



The ENRICH Program

LTEN EXCELLENCE AWARDS FINALIST & WINNERS
CATEGORY: FIELD TRAINER SCHOLARSHIP

THE NEED

As an organization, Eisai had not traditionally provided centralized, formalized guidance on career development for sales professionals; this was left in the hands of district sales managers. As such, the experience for sales professionals was inconsistent at best and led to retention concerns at worst. Eisai needed to help sales professionals envision their career paths and provide them the tools and resources necessary to set and achieve career goals.

THE SOLUTION: The ENRICH Program

- E** **EMPOWERED**
Put career development in the hands of the sales professional.
- N** **NAVIGATION**
Develop a plan for career development through:
- R** **RECOGNIZE**
Recognize the career paths available at Eisai for sales professionals.
- I** **IDENTIFY**
Identify the skills, knowledge, and training necessary for each career path.
- C** **COLLABORATE**
Collaborate with internal colleagues who exemplify excellence in the role.
- H** **HELP**
Help develop Eisai excellence and retain top talent through robust sales professional IDPs.

An initiative focused on empowering sales professionals to navigate their own career journeys at Eisai. ENRICH focuses on:

- defining career paths
- facilitating face-to-face touchpoints with those currently in a role
- providing opportunities to build skills through training

The ultimate goal of the ENRICH program is to enrich the Eisai experience for sales professionals through career development, thus improving retention.

COMPONENTS OF ENRICH:



