



6 Things to Consider When Planning Your Next Workshop



OVERVIEW

Workshops are crucial in training, but planning them can be time-consuming and stressful. **Consider these 6 effective strategies planning for your next workshop.**



1 Maximize Skill-building Time

Life science companies are continually exploring ways to optimize sales rep-related travel and enhance the effectiveness of live workshops.



- Innovative organizations are adopting practices inspired by the Khan Academy, which encourages assigning classroom lectures as homework for students to review ahead of the classroom time, which then focuses on activities designed to apply the information learned. This “**flipping the classroom**” approach has been successfully adapted from traditional education to corporate training. By allowing participants to cover detailed medical and marketing topics at home, live workshops can now be shorter and more concentrated.
- This format change maximizes skill-building time during workshops, enabling participants to focus solely on applying their skills in messaging, handling provider objections, or formulating district strategies. Thus, flipping the classroom allows for more efficient and focused use of workshop time for skill development.



Similarly, the concept of flipping the classroom can be extended to the virtual environment.



- Virtual classroom training (VCT) often falls into the trap of being an endless procession of PowerPoint slides accompanied by monotonous instruction. A more effective approach is to record your lecture and let learners go through it at their own pace.
- Use the time usually reserved for VCT to host dynamic virtual discussions that help participants understand and assimilate the lecture content and explore its application in their work.
- Encourage learners to set goals in virtual breakout rooms, outlining how to use their newfound knowledge in the upcoming weeks. These discussions and goal-setting exercises enhance learning retention.

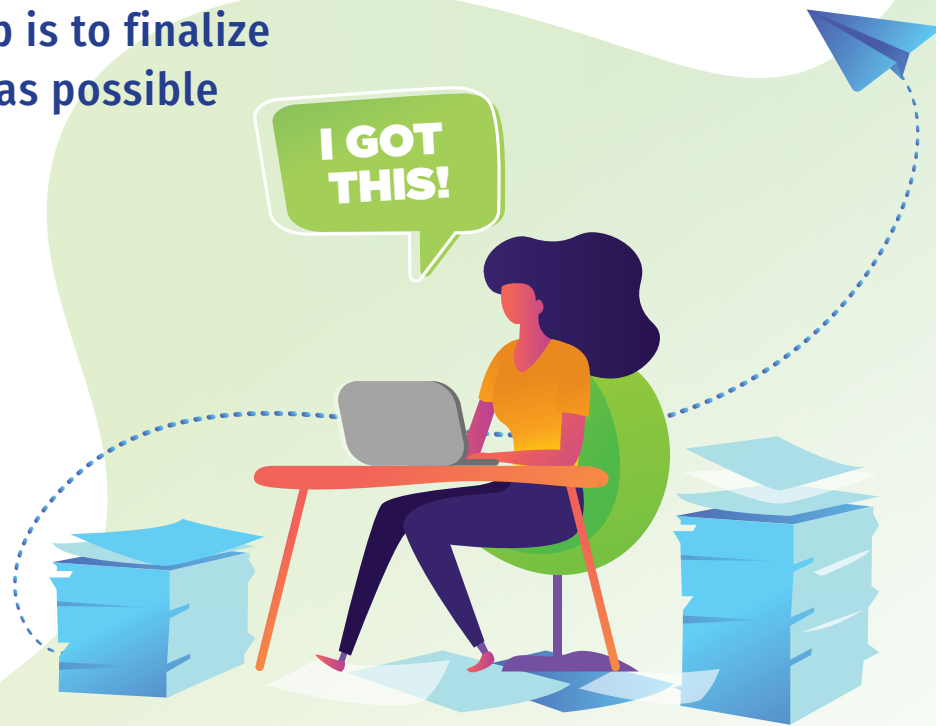


TIP: To maximize efficiency, utilize job trackers and obtain job numbers ASAP!

2 Drafts are OK!

One of the keys to a successful workshop is to finalize materials as early and comprehensively as possible

- However, it's unusual for marketing teams to have scripts, visual aids, or final messages ready before the workshop.
- Don't let this delay your planning. Use available drafts and preliminary discussions to outline the workshop activities and their execution.
- Being proactive in this way will enable you to swiftly integrate any new updates or content as they become available.



3 Game On

Organizing games to accommodate varying numbers of participants and adapting them for both live and virtual audiences can be an effective strategy to link self-study and actual workshops

The benefits are significant.

- Dr. Karl Kapp, in his book “The Gamification of Learning,” reported that participants who engaged in games retained knowledge **9% more effectively** than those who only experienced traditional instruction. Furthermore, declarative knowledge **increased by 11%.**
- Whether hosting a large-scale live event or a smaller virtual gathering, integrating competitive games can make the learning experience more enjoyable and effective.



