

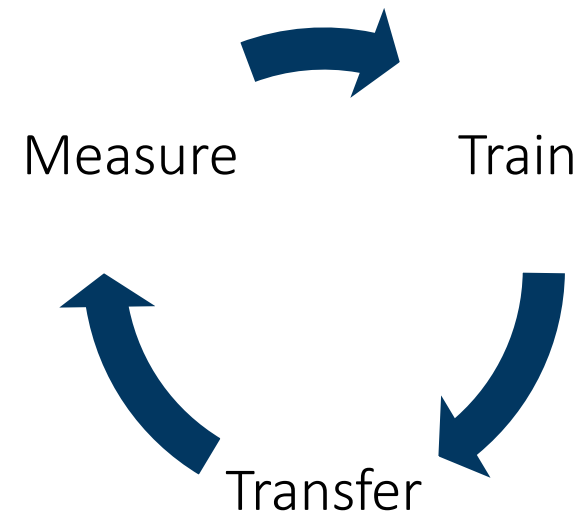
Strengthening the Power of our Communication

Madonna Cifonie, Alison Pulte and Quantified.ai

Deliberate Practice and Learning Transfer

Table discussions: How have you solved for this in the past?

- What's worked?
- How do you know?
- How do you measure?





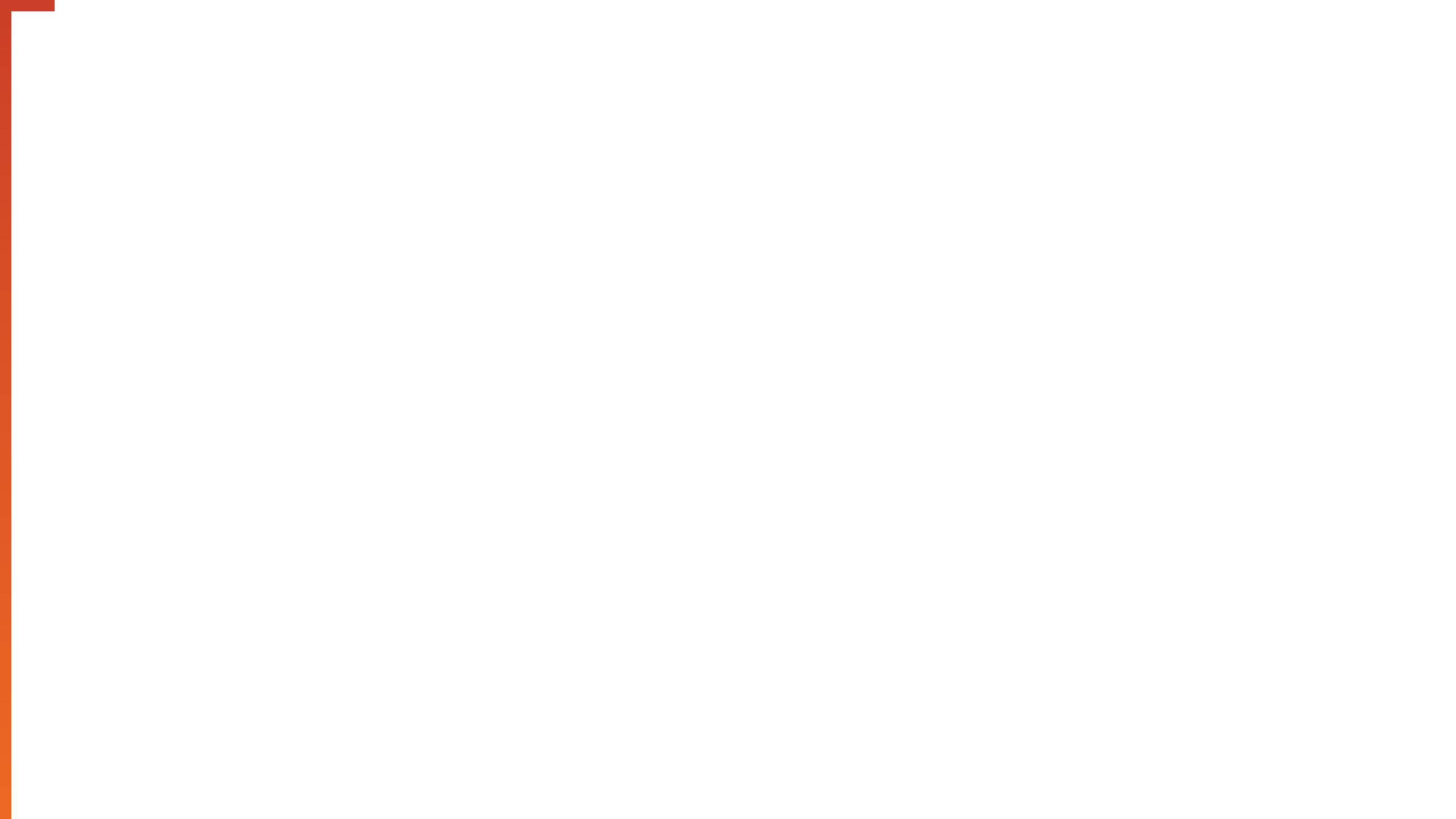
Share Key Insights from Tables





Why is Practice with Feedback Important?







Igniting Impact

Strengthening the Power of our Communication





What is *Igniting Impact*?

- ***Igniting Impact*** helps elevate communication impact by:
 - Assessing 24 key communication skills
 - Analyzing role play videos
 - Supplying automated feedback
