

LTEN[®]

LEVEL UP

YOUR LEARNING, LEADERSHIP & IMPACT



ELEVATE COLLABORATION
WITH SIMULATION-BASED LEARNING



READY PLAYER 1



WELCOME

ELEVATE COLLABORATION WITH
SIMULATION-BASED LEARNING

ANDREW NEMICCOLO, GILEAD
AMANDA WOLLERT, RED NUCLEUS



Introducing



ANDREW NEMICCOLO

Gilead

Director, Advanced Skills Training



AMANDA WOLLERT

Red Nucleus

Senior Learning Strategist

SHARE YOUR FEEDBACK ON TODAY'S SESSION

CHOOSE THIS WORKSHOP
IN THE APP...EASY!

CLICK ON THE SURVEY
AND ANSWER A FEW QUICK QUESTIONS.



Today's Objectives

Identify how organizational needs can be practiced through scenario-based learning.



Articulate how you can use simulation within your own organizations to build skills aligned to business needs.



Apply teamwork skills in a hands-on simulation.



AGENDA



-
- **ELEVATE Program Overview**
 - **Team Challenge**
 - **Simulation Overview and Log-In**
 - **Execute Simulation for Q3 and Q4**
 - **Debrief and Reveal the Winning Team**
 - **Reflection/Next Steps Planning**

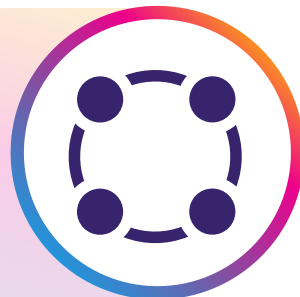
ELEVATE Program Overview/Why Simulation



Professional skills program at the 1-year mark in the new-to-role learning journey



US Commercial field team members across 6 different roles; sales and non-sales



Field collaboration was identified as a driver of speed-to-proficiency

Competencies & Values



Business Analytics

- Uses a combination of logic, analysis, and relevant experience to analyze data sets, effectively assessing a situation and accurately defining the opportunity



Strategic Relationship Building

- Develop, maintain, and leverage relationships with all key customers; apply stakeholder mapping skillset to guide decisions
- Collaborate internally and externally across one's network to achieve shared objectives



Core Values

- Integrity - adhere to regulatory, scientific, and company policies and procedures



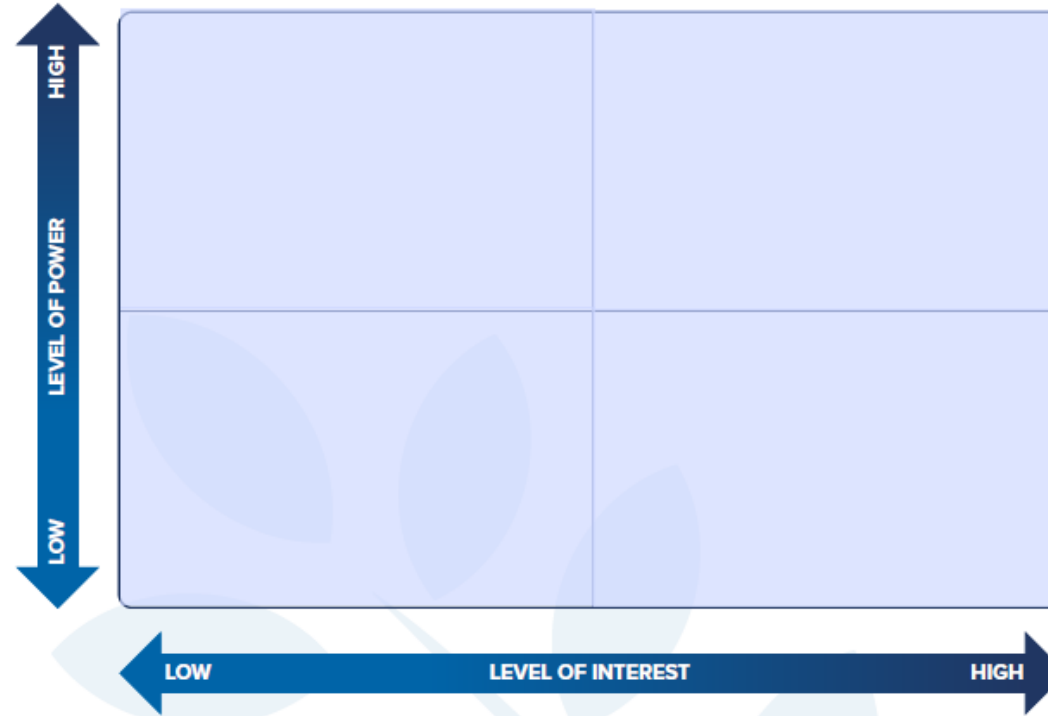
**High-Performing
Teams**
**Demonstrate the
Gilead Core Values &
Leadership
Commitments**