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Who's Attending?

Workshops with cross-functional groups can:

- Invigorate the atmosphere
- Promote collaboration/communication among team members
- Foster a deeper understanding of each member's strengths

When developing workshop materials for a diverse audience, such as primary care reps, specialty reps, reimbursement managers, and nurse educators, ensure the topics presented are relevant to the roles of diverse participants; for example, primary care reps.

Ideal activities include case-based scenarios that:

- Trace patients through their interactions with various healthcare providers
- Vividly illustrate treatment challenges and encourage everyone to engage in problem-solving
- Ultimately result in better “real-world” application



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Who's Attending? (cont.)



Furthermore, your seasoned reps are an invaluable resource at your workshop.

- Take advantage of their expertise! During verbalization exercises, pair experienced reps with newer ones
- This helps the latter grasp the subtleties of tailoring their messages, uncovering customer priorities, and delivering value where it's most needed.

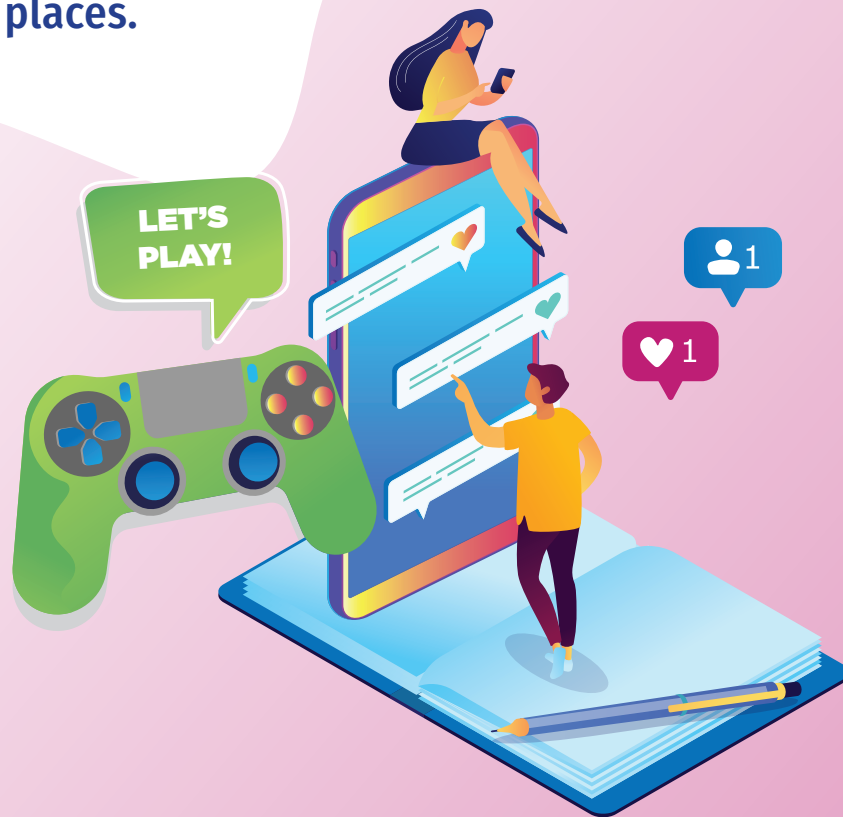


TIP: Leverage them! Make sure to pair tenured reps with newer hires during verbalization activities.

5 Embrace Pop Culture for Inspiration

Keeping workshops fresh and engaging can be challenging, but there's a wealth of inspiration to find in unusual places.

- Look to sources like TV, movies, social media, and even video games for fresh ideas.
- Whether it's the competitive spirit of game shows, the captivating stories of TV shows and movies, the viral trends of social media, or the immersive experiences of video games, these elements can infuse your workshops with new energy and help break the monotony.
- Incorporating popular culture or nostalgic references can enhance your workshop's overall theme and make it more relatable and engaging for participants.



6 Remember Your Leaders

Don't forget about your coaches and future leaders.



- In the context of workshops, it's vital to prioritize the development of managers' coaching skills, in both live and virtual settings.
- Managers serve as the critical bridge between the training provided in workshops and the application of that training in the time that follows the workshop. Their coaching abilities are essential for ensuring the continuity of learning and skill development.
- Additionally, consider hosting virtual meetings specifically tailored for future leaders or high-performing individuals. These sessions can focus on enhancing their skill sets, preparing them for future leadership roles, and reinforcing the training received in workshops.

Investing in the development of both current managers and future leaders directly impacts the long-term success and effectiveness of your organization.



When seeking a training vendor, ask them to share workshop ideas that reflect these considerations. Their responses will help you make a winning choice.

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