

“Not your boring training videos...hard to get me to want to watch training videos.”

-Derm Area Business Manager

“This is the type of content our ABMs need in the field. Easy to digest while sitting in their car and easy to apply.”

-Regional Business Director



Ken “Yoda” Roberts
Associate Director,
Field Learning & Development
Dupixent - Dermatology



Jessica “Leia” McAnally
Training Preceptor,
Sr. Area Business Manager
Dermatology - Tacoma, WA

1 Situation Analysis



~20-year average tenure across the sales force



Traditional training had low traction with a highly experienced audience



Key concepts were understood, but field application was inconsistent



Training was viewed as repetitive, disconnected, and easy to push aside



Competing field priorities limited attention, time, and follow-through



PET data showed closing performance was -10%

4 Measured Impact

50%+
engagement
per episode

60%
cumulative
learner reach

Closing moved from
-10% to +8%

11%
month-over-month
improvement in closing

About CLD

We design training for life sciences teams that builds the skills needed to influence behavior, improve conversations, and drive results through live, digital, and immersive learning.

2 Methods / Approach

L&D Live:
Short-form video
learning built for
skill reinforcement
in the flow of work

Episodic “in-the-car” content designed for quick access and repeat viewing

Parody-based storytelling featuring leaders and staff to make target behaviors easier to recognize, relate to, and remember

Short-format video built for pace, familiarity, and engagement

Behavior-focused episodes created to turn known concepts into consistent field application

3 Evaluation Approach



Engagement analytics to track learner reach and episode participation



Field trainer reinforcement to support and observe application over time



Leadership observation and coaching sessions to assess confidence, consistency, and skill use



Ride-day validation to confirm targeted behavior changes in field interactions

5 Conclusions

Flow-of-work learning drives engagement

Entertainment-based learning can influence behavior and performance, and help the behavior stick

Leadership involvement increases credibility and adoption

Traditional training was easy to tune out; this approach was harder to ignore

Recognizable episode themes made reinforcement easier to revisit, repeat, and apply

The format was playful. The impact on learning was serious



Leader-observed gains in confidence and consistency during closing conversations



Behavior transfer evident in the field, with ABMs referencing language from the episodes



Sustained beyond launch as a reusable asset in onboarding and advanced training



**SCAN TO
HEAR FROM
SANOFI!**



**SCAN TO WATCH
A SAMPLE OF
L&D LIVE IN
ACTION!**