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FOCUS FORWARD

Welcome & Thanks for Attending

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"BYTE" SIZED LEARNING

Using a Digital Drip Learning Strategy to Optimize Training in a Post-COVID World

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Objectives

- Describe steps taken to develop and launch a customized mobile, digital media platform to a field sales team
- Identify key factors for making a mobile podcast platform relevant to both the field sales team and home office teams
- Summarize applications of drip learning podcasts used to meet the needs of a field sales team post-COVID after a product launch

Agenda

Training in a Post-COVID World	10 Minutes
Building a Drip Learn Platform	35 Minutes
Key Elements of Success	15 Minutes
Real World Applications	25 Minutes
Takeaways / Q&A	5 Minutes

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Training in a Post-COVID World

Training Post-COVID: *Group Discussion*

- How has COVID affected your approach to training?
- How have you adapted?
- How have you leveraged technology?

How Do You Balance the Two?

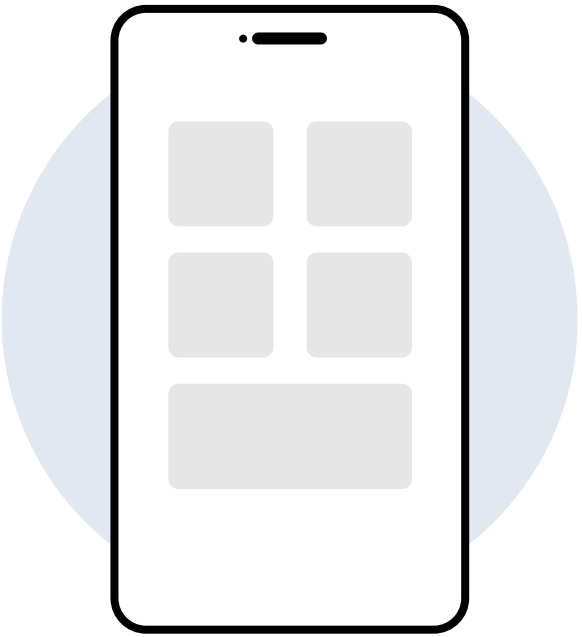
BYTE-Sized Learning: *Why it Works…*

- **Focused / effective** adult learning approach
- **Highly flexible** for sales teams often “on the go”
- **Minimizes time** spent out-of-territory for learning / training
- **Maximizes time** for practical application at area / national meetings
- **Fosters training partnerships** across the organization

BYTE-Sized Learning: *How it Works…*

Content Creation

- Just in time learning
- Skill based
- FYI based
- Knowledge based



USER FRIENDLY
MEDIA PLATFORM

Training pushed out to sales teams

(smart phone or tablet)

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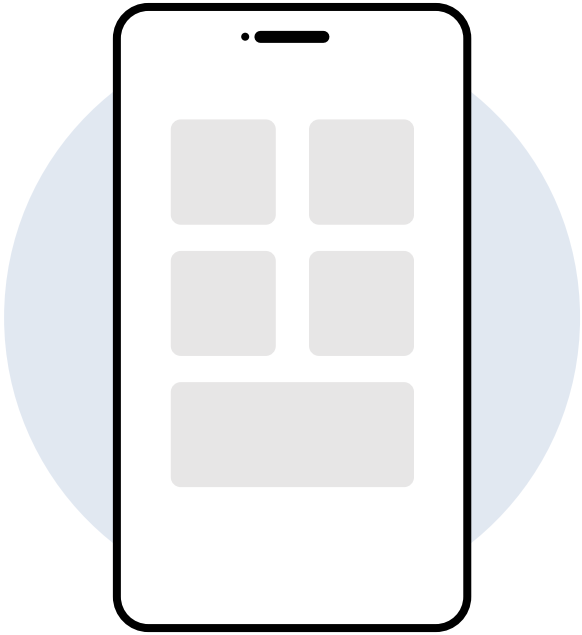
Building a Drip Learn Platform

