



Creating & Executing an Experiential Gallery Walk

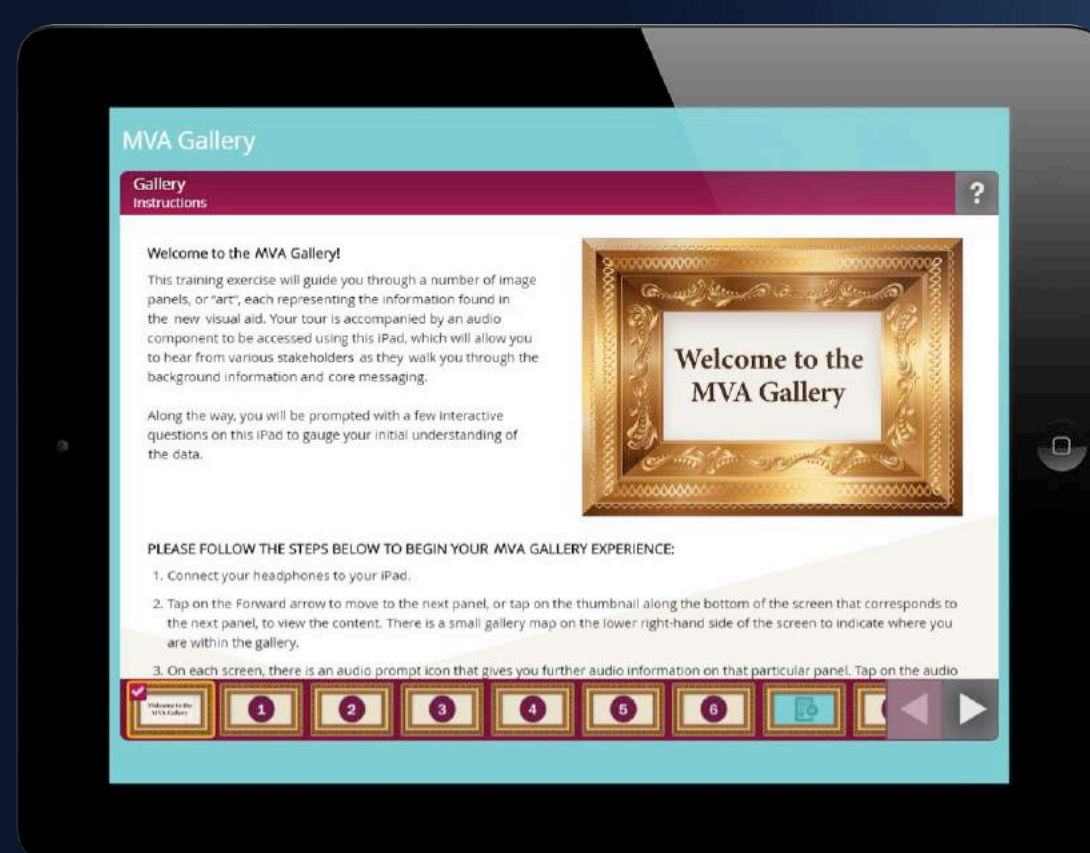
Provider Innovation Award Finalist

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SUMMARY

Axiom's client was launching a new product and requested an innovative solution to train specialty reps on a new Master Visual Aid (MVA) and approved data for a live launch training meeting:

- Client requests for solution:
 - Provide immediate business impact where reps can apply approved content in compelling discussions with customers
 - Design content so that it can be repurposed for sustainability training
 - Align training strategy to brand strategy
 - Engage the learners with an innovative solution
- Axiom's solution:
 - An immersive MVA Gallery Walk, simulating a museum art gallery with 20 enlarged framed panels corresponding to the approved MVA spreads
 - iPad companion module with earbuds to guide learners on a journey through the gallery, where they would visualize the content on the panel and listen to an internal stakeholder articulate the context and rationale behind the MVA content
 - Included auditory examples of "what great sounds like" for optimal application



- Results:
 - The MVA Gallery Walk provided a unique opportunity to experience and explore new information
 - At the end of the MVA Gallery Walk, learners were properly prepared to have confident, compelling, patient-focused discussions with their customers
 - The post-meeting survey, the MVA Gallery Walk received the highest average rating of 4.8 out of 5
 - The president of the client organization asked for this to be the new standard for training in the future

METHODS/APPROACH

The approach for the MVA Gallery Walk was to provide the learners with an unforgettable experience within an engaging learning environment.

The overall design methodology utilized Gagne's 9 Events of Instructional Design. We gained learners' attention with the size and décor of the MVA Gallery as they entered the training environment.

At the beginning, learners were presented with the objectives for this training. Throughout the MVA Gallery, learners were asked stimulated to recall prior learning, presented with stimulus material, and provided with guidance on how to use the MVA.