 - Providing coaching tips to enhance skills
- ***Igniting Impact*** is designed to complement the leader's efforts and is not intended as a replacement for ABL coaching



How it Works



ROOTED IN BEHAVIORAL SCIENCE,
social psychology,
and
communications
research.



POWERED BY ARTIFICIAL INTELLIGENCE
assessing sight,
sound and
language. 1,400+
behaviors across
24 skills in every
communication.



PROVEN IN EVALUATION RESEARCH
with unrivalled
database
>250,000 human
communications,
scored for
impact.

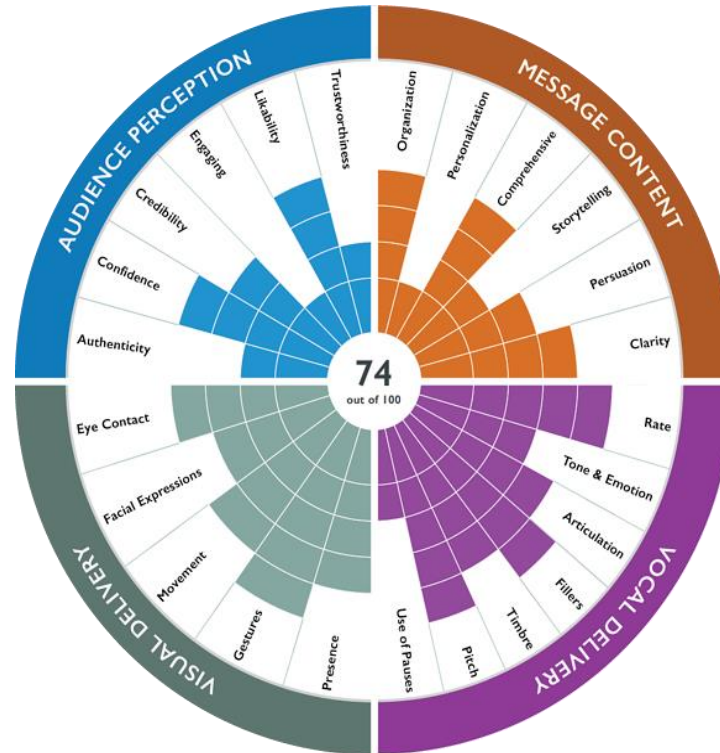


PERSONALIZED EXPERIENTIAL DELIVERY
tool that coaches,
measurably
improves skills,
and boosts
performance in
the flow of work.

