



Instructional Design Strategy
WHAT'S HOT NOW ★
★ June 07, 2017 ★ 2:00 - 3:30 PM

PRESENTED BY
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Bob Holliday, IC Axon

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MEET THE PRESENTERS



Carrie Schaal - AstraZeneca
Senior Director of Oncology
Training & Development



Bob Holliday - IC Axon
Director of Learning Strategies
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AGENDA

DETAILS

- Welcome and learning objectives
- **2017 Trends:** Engage your audience, customize the experience, and measure for results
- **Activity 1 – Case Connections:** Use a case from another industry to discover pharma training connections
- **Future Trends:** Discover the all-access pass
- **Activity 2 – Pharma Creation:** design an activity in groups centered on product launch training by using all trends discussed
- Wrap-Up

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LEARNING OBJECTIVES

IDENTIFY	Trends that are shaping the opportunities for pharma sales training professionals
DISCOVER	How certain trends have created training innovations in other industries
EXPLAIN	How trends can be applied to elevate training and development within your organization
APPLY	These trends in a pharma case challenge

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COMMON CHALLENGES FOR TODAY'S TRAINERS

- Modern learners expect a high-level of engagement and a personalized experience
- LMS limitations make it hard to deliver training
- Constant need to monitor progress and prove results

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EVOLUTION OF LEARNING AND DEVELOPMENT

	Continuous learning	Mobile learning	Learning experience	Intelligent learning?
FORMATS	Catalogs	Apps	Platforms	Customized
PHILOSOPHY	eLearning	Blended Learning	Social Learning	Machine Curated
LEARNING ENVIRONMENT	CBT/Office	Mobile	Integrated	Seamless
SYSTEMS	LMS	LMS	LMS/LRS/LEPs (LXPs)	LMS-agnostic
	2005	2010	2017	2020
			We are HERE	

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WHAT DRIVES ENGAGEMENT?

According to Dale Carnegie research:

Engagement drivers:	Signs of engaged employees:
<ul style="list-style-type: none">✓ Relationship with your direct manager✓ Belief in your senior leadership's vision✓ Pride in your company	<ul style="list-style-type: none">• Enthusiastic about work• Inspired and motivated by their managers• Empowered to manage their own development• Confident they can achieve excellence

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CHALLENGES TO ENGAGEMENT

A word cloud containing the following terms: OVERWHELMED, UNTETHERED, SOCIAL, DIGITAL, MOBILE, PEERS, BUSY, DISTRACTED, CLASSROOM, SHARING, ON-DEMAND, VIRTUAL TRAINING, ENGAGEMENT, IMPATIENT, JUST-IN-TIME, COLLABORATIVE, SECONDS, and ONLINE COURSES.

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HOW CAN YOU ENGAGE THE MODERN LEARNER?

- EXPERIENCE DESIGN** - Shift from instructional design to experience design or learner-centric curriculum design
- MOBILE LEARNING** - Bring learning to where employees adhere to a way of learning, not a type of learning
- COACHING TOOLS** - Leverage mobile technology for more face time with field reps
- SOCIAL LEARNING** - Mimic social media activities (collaborative discussions/comments, likes, shares, etc) for peer-to-peer sharing

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HOW CAN YOU CUSTOMIZE FOR YOUR LEARNER?

MICROLEARNING

Shift toward bite-sized learning chunks to meet just-in-time learning needs that are easy to access

ADAPTIVE LEARNING

A learner-centric content management system that will recommend content tailored to each learner

INTERVAL-BASED TRAINING

Leverage email and mobile technology for delivery, which is proven to have the highest level of retention

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HOW DO YOU KNOW IT'S WORKING?

MEASURING SUCCESS AND TRAINING EFFECTIVENESS

Type	Strategy Measure	Sample Metrics	Output
Pre-Program	Current state of learner (as-is)	Baseline data	Serves as initial measurement of confidence and knowledge
Post-Event (Level 1)	Reaction	Satisfaction Value Relevance	Findings to improve future trainings
Assessments (Level 2)	Learning	Knowledge	Findings to show if learning was achieved
Post-Program	Future state of learner (to-be)	Impact of Program Additional Training Needs	Comparing with pre-program can demonstrate change, monitor progress, and show impact
Follow-Up Learner and Follow-Up Manager (Level 3&4)	Behavior Results	Return on expectations (ROE)	<ul style="list-style-type: none"> • Findings will show if training was applied on the job and what impact it had on the business • Findings can be used to create future pull-through training programs
Business Data Review	Impact	Return on Investment (ROI)	Findings will show any link of training program to business result impact