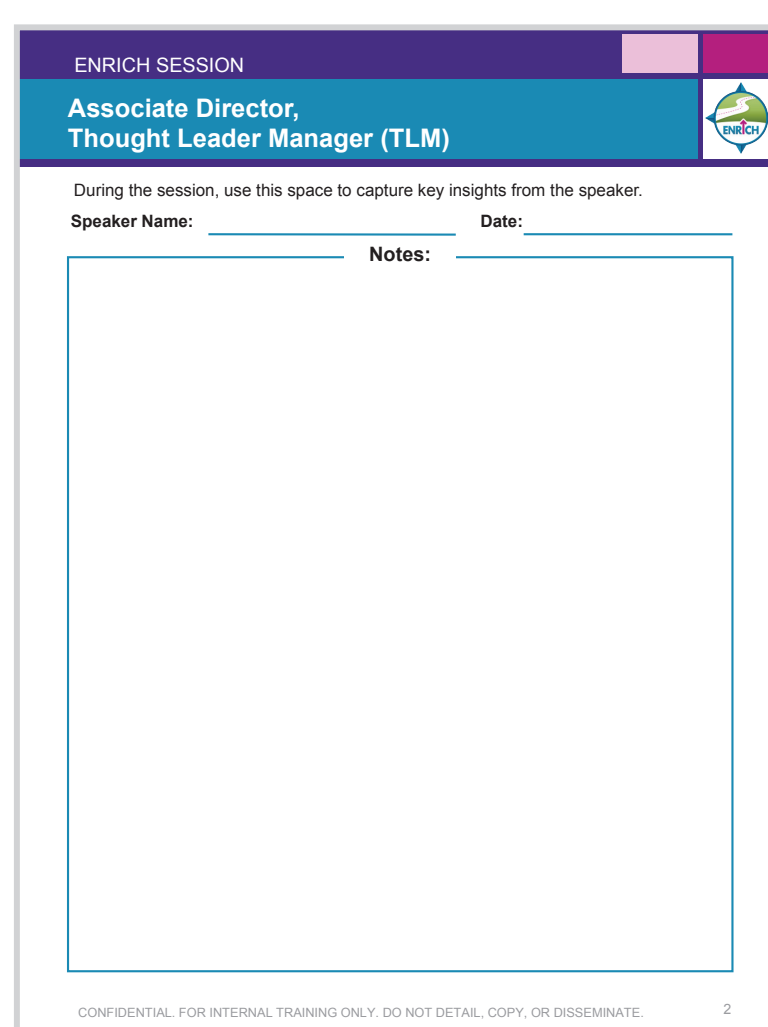
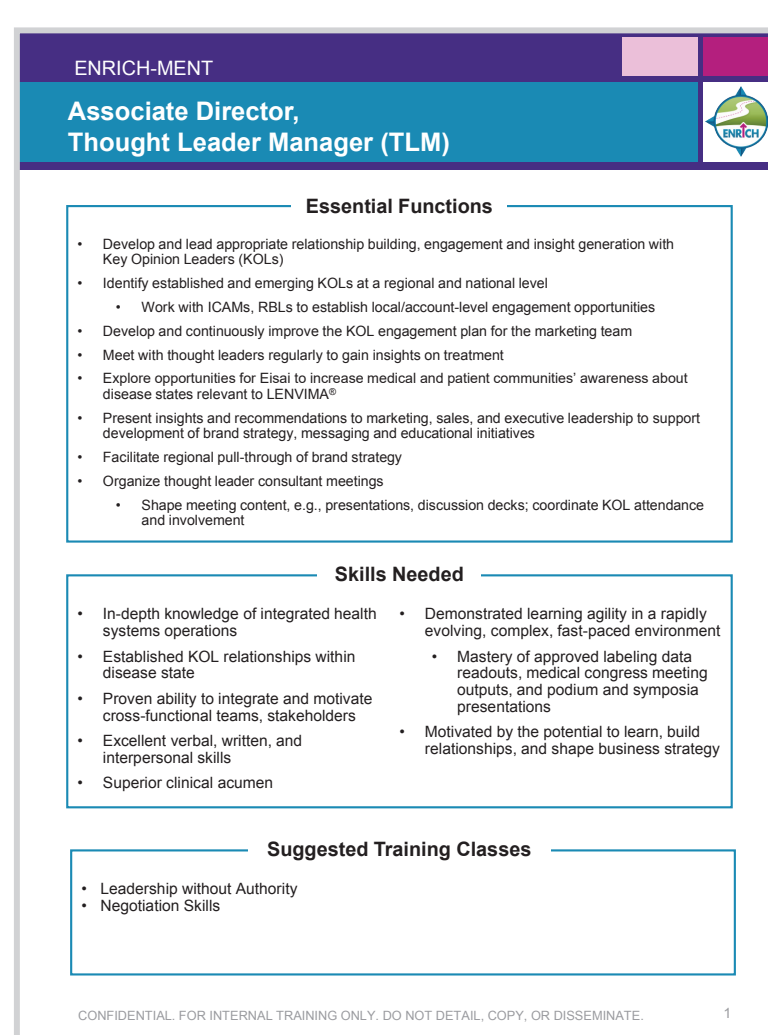
ENRICH-MENTS

Detailed descriptions of essential job functions, skills, qualifications, and available training for each role.



ENRICH SESSIONS

Top talent, representing their specific role, provide real-world insights and information about their position.



THE IMPACT

In its initial roll-out, over half of all Eisai sales professionals participated in ENRICH and shared positive feedback. Many are actively working with their managers to develop the skills and experience needed to achieve their career goals.

“This is exactly what I was looking for!”
“It’s been great. With ENRICH, I feel as if I have my own personal career-coach!”

ENRICH has been embraced at all levels of the organization, from HR to the executive vice president of US sales.

“This is the kind of initiative we need that comes from the field and those closest to the field.”

ENRICH has been modeled by and incorporated into other field initiatives at Eisai, such as the official field Mentorship Program and the Continued Excellence phase of the Eisai training continuum.

“ENRICH has become the preeminent source for career-navigation at Eisai.”

ENRICH continues to evolve and empower sales professionals to take responsibility for their own career development, collaborate with colleagues across roles and departments, help Eisai retain top talent, and forge what’s known as “One Eisai.”



ENRICH embodies Eisai’s human health care (hhc) mission, a corporate philosophy based on the belief that in order to truly consider the perspectives of patients and their families, it is important for each employee to first get close to patients and see the situation through their eyes to learn to pick up on thoughts and feelings that might not necessarily always be expressed in words.