How it Works



Video Capture



Objective Assessment

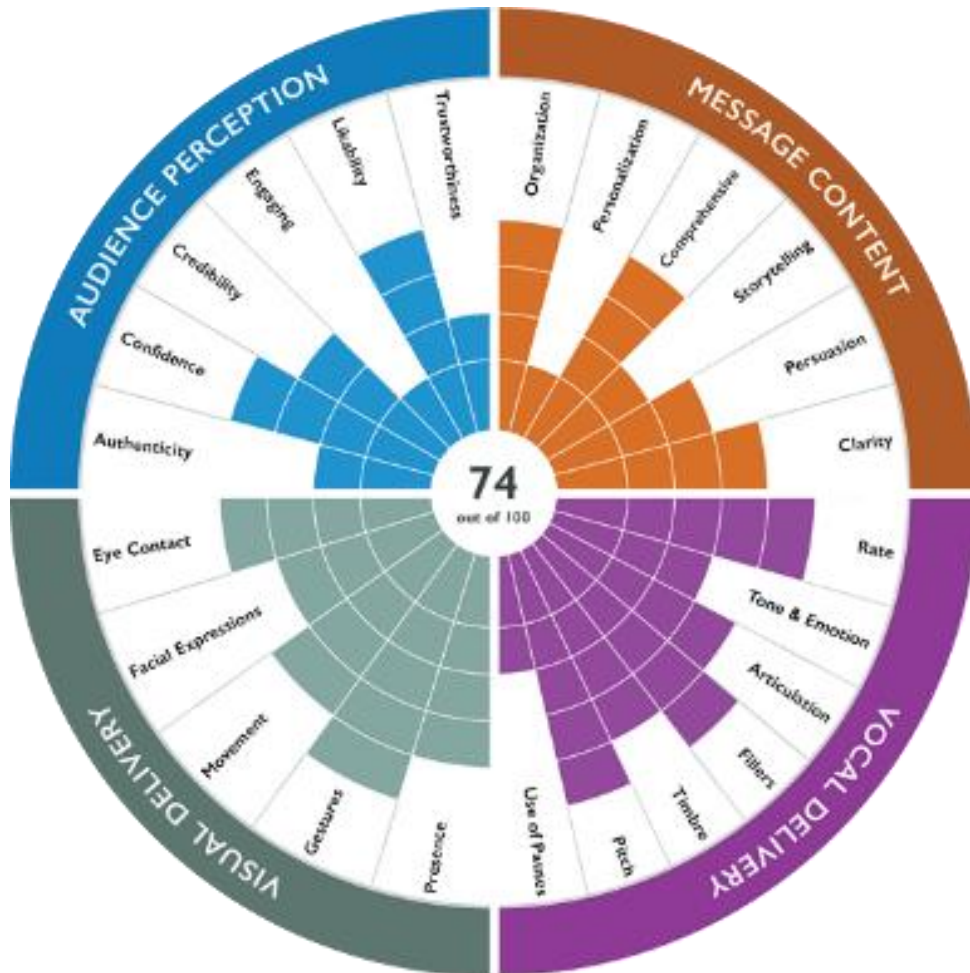
Personalized Feedback

Watch an Example

Try an Exercise

Targeted Coaching

The Model: Our Skill Wheel



Data-Driven Model for Effective Communication & Connection

- 4 Quadrants of Human Connection
- 24 Critical Drivers of Impact
- Predictive Audience Perception