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IN SHORT

**★ENGAGE★
YOUR
AUDIENCE**

**★CUSTOMIZE★
THE
EXPERIENCE**

**★MEASURE★
FOR
MEANING**

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**★ ACTIVITY 1 ★
CASE CONNECTIONS**

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ACTIVITY 1*CASE CONNECTIONS

Objectives:

- ✓ Identify the trend(s) being used in your case study
- ✓ Discuss how a similar trend could be adapted in our industry
- ✓ Share a summary of what your table identified

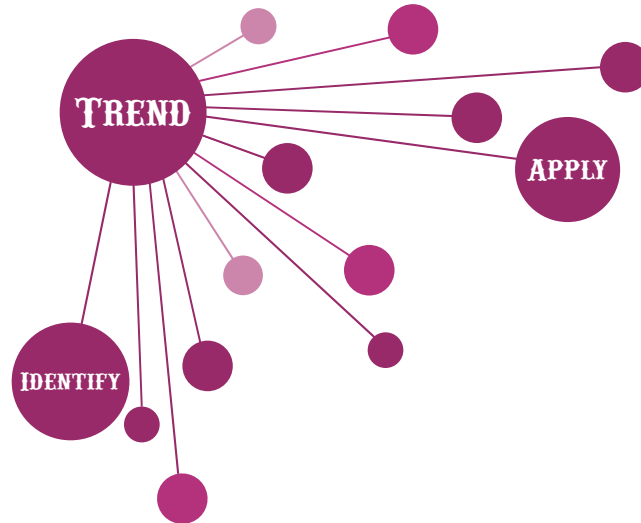
Procedure:

1. Assign 1 case study to each table
2. Nominate a spokesperson and a note taker
3. Complete the accompanying case study worksheet
4. Share findings with the whole room

Time: 20 min (15-min discussion/5-min debrief)



DEBRIEF*SHARE PHARMA CONNECTIONS





LEARNING DELIVERY PLATFORMS

Learning experience platforms (LEPs or LXPs) <i>Example: fuse</i>	Program experience (delivery) platforms <i>Example: MOOCS</i>	Micro learning platforms <i>Example: QStream, mLevel</i>
Development tools <i>Example: Rapid eLearning</i>		Content libraries <i>Example: Lynda.com</i>
LMS platforms <i>Example: SumTotal, Saba, SuccessFactors</i>		LRS platforms <i>Example: Watershed, xAPI</i>


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ACTIVITY 2★PHARMA CREATION

Objectives:

- ✓ Define your training needs given a new set of updated technical and compliance constraints (allows LEPS)
- ✓ Brainstorm new tactical interventions that target newly defined training needs
- ✓ Develop your business case using the Pharma Creation Workmat



The diagram shows a circular workmat with a central "GOAL" label. It is surrounded by concentric rings and labels: "WHAT WOULD SUCCESS LOOK LIKE" (purple), "WHY LEADERSHIP WILL LOVE YOU" (green), and "PHARMA CREATION WORKMAT" (top). There are also smaller labels like "Tactical Interventions" and "LEPS".

Procedure:

1. For each table, nominate a spokesperson
2. At your table, complete the workmat by starting with the inner ring and working your way out (20 min)
3. Share your workmat with the whole room (10 min) by describing what success would look like and why leadership will love you

Time: 30 min (20-min design challenge/10-min debrief)

