

LTEN[®]2023

**FOCUS
FORWARD**

Welcome and Thanks for Attending

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Designing a Creative and Impactful Learning Program to Support Business Priorities

Jennifer Aikin, MSN

Principal, *Evergreen Training Solutions, LLC*

Christie Spadafora, MS, MBA

Medical Affairs Training Director, *Karuna Therapeutics*



Introducing the Presenters



Jennifer Aikin, MSN

Principal, Evergreen Training Solutions, LLC

Strategic Training Leader with over 20 years' experience in the biopharmaceutical industry, 19+ years in training



Christie Spadafora, MS, MBA

Medical Training Director, Karuna Therapeutics

Lifelong learner, trainer, and educator with 13 years of biopharmaceutical industry and 10 years of education and training experience

Introducing the Attendees

Polling Questions

In web browser:
Pollev.com/christies100

Objectives

During this workshop, attendees will:

Identify seven brief questions to assess business priorities and organizational needs

Design a training plan to address business priorities including:

- Focused content outline
- Creative learning methods
- Evaluation strategy

Share best practices

Agenda

Workshop Introduction

Presentation

- How to conduct a brief, targeted needs assessment
- Tips for creating an impactful training plan and content outline
- Best practices for incorporating creative learning methods
- How to select the appropriate evaluation strategies to demonstrate learning impact



Case Study Workshop

Summary and Conclusions

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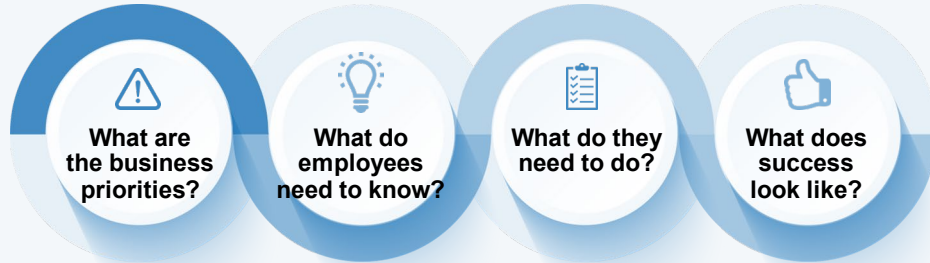
Presentation

How to conduct a brief, targeted needs assessment



Needs Analysis: Seven Strategic Questions

Four Questions Focusing on Business Priorities



Three Questions Focusing on the Organization



Compile Results

TRAINING PLAN

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Presentation

Tips for creating an impactful training plan and content outline



Creating an impactful training plan and content outline

Make one!

Keep answers to the 7 questions nearby

Consider previous training plans in library

Start with a Summary/ Overview

Flesh out your Objectives

Craft your Agenda

Don't forget to include summary section(s)

Identify Learning Method(s) for each agenda item

Develop an Evaluation Plan

Identify all resource needs (materials, technology, etc) for each agenda item

Assign a time to each agenda item

Review complete plan – does it align with the answers to the 7 questions?

Post training: analyze and incorporate feedback

Post training: save plan in library

Training Plan and Content Outline for Today

LTEN 2023 Workshop

Designing a Creative and Impactful Learning Program to Support Business Priorities

Workshop Summary Description:

How can trainers provide the most value with limited resources? For both medical and commercial trainers, the answer lies in designing creative and impactful learning programs in support of business priorities. This 90-minute workshop will provide tips on identifying the learning needs of your audience based on the organization's business priorities, outlining the most important content, incorporating creative learning methods into your design, and evaluating and communicating the impact of your program. Attendees will apply these tips during a small group case study activity.

Objectives:

During this workshop, attendees will:

1. Identify seven brief questions used to assess priority business needs
2. Design a training plan to address a priority business need including: focused content outline, creative learning methods, and evaluation strategy
3. Share best practices

AGENDA:

Workshop Introduction (10 min)

- Speaker Introductions - Both
- Audience Introduction - Poll Everywhere (WiFi / cell phones) - Christie
- Objectives - Jennifer
- Agenda - Both

Presentations (30 min)

- How to conduct a brief, targeted needs assessment – Jennifer
 - Seven Strategic Questions
- Tips for creating an impactful training plan and content outline – Christie
 - Tips – with animation
 - Screenshot of this Outline
- Best practices for incorporating creative learning methods – Christie
 - Tips with animation
- How to select the appropriate evaluation strategies to demonstrate learning impact – Jennifer
 - The Kirkpatrick Model
 - Net Promoter Score
 - Proficiency / Certification Experiences
- Q&A