Stakeholder Mapping





Step 2: Influence Map

Write each stakeholder's name in 1 of the 4 quadrants that best describes their level of power in the account.



Action Guide

Based on your mapping above, take the appropriate action for each stakeholder to match the quadrant in which you place them.

 High Power/Low Interest Action: Engage	 High Power/High Interest Action: Involve
 Low Power/Low Interest Action: Keep informed	 Low Power/High Interest Action: Keep engaged and involve where needed

All interactions with external stakeholders must comply with the Gilead Business Conduct Manual.

Why Use a Simulation?

- **Make multiple team-based decisions about prioritization and resource allocation at a fictitious healthcare system**
- **1 year's worth of decisions and results in 1 day of learning**



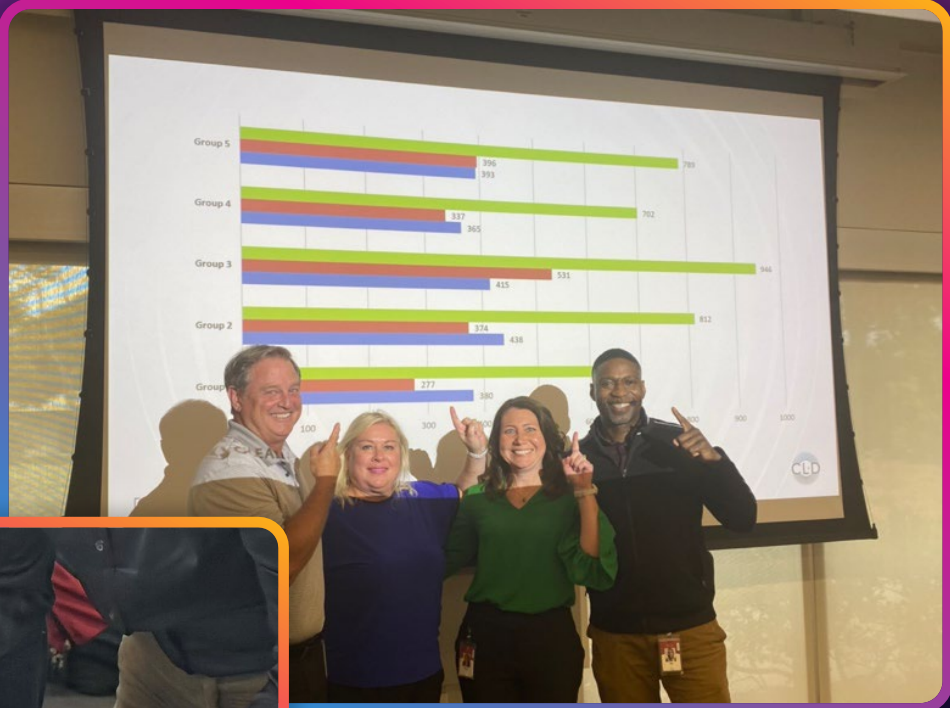
- **Safe environment and high feedback loop (quantitative and qualitative) via facilitator-led debriefs, puzzle activity, stakeholder mapping, 4 quarters**
- **Peer-to-peer learning across business units**



- **Due to competitive nature of the simulation, L&D receives immediate quantitative feedback**
- **Doing vs "talking about" doing**
- **Fun!**



