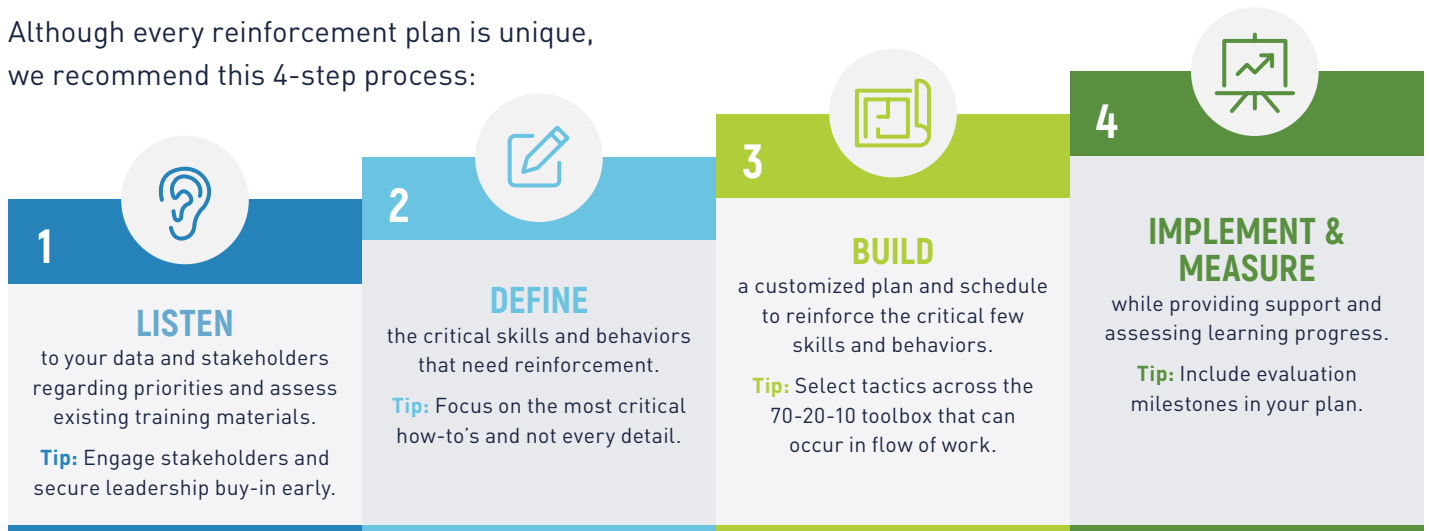


# CULTIVATE REINFORCEMENT SOLUTIONS

Training reinforcement is often an afterthought and can be challenging to implement due to time, resources, and budget constraints. But reinforcement as a *forethought* can address some of these challenges before they become issues and help make sure the training programs you invest in have a lasting impact. Encompass partners with you to cultivate a tailored reinforcement plan that focuses on the most critical skills and behaviors for your team to accelerate performance.

## How does it work?

Although every reinforcement plan is unique, we recommend this 4-step process:



## Where do I start?

Reflect on your training initiatives over the last 12 months and respond to the following statements.

I focused my efforts on formal, event-based live/in-person training.	Yes	No
I rarely considered training reinforcement at the beginning of my training projects.	Yes	No
I found learners experienced challenges in applying what they learned when back on the job.	Yes	No
I feel I could have dedicated more time and resources to reinforcing training.	Yes	No
One of my biggest challenges is the inability to pull employees out of their daily role to attend training.	Yes	No
It is difficult to conduct regular training events due to lack of time, resources, and budget.	Yes	No
I find it challenging to gain leadership alignment/support for ongoing training reinforcement.	Yes	No
I wish I could find ways to better leverage and repurpose training I've already created.	Yes	No
One of my goals is to incorporate out-of-the-box training solutions through social learning, job shadowing, mentoring, and special projects.	Yes	No
I feel my organization could benefit from a social learning environment where employees can learn from sharing best practices and mistakes.	Yes	No

If one or more of these apply to you and your team, consider partnering with **Encompass** to build a reinforcement plan and schedule that boosts knowledge retention and protects your training investment.

# WHO WE ARE

**10+**  
years in business

Partner with  
**start-ups and  
top 100 pharma  
companies**

Experience across  
**25+** therapeutic  
areas  
and multiple product launches



Leverage our  
**proven  
approach**  
with every  
learning journey



**Full-service  
dedicated  
team**

**Leadership** averages **15+ years** in:

Pharmaceutical  
Sales



Sales  
Leadership



Market  
Access



More!

## Core Areas of Expertise

**REINFORCEMENT & PULL-THROUGH** Wellness **Software Tool Training Assessments**

**COACHING & LEADERSHIP** Gamification **LEARNING DESIGN & ROAD MAPS**

Market Access Training **SALES FORCE EFFECTIVENESS & CHANGE MANAGEMENT INITIATIVES** ESSENTIAL SKILLS

Marketing Excellence **COMMUNICATIONS STRATEGY & EXECUTION** HUB/Patient Services Training

Needs Analysis **TRAINING & EXECUTION** Certification **COMMERCIAL LAUNCH STRATEGY & TACTICS**

**NEW HIRE STRATEGY & TRAINING**



*I was a client of Encompass on two separate occasions. In both instances, we needed to focus on **training and execution**. I found it wasn't just another "one-and-done" training event, which we experienced in the past. Rather, Encompass really focused on developing a **complete learning journey**—including **reinforcement**, which often gets missed. This approach really sets Encompass apart!*

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Top 100 Life Sciences Company

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**Booth 518!**



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