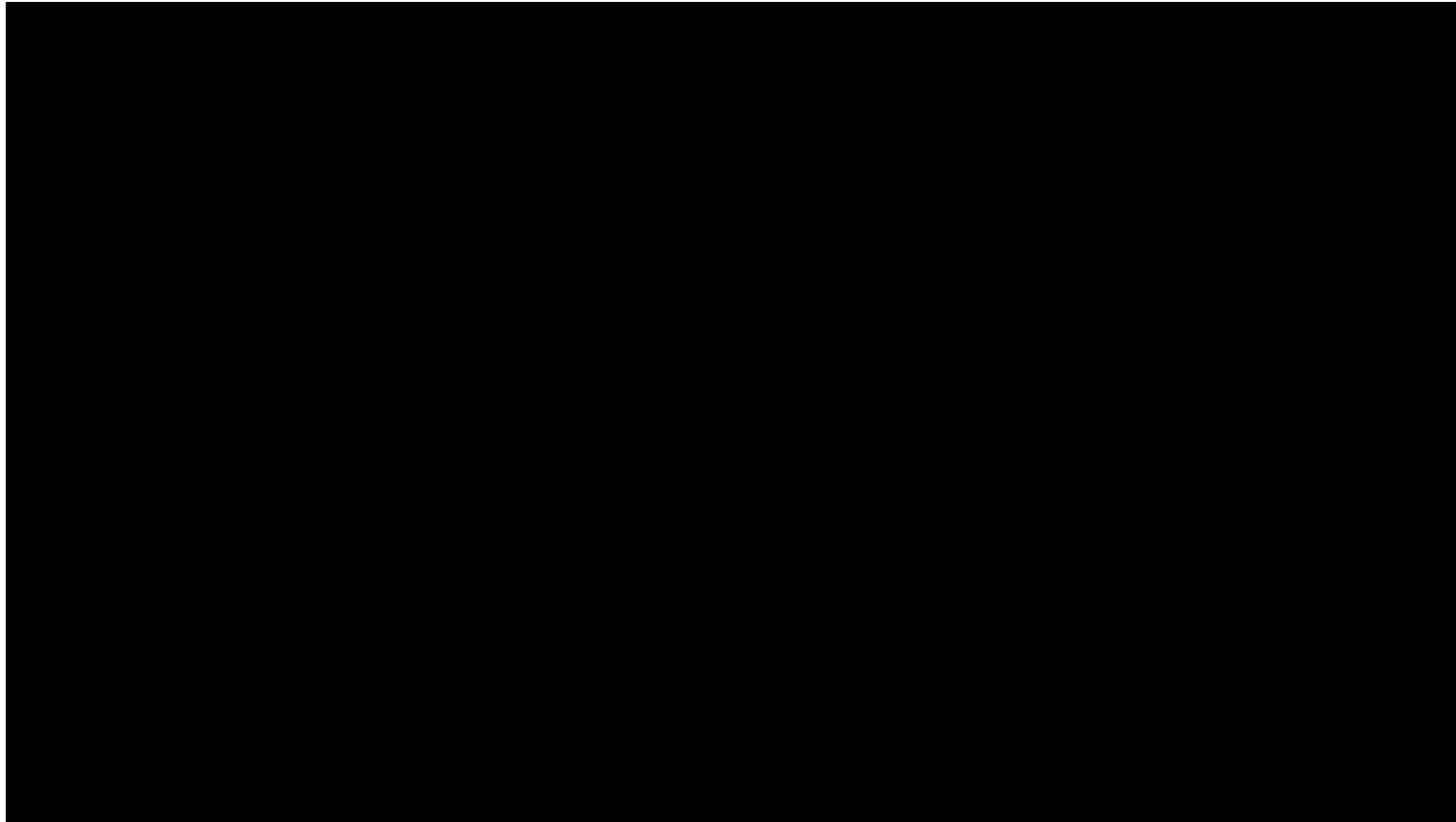


USE CASES and TESTIMONIALS

- Onboarding
- Post NSM
- Market Access Win
- Customer Segmentation
- New CVA
- ABL Coaching Conversations
- New Indication or Brand Campaign