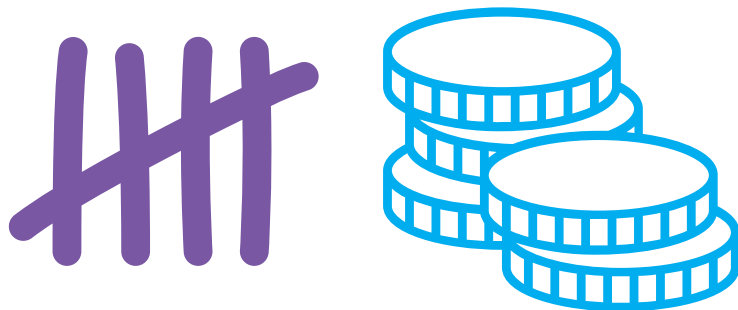
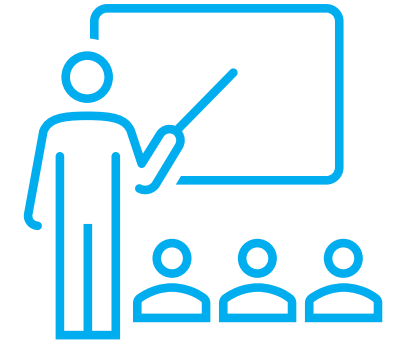
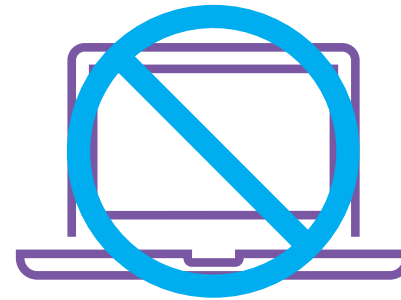
Teamwork in Action



What We've Learned

Facilitation

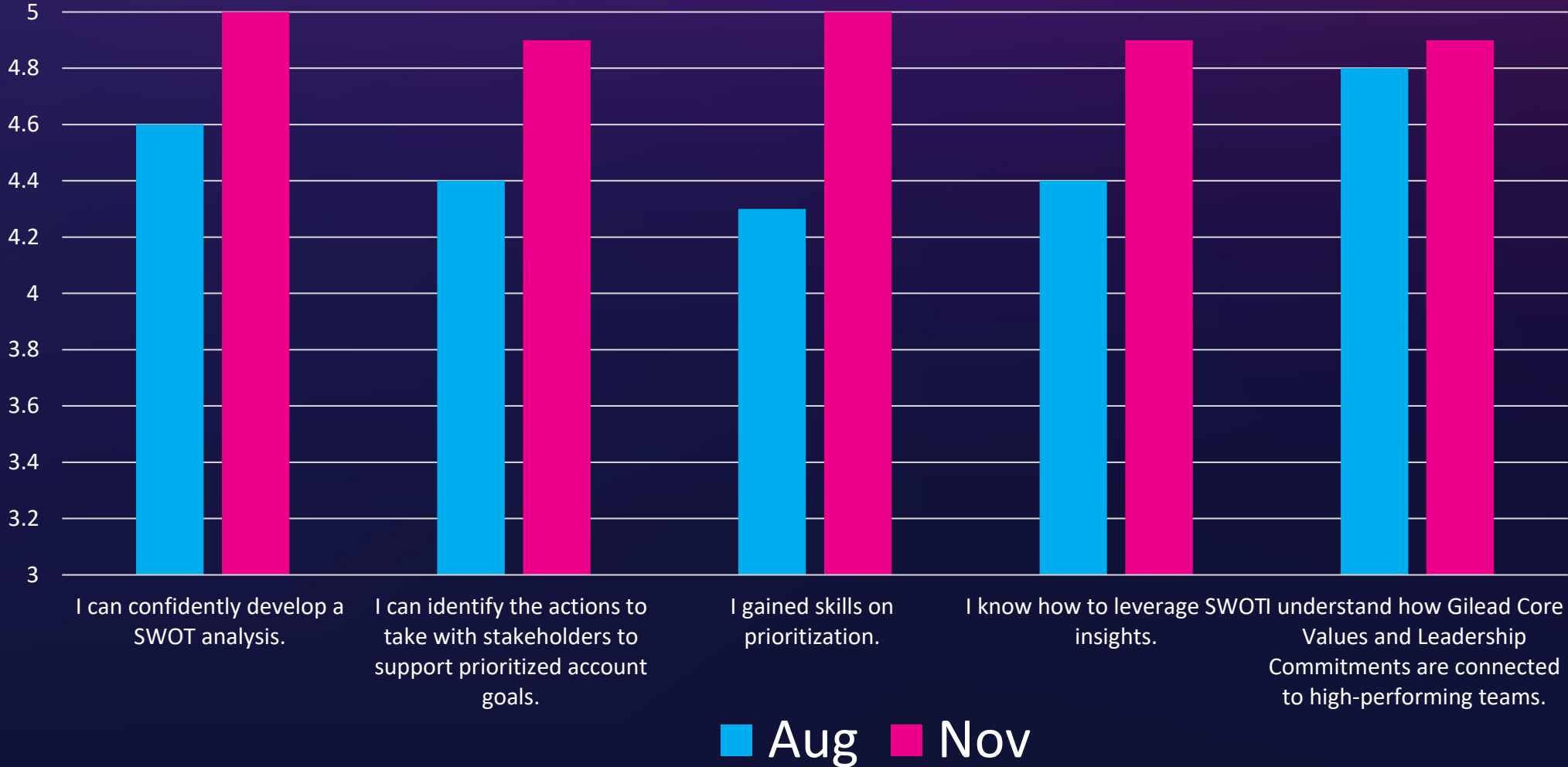
- Value of piloting and adapting on facilitation approach vs recoding the simulation
- Directional debriefs