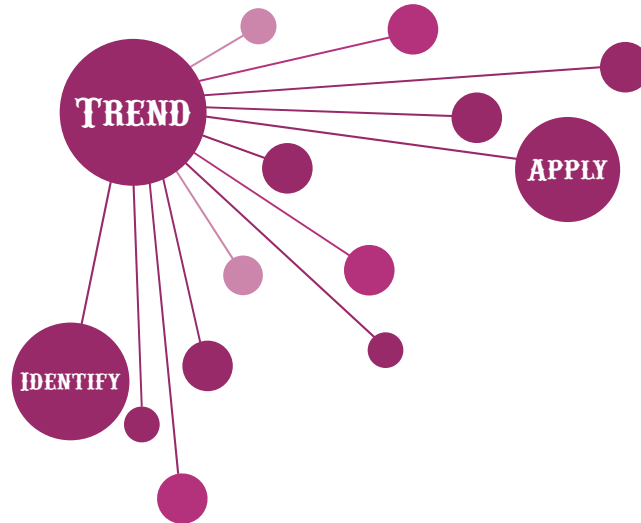
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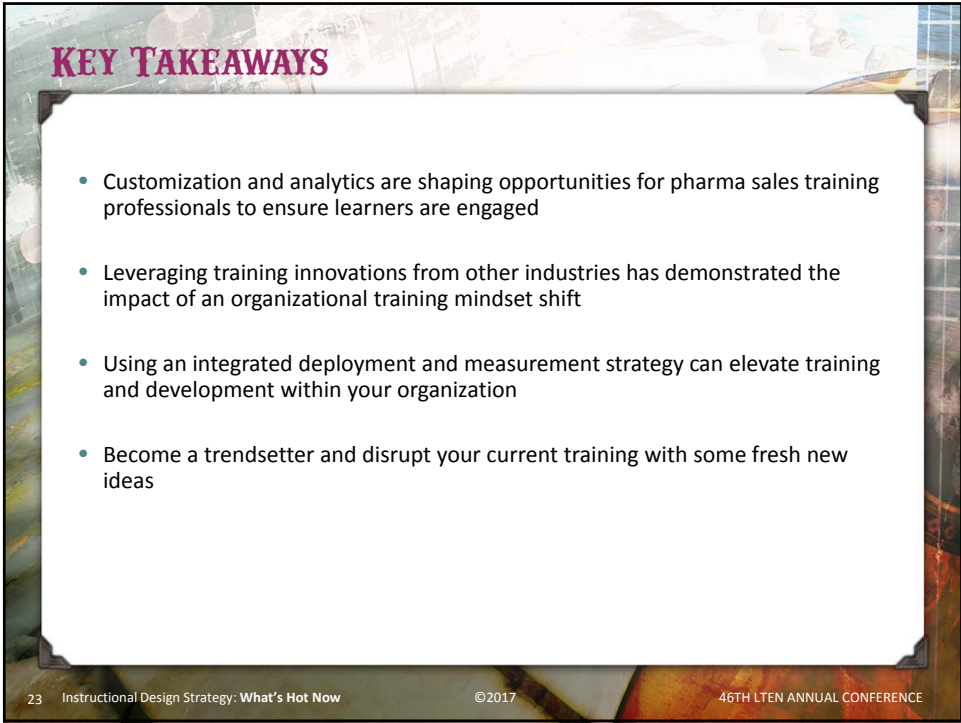
ACTIVITY 2*PHARMA CREATION

Product launch business case details

- Product: Corazonica (cardiovascular drug)
- Sales team:
 - 50% transitions from specialty, 50% new hire
 - 100 specialty care reps, 50 institutional reps
- Key differentiators:
 - First in their drug class to market
 - Unique mechanism of action (MOA) with flexible dosing
 - Large unmet need with significant patient population
- Training and performance objectives:
 - Be able to explain unique MOA and dosing options
 - Be able to communicate urgency to initiate treatment
 - Be able to rapidly share insights between primary care and institutional sales teams, specifically around objection handling
 - Be able to demonstrate impact of training initiatives on launch excellence

DEBRIEF





KEY TAKEAWAYS

- Customization and analytics are shaping opportunities for pharma sales training professionals to ensure learners are engaged
- Leveraging training innovations from other industries has demonstrated the impact of an organizational training mindset shift
- Using an integrated deployment and measurement strategy can elevate training and development within your organization
- Become a trendsetter and disrupt your current training with some fresh new ideas

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WRAP UP

QUESTIONS/ COMMENTS?

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CONTACT US FOR MORE INFORMATION



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Carrie is an authentic, motivated, and accomplished training and sales leader, with a focus on launch excellence, innovation, and team development. With almost 20-years of experience in the industry, she provides astute strategic planning and practical implementation of initiatives to communicate vision, build relationships, and align stakeholders. Carrie's enthusiasm and energy are boundless, and she uses these to create organizational unity and harness a team's momentum. She is an active member of the LTEN Advisory Council, ATD, and Healthcare Business Women's Association.



Bob Holliday, IC Axon
Director of Learning Strategies & Business Development
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Bob has over 25 years of learning and design experience from first-line trainer to third-line leader of training organizations. Of those years, 16 have been spent within pharma/biotech training teams, where he has led the launch training of over 25 products both in the United States and globally. He is also retired from the US Air Force Reserve, where he led a base-wide training organization.

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