isn't canceled—not yet anyway.



komen.org



@susangkomen



@CEOPaula



Paula Schneider

THEMES & INSIGHTS

1. Though difficult in the moment, tackling turnarounds will equip you with survival skills for future challenges.
2. COVID-19 dominates the healthcare conversation, but other diseases didn't go away. Cancer isn't canceled. Healthcare leaders need to work on both at the same time, continuing research and advocacy while providing direct patient care.
3. Time is the most precious commodity. Spend it wisely where it will have a lasting impact.

COMBUSTION QUOTES



"Turnarounds are really hard. And then you keep motivating yourself and going forward."



"There are points in people's lives where they decide that what they're doing ... how you use your most precious commodity, which is time, is the most important thing that you can do ... and we can make a difference."



"You have to stay ultra-focused on what is gonna move the needle. And for us, there's nothing that's gonna cure cancer other than research. We have to make sure that we have more direct patient services. And we have to have a very strong advocacy shop so that we can make sure that women are taken care of in healthcare through the government as best as possible."

RESOURCES

[BLOG](#)

[ESSENCE ARTICLE:
CANCER IN THE AGE OF COVID](#)

[FORBES COUNCIL](#)