

Generating Insights

What's Holding Your Teams Back?

Do your teams struggle to:

- Generate ideas to overcome business challenges?
- Identify new approaches to adapt to change?
- Uncover realizations that aren't obvious and that drive innovation and success?

If so, your team is not alone. Generating insights is a critical capability in today's biopharma industry. However, many teams have difficulty recognizing the capability's value and fully developing it.



Why a Generating Insights Academy?

Insights are the engine of the life science industry. They are the catalyst for innovation, enabling new ways of thinking and changing viewpoints.

While insights are extremely important, they're often elusive. Many think insights only arise spontaneously, when we least expect them. But that's not true. People can learn how to generate insights purposefully by demonstrating key behaviors and applying time-tested techniques.

Salience Learning's Generating Insights Academy is an innovative learning solution that:

1. Helps learners immediately put insight generation behaviors into practice within their day-to-day activities
2. Aligns to the context of learners' roles and situations
3. Is available anytime, anywhere

Why Capabilities Development?

Capabilities are surging as a key area of focus for professional development because they:

- Apply to a broad range of contexts and situations
- Endure in volatile, uncertain, changing, ambiguous (VUCA) environments
- Increase learner and organizational value
- Empower learners to perform their current and future role responsibilities with confidence

Salience Learning offers a series of role-specific academies, each focused on developing a key capability for life science professionals.

Tailored to Specific Functions and Roles

Tailored versions of the **Generating Insights Academy** are available for the following industry roles:

- **Commercial** – Sales Representative, First Line Leader, Key Account Manager
- **Market Access** – Field Account Manager, Access Marketer, Field Reimbursement Manager
- **Medical** – Medical Science Liaison (MSL), MSL Manager, Medical Leader

Additional roles are available upon request.

By the Conclusion of the Academy, Learners Will:

- Recognize the value of insight generation
- Distinguish insights from facts and being insightful from being observant
- Recognize key moments in their roles when they should work to purposefully generate insights
- Identify key behaviors and techniques that generate insights purposefully
- Prioritize and communicate insights successfully
- Establish conditions conducive to generating insights in themselves, their teams, and their organizations
- Apply behaviors and techniques to generate insights to overcome business challenges, adapt to change, and drive innovation
- Develop plans to generate more insights in contexts specific to their jobs

How It Works

Access	1 Year
Effort Time	~ 4-8 hours
Learners	15 - 1,000+
Format	<ul style="list-style-type: none"> • Fully digital (asynchronous) • Blended (digital with one instructor-led session)

Features

	Digital	Blended
Digital Learning Experience	✓	✓
Integration Solution	✓	✓
Engagement Data	✓	✓
Internal Communications	✓	✓
Implementation	✓	✓
Customization		✓
Account Engagement Services		✓
Facilitation and Production Support		✓
Ongoing Learner Communications		✓
Learning Impact Report		✓