

Intensive Home  
Study Program



4 Roles



Engaging  
Live Training



67 New Hires



Thorough Post-  
Live Sustainable  
Learning Plan



Client Brought First  
Product to Market



Custom App to Store  
The Learning Plan



# THE ULTIMATE LAUNCH EXCELLENCE NEW COMMERCIALIZATION PARTNERSHIP

BY CELESTE MOSBY & BETH GAY

CLIENT'S **FIRST-EVER  
PRODUCT TO MARKET**  
NEEDED A STRONG,  
STRATEGICALLY FOCUSED  
PARTNER TO **ENSURE  
LAUNCH SUCCESS**



## PARTNERSHIP APPROACH

iVLS > Highly experienced client training director > Launch excellence curriculum development framework > Leadership accountability and involvement in training development > Formal approach to assessment and measurement > Collaboration with Client Brand Team, Sales, Medical, Analytics, and Sales Operations to identify behaviors all to drive business outcomes

Dynamic App Program implementation > Learners **EXPERIENCED LEARNING** and included progressive virtual touchpoints > Increased foundational development and learner interactivity > **HIGHLIGHTED OUR CLIENT'S CULTURE** of inclusiveness for learners that were new to the company and role.