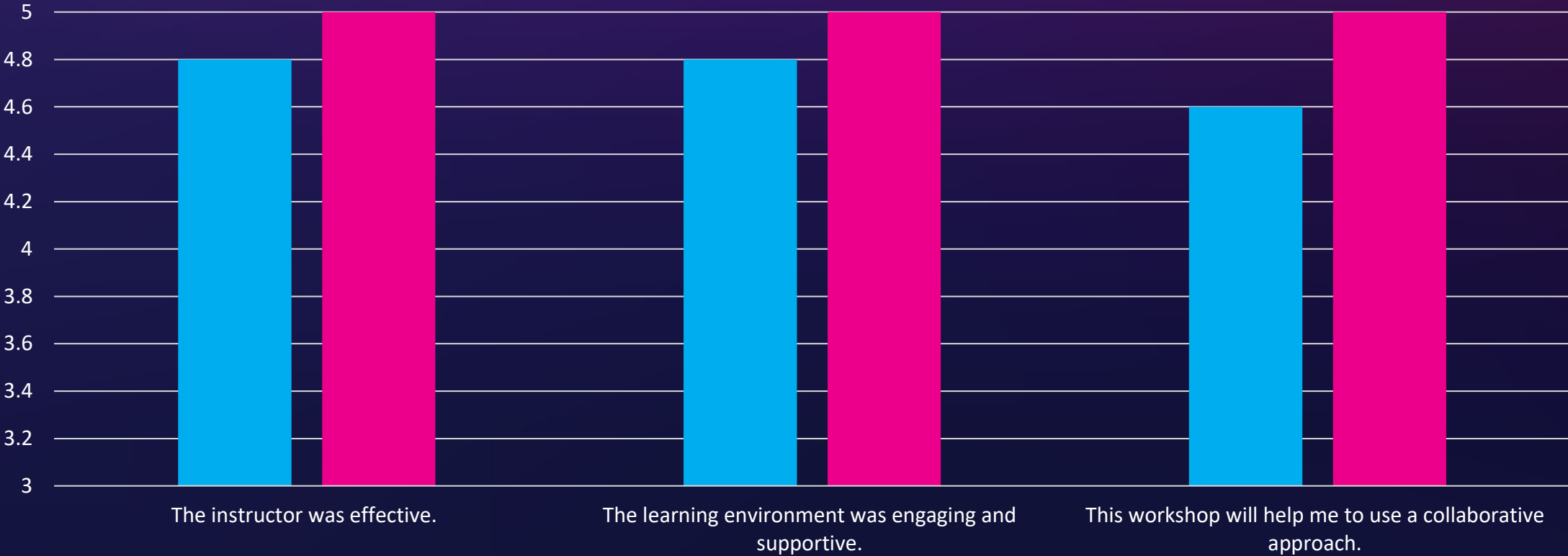
How to Measure Collaboration?

