

Post-Launch Pull-Through

TRAINING FOR CHANGE

★ **Terah Benjamin**, Training Manager, Commercial Learning & Development, Takeda Pharmaceuticals USA

THE MISSION

Successfully led a post-product launch pull-through in the middle of a company integration. United a diverse corporate base and helped solidify the vision for team training.

THE JOURNEY

Rapidly developed skills of new personnel and built a diverse training plan ensuring everyone maintained launch momentum.

KEYS TO SUCCESS:

- ★ Inclusion of diverse ideas and respect for stakeholder input
- ★ Alignment to brand plans and deep understanding of the sales process
- ★ Adopted practices to support a variety of learning styles
- ★ Understand the educational needs of the team

ARRIVING AT THE DESTINATION

Leadership and expert planning brought us innovative workshops and continuous learning initiatives. Takeda's successful post-launch was evaluated for effective analysis and measurement.

“*Terah demonstrates boundless energy. It is her inner drive that has thrust her into an elite class of trainers who achieve outstanding performance and productivity consistently. Terah is the consummate example of building a culture of learning by example and truly inspires others to achieve new heights in their own performance. Her dedication and commitment to the success of others has established a true ‘brand of learning and achievement’ that is shared by those whom she impacts consistently.*”

Hugh McLaughlin, Takeda Pharmaceuticals USA