Key Considerations

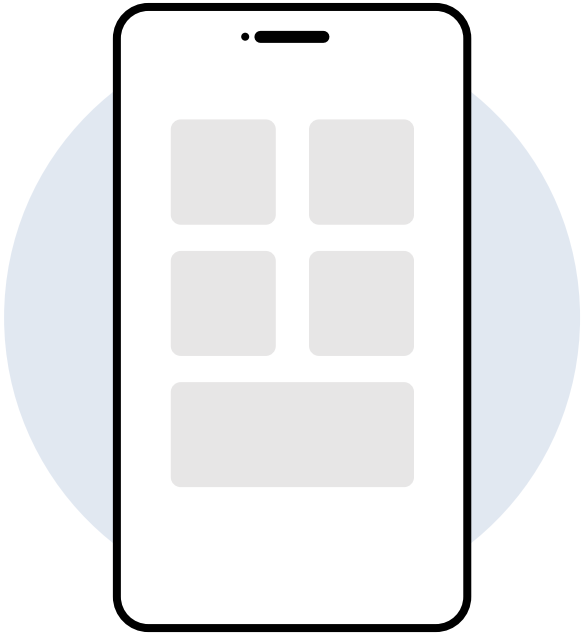
- Interface Design
- Functionality
- Branding
- Ease of Use (Sales Rep and Training team)
- Matrix team buy-in to drip learn concept
- Engaging
- Media Format



Flip Chart Exercise: *15 Minutes*

DESIGN the interface of a media platform

- As a table group, design the home screen of your drip learning platform
- Considerations:
  - **Content** (the topics / buttons)
  - **Design** (the “look at feel”)
  - **Branding** (the name of the platform)

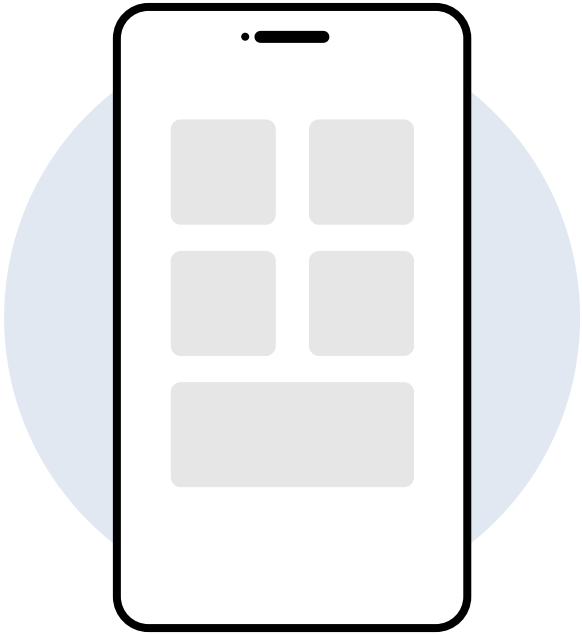


Flip Chart Exercise Debrief: *10 Minutes*

SHARE your drip learning media platform!

- **Content:** Which topic buttons did you choose?
- **Design:** How did you design the platform?
- **Branding:** What did you name the platform?

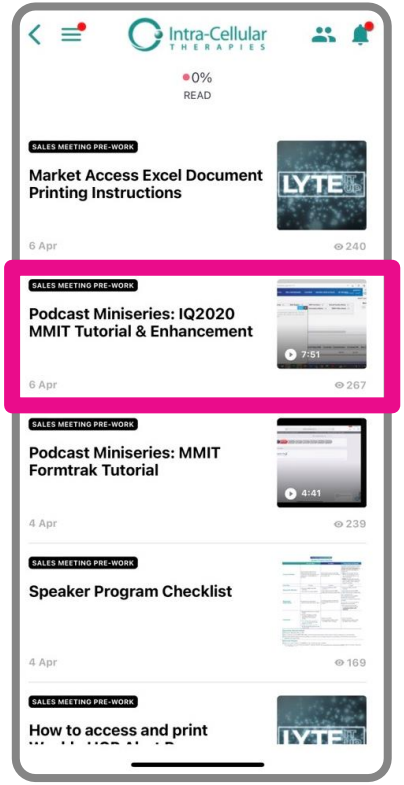
Any other insights or observations?

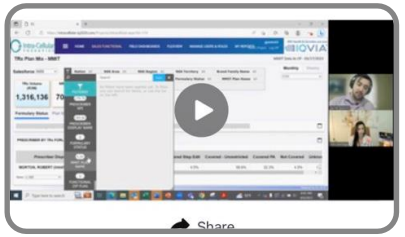


The Signal: *Development Concepts Debrief*

Are there any questions about building a media platform?