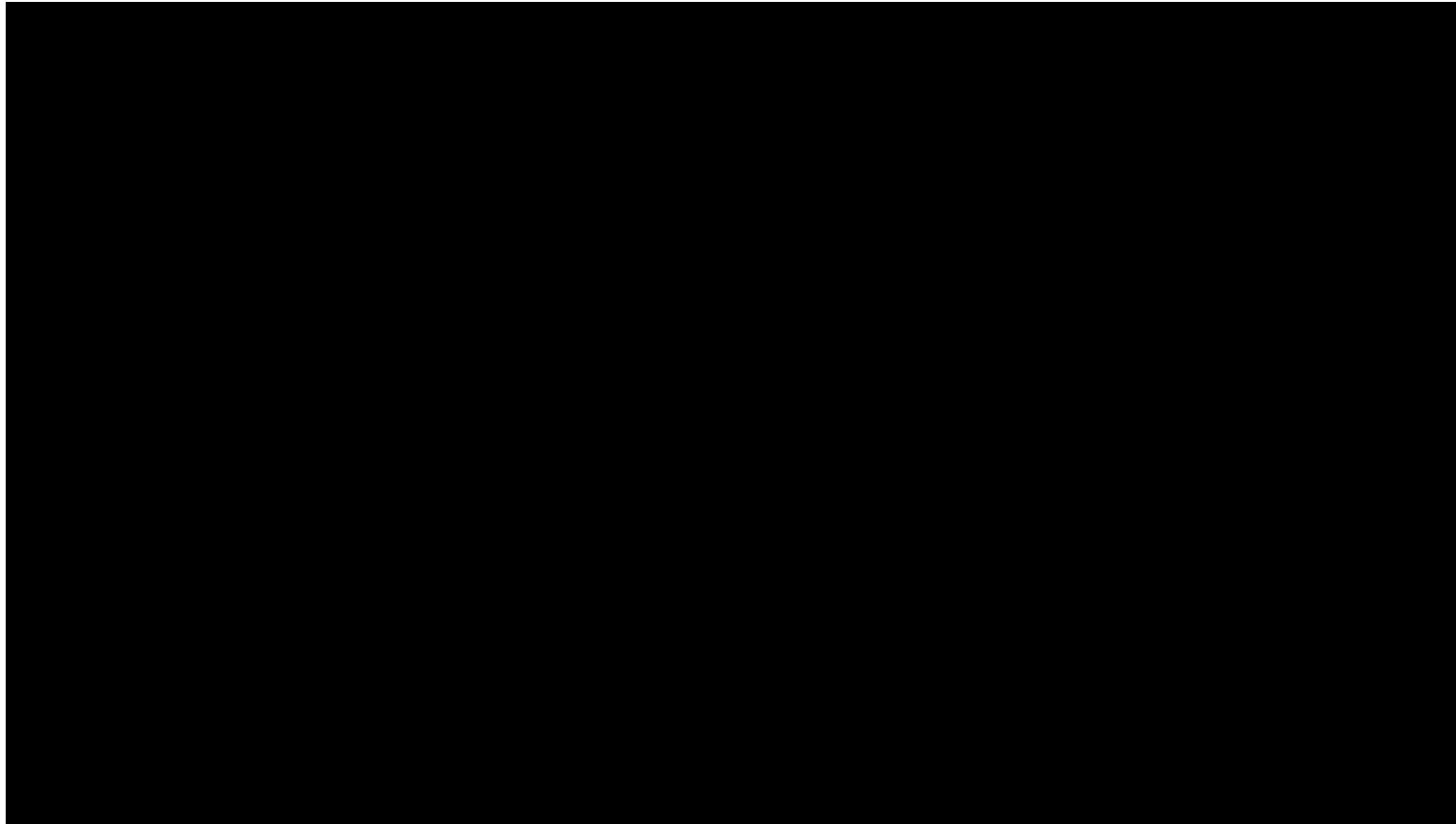


Aha Moment





HCP Interactions





Numbers at a Glance

5,456

**Videos
assessed**

3

**Videos per user
on Average**

24%

**Average
Improvement**



Highest Performers

Presidents Club Winners are perceived as:

11% More Confident

10% More Comprehensive

9% More Credible

They Exhibit

42%

Average
Improvement

vs 24% for entire population

Presidents Club Winners present with:

12% better Presence

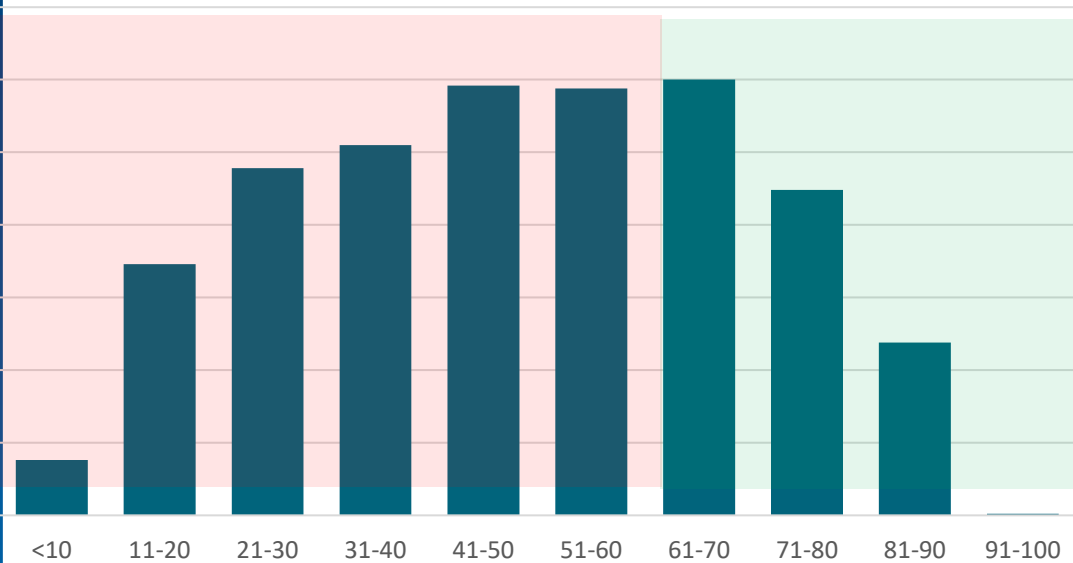
10% more Eye Contact

9% more effective Gestures

****Most Prolific Users- 28% more likely to be ranked in Top 7% AND 7 times more likely to go to President's Club**

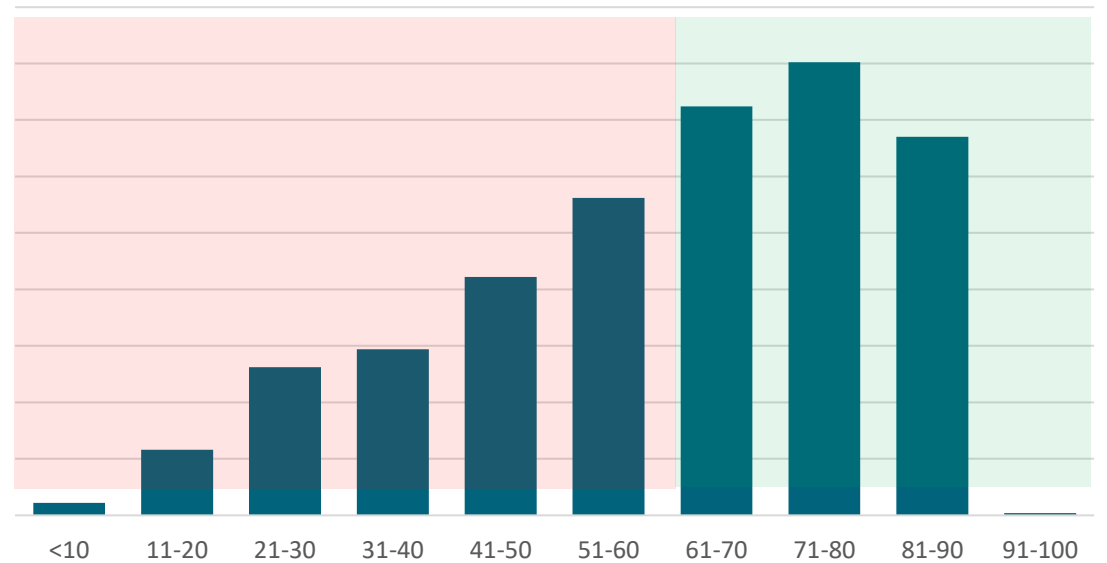
Improvement at Scale

Baseline Scores



33% Began Above Client Readiness Benchmark

Current Scores



57% Currently Above Client Readiness Benchmark



How might you leverage this?