- Standardize second metric (Teamwork and Inclusion) by "catching people" doing this well
- Formalized collaboration scoring via ordinal ranking (1st, 2nd, 3rd)

Quantitative Feedback on Experience August and November Comparison



Quantitative Feedback on Experience August and November Comparison



■ Aug ■ Nov

1 Month Post-Event Interviews

"In my first 6 months, I had not worked much with my matrix partners. So this inspired me, and I set up a time with a matrix partner to meet in January."

"The collaboration simulation got me thinking about how I'm working with partners. For many companies I've been with in past, I've had to wear many hats. I got used to doing it all myself. With Gilead, I do have many partners to connect with."



What We've Learned

Simulation



- Add third metric and separate group of stakeholders whom educators call on
- *Non-sales goal: "Health screenings and education events" (entirely separate from sales metric)*



Challenges strategic thinking and prioritization skills



Promotes inclusive learning environment



Excellent reminder of compliance guidelines

Team Challenge

Create a Team Poster

- Team name
- Logo/image



Create Your Post-It

- What will you bring to the team?

Amanda: Timekeeper | Dave: Collaborator

Success Factors

- Collaboration coins will be distributed throughout the simulation and will be redeemed at the end of the workshop
- The more coins, the higher your team will be ranked (*lower score*)
- The more units your team sells, the higher your team will be ranked
- The team with the **lowest overall points** is the winner!



TEAM	UNITS RANK	COLLABORATION RANK	TOTAL*
Team 1			
Team 2			
Team 3			
Team 4			
Team 5			
Team 6			
Team 7			
Team 8			

*Golf scoring – lowest score wins!

Simulation Overview

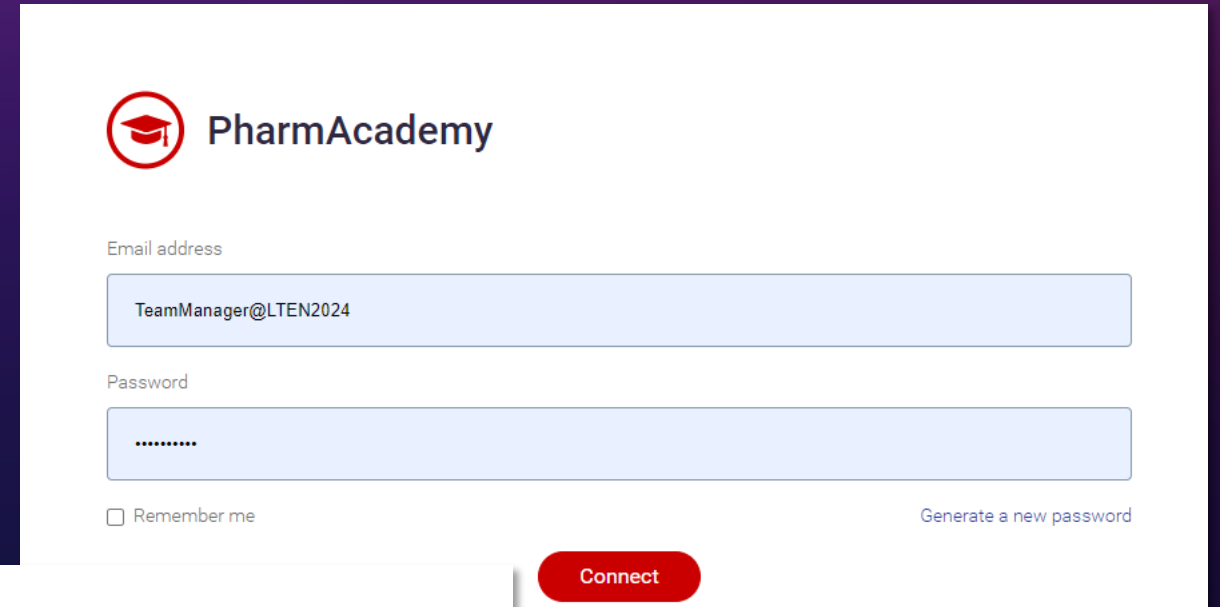
- You are part of a commercial field team comprising sales representatives and nurse educators responsible for **ACTANDOL**, which launched 6 years ago, and **ACTANEW**, which will launch in 3 months. Both are treatments in the oncology field
- The person who developed your plan is out unexpectedly for the remainder of the year! You must collaboratively build and implement an action plan for the second half of year (Q3 & Q4) at an internationally recognized academic medical center across 8 stakeholders
- You have a finite number of resources and time to complete this activity
- You will need to make decisions on how to allocate your *remaining* activity points across your stakeholders
- Your goal is to sell the most units (reach a minimum of 700 units)