Small Group Workshop (45 min)

- Each table group will be given the choice of two case studies (Disease and Product training; New Hire Orientation)
- Together, the table group will walk through the process of
 - Conduct needs assessment using Seven Strategic Questions
 - Creating a focused training plan (objectives, content outline)
 - Choosing creative learning methods to bring the content to life
 - Selecting one or more evaluation strategies to demonstrate learning impact
 - Choosing a spokesperson
- Table spokespersons will report back to the larger group of participants

Summary and Wrap Up (5 min)

- Key Takeaways:
 - Take the time to answer the 7 Questions before designing a training program
 - Use the answers to help you craft your Training Plan and Content Outline
 - Incorporate creative learning methods to reinforce key information and keep your learners engaged
 - Select the highest level of evaluation method to ensure training objectives are met
 - Integrate feedback and evaluation notes post-training

Learning Methods:

Presentation: Interactive polling, quiz questions, and Q&A
Workshop: Case study

Evaluation Method: LTEN evaluation

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Presentation

Best Practices for incorporating creative learning methods



Incorporating Creative Learning Methods

Craft a living list of learning methods

- Video
- eModule
- Podcast/audio
- Polling/ARS
- Case Study
- Small Groups
- Flip Charts
- Complete a poster/worksheet
- Jeopardy, Family Feud
- VR/ AR, Etc

For each agenda item, identify the best-fit learning method

- Consider feasibility given timeframe
- Budget may constrain options

Holistic review of training plan: multiple learning methods?

- Sometimes repetition using different methods is critical
- Address different learning styles
- Did we address how audience best learns?

Step out of your comfort zone: consider a new learning method

- YouTube
- LTEN
- A friend

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Presentation

How to select appropriate evaluation strategies to demonstrate learning impact

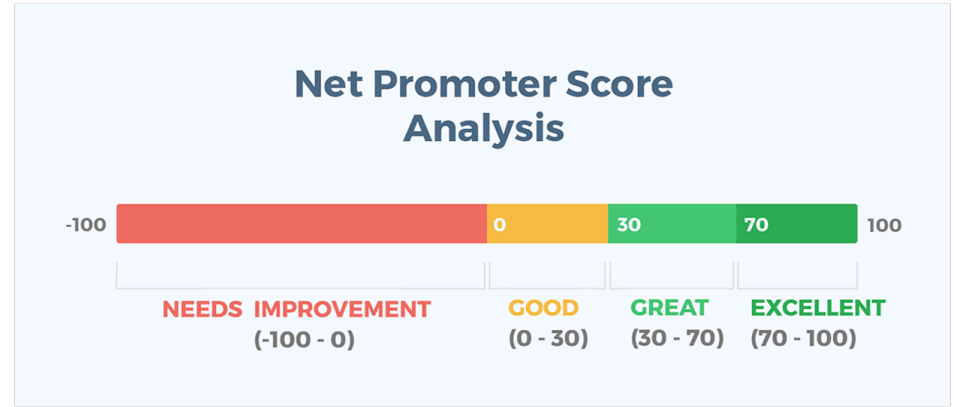


Evaluation: The Kirkpatrick Model

Level	Definition	Examples
Level 1: Reaction	The degree to which participants find the training favorable, engaging and relevant to their jobs	<ul style="list-style-type: none">• Smiley face evaluation• Post-course evaluation• Net promoter score
Level 2: Learning	The degree to which participants acquire the intended knowledge, skills, attitude, confidence and commitment based on their participation in the training	<ul style="list-style-type: none">• Quiz• Learning assessment
Level 3: Behavior	The degree to which participants apply what they learned during training when they are back on the job	<ul style="list-style-type: none">• Role play / simulation• Manager observation during field ride alongs
Level 4: Results	The degree to which targeted outcomes occur as a result of the training and the support and accountability package	<ul style="list-style-type: none">• Key stakeholder surveys• Image surveys

Adapted from: <https://www.kirkpatrickpartners.com/Our-Philosophy/The-Kirkpatrick-Model>
(accessed 6/5/2022)

Net Promoter Score



<https://www.teamsupport.com/blog/customer-success-net-promoter-score-nps>
<https://www.thehumancapitalhub.com/articles/net-promoter-score-everything-you-need-to-know->

Proficiency / Certification Experiences - 1

Important Principles:

- Goal: to help learners be successful
- Craft objective evaluation criteria
- Train observers/ evaluators to ensure consistency
- Ensure clear expectations
- Work with HR to develop an appropriate plan for those who do not pass

Start with real-life scenarios:

- Difficult questions, new or complicated data



Proficiency / Certification Experiences - 2

Craft Objective Evaluation Criteria

Scientific accuracy

- Craft high level key points
- Identify go-to references

Customer or Scientific Engagement behaviors

- Probing questions
- Active listening
- Clear and concise responses
- Robust dialog
- Engaging story telling
- Insights gathering
- Use of resources (sales aids, slides, reference articles/ posters)

Adherence to Compliance Guidelines



Proficiency / Certification Experiences - 3

Develop Pass/ Fail Criteria

- Pass / Pass with Coaching / Did not pass
- Clear guidance for when repeat certification is required
- Align with managers and HR

Plan for Delivering Feedback



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Presentation

Q&A







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Case Study Workshop



Workshop Instructions

1	Break into small groups of 4 or 5 people	
2	Choose a Case Study <ul style="list-style-type: none">• Case Study #1: Disease and Product Training• Case Study #2: Design a New Hire Orientation	
3	As a group, complete the activities outlined in the case study, recording your answers on the worksheet	
4	Select a spokesperson	

Case Study #1

Your company is completing phase 3 clinical trials with a new biologic agent for dementia. The new product called 'Panacea' has a unique MOA, and patients must exhibit a specific biomarker to be eligible to receive it. You are responsible for developing the product and disease training program for employees in the commercial or medical organization.

Needs Assessment:

- Identify the target audience
- Who would you interview in the organization?
- To identify the business priorities and organizational needs, use the seven questions, writing down what you imagine the responses would be

Objectives and Content Outline:

Based on the results of your needs assessment

- Create 3 learning objectives
- Craft a brief content outline

Case Study #1 (continued)

Your company is completing phase 3 clinical trials with a new biologic agent for dementia. The new product called 'Panacea' has a unique MOA, and patients must exhibit a specific biomarker to be eligible to receive it. You are responsible for developing the product and disease training program for employees in the commercial or medical organization.

Creative Learning Methods:

- Based on your target audience and budget, choose at least 4 creative learning methods to bring the content to life

Evaluation Strategies

- Based on what your learners need to do and what success looks like, select one or more evaluation strategy to demonstrate learning impact

Choose a Spokesperson for your Group



Case Study #2

You have just begun work at a small start-up company that has less than 200 employees, with plans to double in size over the next year. You are working with HR to develop a New Hire Orientation to introduce new employees to the company's mission, science, culture, and the employee benefit plan.

Needs Assessment:

- Identify the target audience
- Who would you interview in the organization?
- To identify the business priorities and organizational needs, use the seven questions, writing down what you imagine the responses would be

Objectives and Content Outline:

Based on the results of your needs assessment

- Create 3 learning objectives
- Craft a brief content outline

Case Study #2 (continued)

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Creative Learning Methods:

- Based on your target audience and budget, choose at least 4 creative learning methods to bring the content to life

Evaluation Strategies

- Based on what your learners need to do and what success looks like, select one or more evaluation strategy to demonstrate learning impact

Choose a Spokesperson for your Group



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Debrief



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Summary and Wrap Up



Key Takeaways

Take the time to answer the 7 Questions before designing a training program

Use the answers to help you craft your Training Plan and Content Outline

Incorporate creative learning methods to reinforce key information and keep your learners engaged

Select the highest level of evaluation method to ensure training objectives are met

Integrate feedback and evaluation notes post training

Tell Us How We Did

Take One Minute to Share Your Feedback

From the app:

1. Select this Workshop
2. Click on Survey to Complete



*Every Workshop Survey you submit enters you into a daily drawing for **one of three \$25 Amazon gift cards!***

A screenshot of a survey form titled "LTEN Annual Conference 2023". The form includes a "Session Name" field, a question "How valuable did you find the information presented at this session?" with a rating scale from "Poor" to "Excellent" (represented by five stars), a question "What information in this session was most useful to you?" with a text input field, and a question "What would have made this session better?" with a text input field. A "Done" button is at the bottom, and a "Privacy Policy" link is in the bottom right corner.

LTEN Annual Conference 2023

Session Name

How valuable did you find the information presented at this session?

Poor Excellent

☆ ☆ ☆ ☆ ☆

What information in this session was most useful to you?

What would have made this session better?

Done

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