- Self Development of trainers
- Tease out skills and capabilities of top performers to inform what the best do
- Needs assessment tool: to identify where we need additional skill building and content



WHAT'S NEXT???

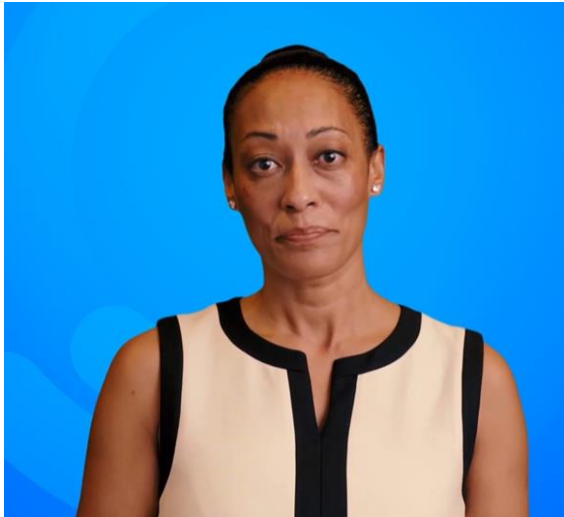


Quantified
Simulator



And Victoria Has Friends.

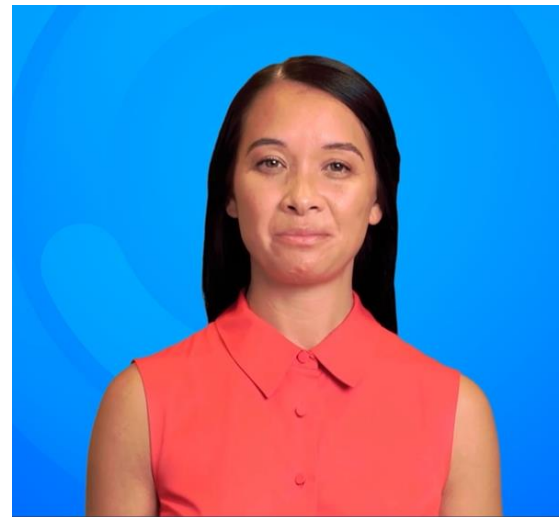
Create Replicas of Your Target Customers, you can customize look, temperament, etc.



Janet
Physician
Impatient



Rich
Reimbursement
Specialist
Reluctant



Carol
Hospital
Administrator
Skeptical



Beth
KOL
Excited



This Photo by Unknown Author is licensed under [CC BY-NC](#)

THANK YOU!

Appendix



Igniting Impact Video Resources

[Igniting Impact Pathway - novartis \(edcast.com\)](#)

FULL Igniting Impact Pathway including User Guide, Quick Reference Card, teaser video and other assets about the value of practice.

INTRO

- [Igniting Impact: Strengthening the Power of our Communication - novartis \(edcast.com\)](#)

HOW TO VIDEOS

- [Igniting Impact Account Activation and Intro - novartis \(edcast.com\)](#)
- [Igniting Impact How to View Your Results - novartis \(edcast.com\)](#)
- [Igniting Impact Using for Paired Practice - novartis \(edcast.com\)](#)

I TRIED IT VIDEOS

- [Victor Bulto on Igniting Impact - novartis \(edcast.com\)](#)
- [Paul Cocja on Igniting Impact - novartis \(edcast.com\)](#)
- [Vince Schaeffer on Igniting Impact - novartis \(edcast.com\)](#)
- [ABL and Specialist on Coaching with Igniting Impact - novartis \(edcast.com\)](#) Courtney Nall (ABL) & Jody Holder (Specialist)

Each Video is ~3 minutes





Igniting Impact Video Resources on Stream

(for teams not using EdCast)

[Introductory 'Igniting Impact Video' | Microsoft Stream](#)

Each Video is ~3 minutes

HOW TO VIDEOS

- [How to Complete a Paired Practice in Igniting Impact](#)
- [Account Activation and Introduction with Igniting Impact](#)
- [View Your Results in Igniting Impact](#)

I TRIED IT VIDEOS

- [Victor Bulto on Igniting Impact](#)
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