Accessing the Team Simulation

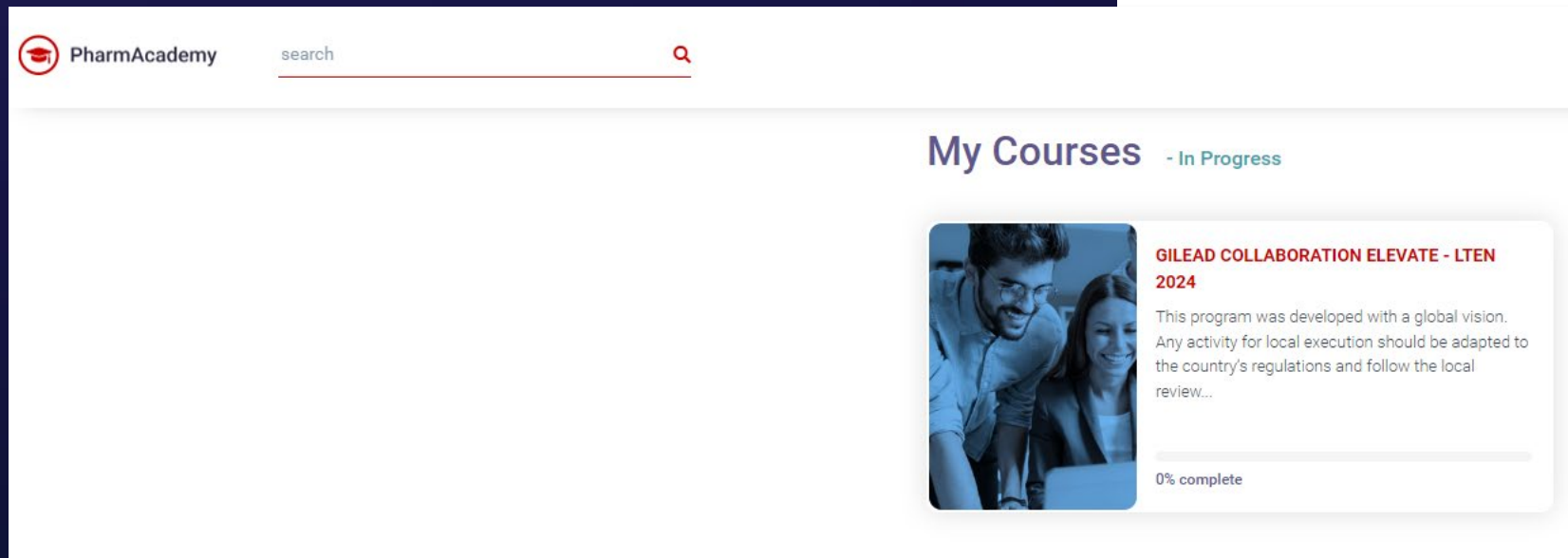
www.PharmAcademy.com

One person uses the Team ID for the Case Study.

Individuals can view the information on screen.



The image shows a login form for PharmAcademy. At the top left is the PharmAcademy logo, which consists of a red circle containing a white graduation cap icon, followed by the text "PharmAcademy". Below the logo are two input fields: "Email address" and "Password". The "Email address" field contains the text "TeamManager@LTEN2024". The "Password" field contains a series of dots. Below the password field is a checkbox labeled "Remember me" and a link that says "Generate a new password". At the bottom right of the form is a red button with the text "Connect".



The image shows the PharmAcademy dashboard. At the top left is the PharmAcademy logo and a search bar with the word "search" and a magnifying glass icon. Below the search bar is a section titled "My Courses - In Progress". Under this section is a course card for "GILEAD COLLABORATION ELEVATE - LTEN 2024". The card features a blue-tinted image of two people looking at a laptop. To the right of the image is the course title and a description: "This program was developed with a global vision. Any activity for local execution should be adapted to the country's regulations and follow the local review...". Below the description is a progress bar that is currently empty, with the text "0% complete" underneath it.

Simulation Items to Be Aware of ...



