

## Taking Learning Development to the Globe: Considerations Case Study

---

- Bristol-Myers Squibb has transitioned to a centralized model for global sales training content development
- This involves development of product and therapeutic sales training content for the first-to-market country, while keeping in mind the need for localization and translation by other markets for their use
- In the new model, a Worldwide Training Design and Development group is responsible for product and therapeutic sales training content development for all new product and/or new indication launches
- Implementation and/or facilitation of training content and training around market specific data is the responsibility of the applicable market's trainers
- Worldwide Training Design and Development Group has varied experience
  - Instructional design
  - Pharmaceutical sales
  - US and Worldwide sales training
  - Medical affairs
  - Vendor

*Rationale: to decrease costs and increase efficiencies while driving innovation in training approach*

### **Question for consideration:**

What stakeholders should be engaged prior to moving to a model of global training development, and what challenges do you think you would face?

## Taking Learning Development to the Globe: Considerations Case Study

---

- Bristol-Myers Squibb has transitioned to a centralized model for global sales training content development
- This involves development of product and therapeutic sales training content for the first-to-market country, while keeping in mind the need for localization and translation by other markets for their use
- In the new model, a Worldwide Training Design and Development group is responsible for product and therapeutic sales training content development for all new product and/or new indication launches
- Implementation and/or facilitation of training content and training around market specific data is the responsibility of the applicable market's trainers
- Worldwide Training Design and Development Group has varied experience
  - Instructional design
  - Pharmaceutical sales
  - US and Worldwide sales training
  - Medical affairs
  - Vendor

*Rationale: to decrease costs and increase efficiencies while driving innovation in training approach*

### ***Question for consideration:***

What standards need to be addressed for training creation, keeping in mind a development and deployment strategy for global markets with varying capabilities and needs?

## Taking Learning Development to the Globe: Considerations Case Study

---

- Bristol-Myers Squibb has transitioned to a centralized model for global sales training content development
- This involves development of product and therapeutic sales training content for the first-to-market country, while keeping in mind the need for localization and translation by other markets for their use
- In the new model, a Worldwide Training Design and Development group is responsible for product and therapeutic sales training content development for all new product and/or new indication launches
- Implementation and/or facilitation of training content and training around market specific data is the responsibility of the applicable market's trainers
- Worldwide Training Design and Development Group has varied experience
  - Instructional design
  - Pharmaceutical sales
  - US and Worldwide sales training
  - Medical affairs
  - Vendor

*Rationale: to decrease costs and increase efficiencies while driving innovation in training approach*

### **Question for consideration:**

How do you leverage outside content development vendors collaboratively in a global model?