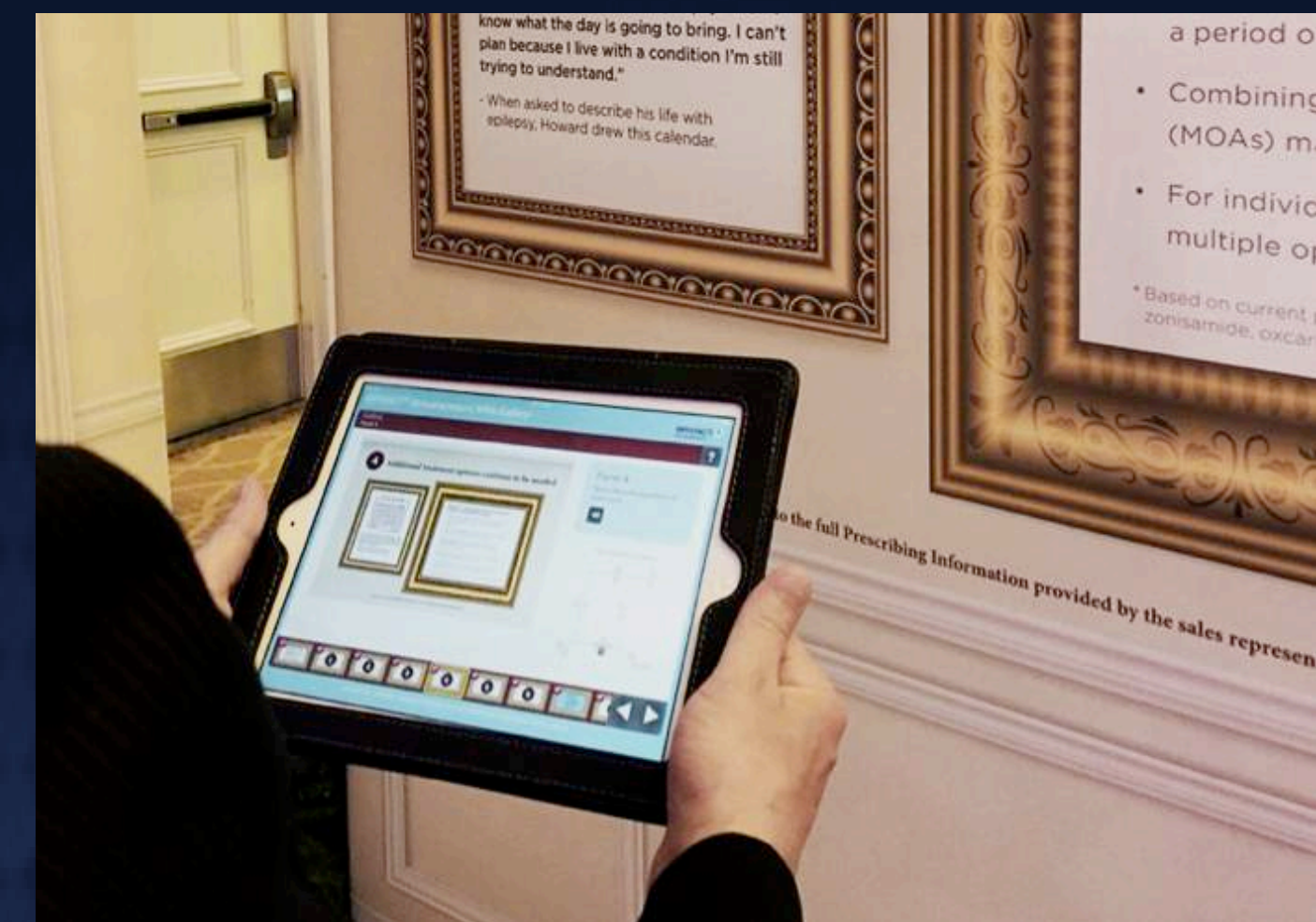
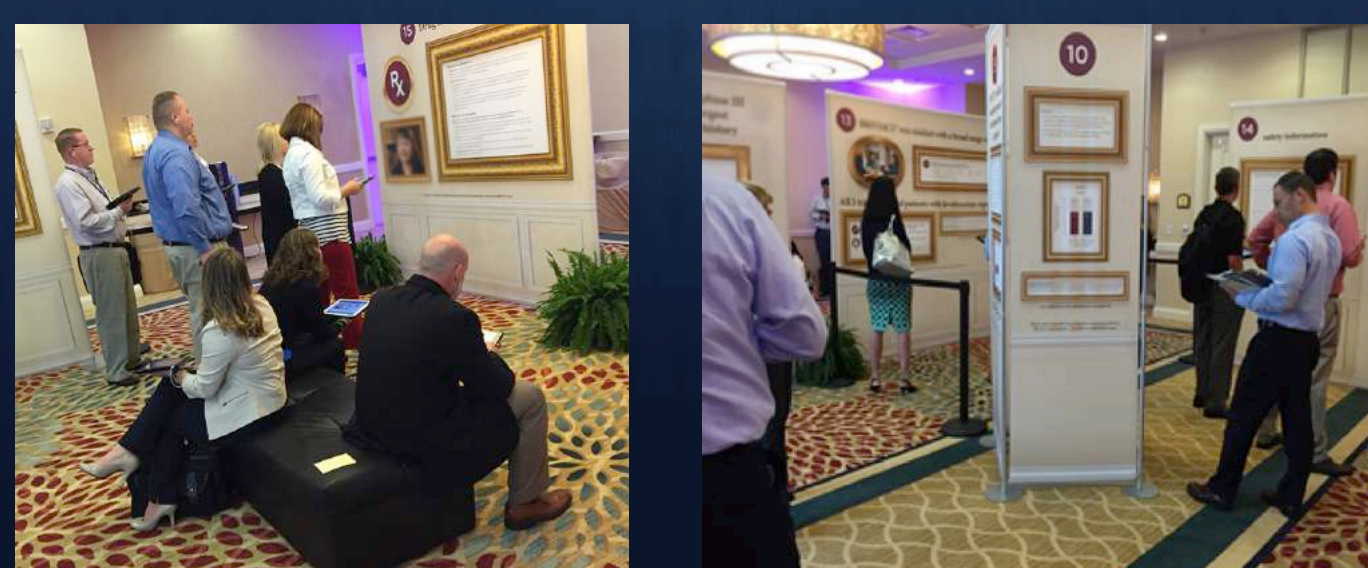


