

Reducing Barriers. Redefining Value.



The leader of the Learning Excellence Team, JENN MARSHALL, sought a pathway to redefine the group's value proposition in order to develop the workforce of the future and align to the organization's goals.



The Learning Excellence redefined value proposition enabled Scientific and Medical Affairs trainers by reducing barriers:

Operations

Instructional Design

Performance Strategy/
Metrics & Measurement

Learning Experience
Technology

“There were both structural and cultural challenges to address from the very beginning, which Jenn took into account with the original design approach and methodology.”

The design methodology began with identifying the organization's future success capabilities and included:

- 1 Stakeholder Alignment and Feedback
- 2 Alignment of Capabilities to Competencies and Skills
- 3 Training Drivers and Constraints
- 4 L&D FTEs Resource Analysis



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