The simulation is based on actual data, but it is not real.



What you know from your own day-to-day may not be the same in the simulation.



Different activities will have a different impact with different stakeholders.



Use your results to understand what is driving the outcome.



There is no 1 perfect answer; there are many routes to getting a high score.

Activity Overview

1

Review case study information
stakeholder, hospital, & data

 10 mins

2

Review information entered
stakeholder mapping, Q1 & Q2 results

 10 mins

3

Plan for Q3 & Q4
determine approach

 10 mins

4

Enter activities for Q3
will say when to Validate

 mins

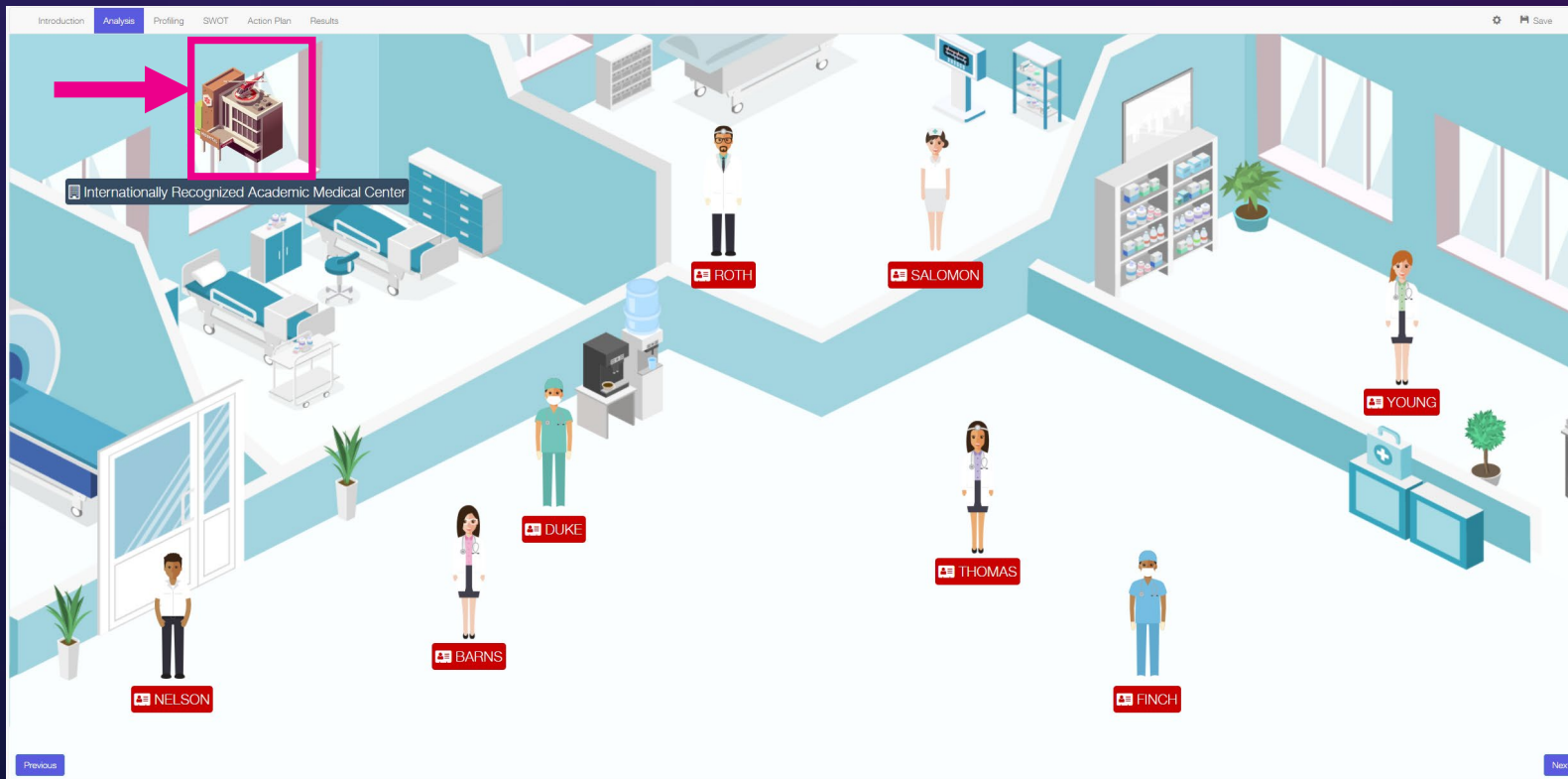
5

Review Q3 results & enter activities for Q4
will say when to Validate

 10 mins

Review Case Study Information

Review the hospital, product, and patient data here.