The Signal: *ITCI's Podcast Platform*





POA Pre-Work
IQVIA/MMIT Tutorial

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Key Elements of Success

Key Elements of Success

Sell the Value

of the drip learn platform to gain buy-in

Train the Home Office

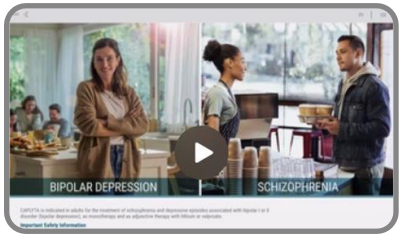
in skills needed for effective content creation

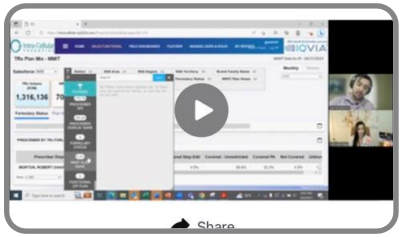
Navigate Approval

through the internal review process

The Signal: *Selling the Value*

- The drip learn strategy works
- Decreased time out of territory for training
- Mobile on-demand is preferred by sales team
  - Frequent virtual training events are a nuisance
  - Enduring content, repeated use
- Subject matter experts invited as “guests”
  - Hear it directly from the source
- Engagement is trackable with metrics for opens and completions





Video Podcasts

The Signal: *Home Office Team Training*

How do you help your home office colleagues be effective?

- ✓ **Micro-learning primer:** Principles and benefits
- ✓ **Script:** Development and adherence
- ✓ **Broadcaster skills:** Vocal and visual presence
- ✓ **Practice,** practice, practice
- ✓ **Debrief:** Provide feedback to the content creator(s)

The Signal: *The Internal Review Process*

- **Messaging and promotional training goes through PRC/MLR**
  - Script is submitted for PRC/MLR review
  - Approved (post-PRC) script is used for the podcast
  - Record podcast with Zoom
  - PRC/MLR coordinator QCs the video (MP4) file for final approval
- **Logistical or "How to Use" training does not need PRC/MLR approval**
  (eg, a non-promotional resource/tool)

The Signal: *Generating Excitement!*

- Easter Eggs
- Field recognition: contest wins, award trip recognition
- Field sales team as guests in podcasts

Group Discussion:

What other ways can we gain buy-in and generate excitement for a new learning platform?

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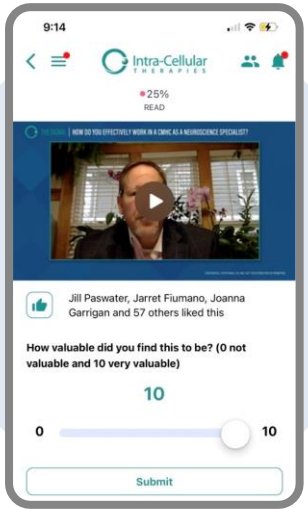
Real-World Applications

Podcast Case Studies

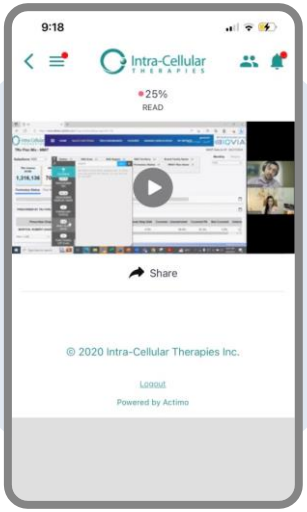


Podcast #1

Effectively Working Community Mental Health Centers

Podcast #2

New IVA Tutorial



Podcast #3

POA Pre-Work
IQVIA/MMIT Tutorial

Podcasts Table Discussion: *10 Minutes*

DISCUSS the following at your tables!

- What training topics best translate to a podcast format?
- What can be drip learned and what cannot?
- What use cases can you think of?

Discuss at your tables!

Podcasts Debrief: *10 Minutes*

SHARE your thoughts with the room!

- What training topics best translate to a podcast format?
- What can be drip learned and what cannot?
- What use cases can you think of?

Let's hear from you!

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Takeaways & Q/A