Additionally, the learners completed knowledge checks to elicit and assess performance; learners received immediate feedback on that performance.

Another key element in the design was to stimulate learners to EXPERIENCE the MVA Gallery as health care provider (HCP) customers are meant to experience the MVA and EXPLORE how the MVA can be best used in discussions with HCP customers.

- Design cadence of the MVA Gallery Walk:
 1. Look (visual)
 2. Listen (auditory)
 3. Touch (kinesthetic)
 4. Apply (skills)

Finally, the training was designed as an enduring asset that could be revisited after the live training to enhance knowledge retention and transfer.



EVALUATION

- Interactive knowledge checks built into iPad companion guide
- Evaluation comment cards at end of Gallery Walk
- Meeting survey 1 week post-meeting
- Brand team/3rd party post-launch market research to include launch training

CONCLUSIONS

As indicated by the following quote from the president of the client organization, the success of the MVA Gallery Walk workshop has made a positive and enduring business impact within the client organization:

"This needs to be the standard for the way we do this [train personnel on MVA data, posters, messages] in the future."

Short-term Business Impact

The results of the meeting survey helped to illustrate some aspects of the short-term business impact provided by this MVA Gallery Walk.

In response to the post-meeting survey statement, "I found the MVA Gallery Walk valuable to my understanding of the key clinical points of the MVA," 97% of participants selected Strongly Agree or Agree as their response.

Additionally, in this post-meeting survey, the MVA Gallery Walk received the highest average rating: 4.8 out of 5.

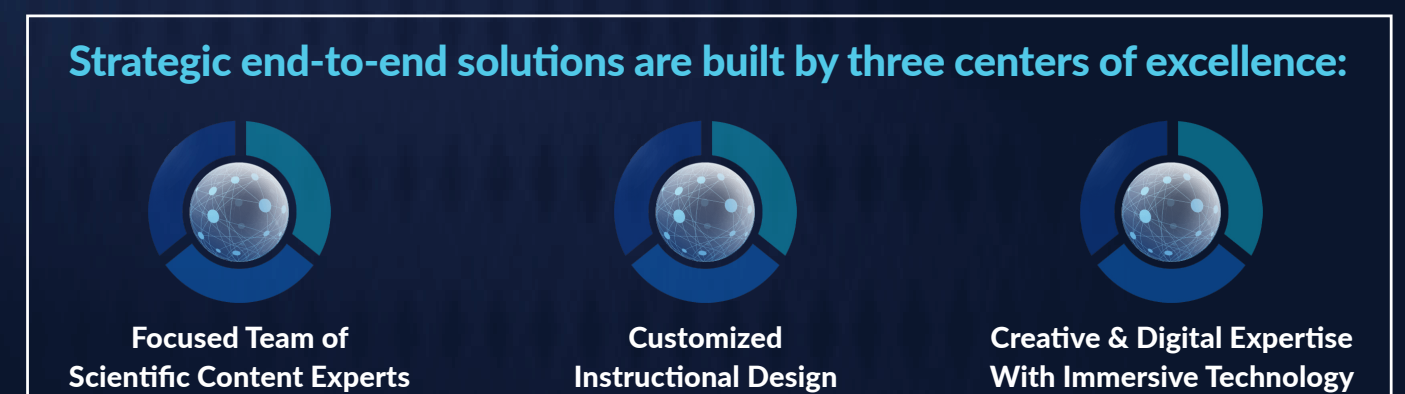
Long-term Business Impact

The time, effort, and cost for the creation of the MVA Gallery Walk included ensuring the training was durable and sustainable. The client organization was able to reuse the art panels in a gallery set-up in the home office, along with the supporting iPad module to train new hires.

Furthermore, the MVA Gallery Walk is being replicated with other brands and departments within the client organization.

ABOUT OUR COMPANY

Axiom is a leading life sciences training agency providing comprehensive learning solutions that empower MSLs and Sales Specialists to engage in effective clinical dialogue with their respective customers.



Axiom's mission is to create exceptional training and development solutions that change behavior and improve performance. We empower our clients with knowledge and skills to establish and maintain leadership in an evolving global landscape.

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