Review Case Study Information Timer

10:00

Review Q1 & Q2 Information Entered

Review information entered for stakeholder mapping and Q1 & Q2 results.

Collaboration for Customer Engagement Simulation rednucleus

Introduction Analysis **Profiling** 1 Action Plan Results 2 3 Save

HCPs	Decision Maker	Key Stakeholder	Partnership	Works with	Comments
BARNS i	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
THOMAS i	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
SALOMON i	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
ROTH i	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
DUKE i	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
NELSON i	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
FINCH i	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
YOUNG i	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Review Q1 & Q2 Information Timer

10:00

Plan for Q3 & Q4

DO NOT CLICK THE
VALIDATE BUTTON IN
SIMULATION UNTIL
INSTRUCTED!



Plan for Q3 & Q4 Timer

10:00



Enter Activities for Q3

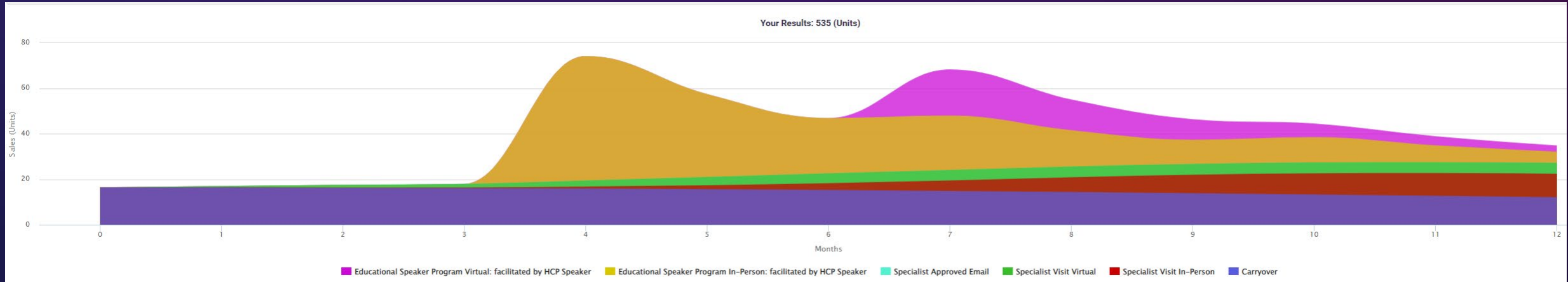
**DO NOT CLICK THE
VALIDATE BUTTON
IN SIMULATION
UNTIL INSTRUCTED!**

Enter Activities for Q3 Timer

05:00

DO NOT CLICK THE **VALIDATE**
BUTTON IN SIMULATION UNTIL
INSTRUCTED!

Review Q3 Results & Enter Q4 Activities



**DO NOT CLICK THE
VALIDATE BUTTON IN
SIMULATION UNTIL
INSTRUCTED!**

Review Q3 Results & Enter Q4 Activities Timer

10:00

DO NOT CLICK THE **VALIDATE**
BUTTON IN SIMULATION UNTIL
INSTRUCTED!

Debrief Simulation

Any surprising results?

How did teamwork and collaboration impact your results?



And the Winning Team Is...



Final Scoring

TEAM	UNITS	RANK	COLLABORATION	RANK
Team 1				
Team 2				
Team 3				
Team 4				
Team 5				
Team 6				
Team 7				
Team 8				

TEAM	UNITS RANK	COLLABORATION RANK	TOTAL*
Team 1			
Team 2			
Team 3			
Team 4			
Team 5			
Team 6			
Team 7			
Team 8			

*Golf scoring – lowest score wins!

Reflection/Next Steps

With your team, discuss how using a simulation could be incorporated into a training program or added to an existing workshop.

Points to consider:

- Where could this be used? New hire, Phase 2/advanced, etc.
- What is the business objective/need?
- Who are the stakeholders you would need to work with?

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THANK YOU