

# Strategic Thinking

## What's Holding Your Teams Back?

### Do your teams struggle to:

- Define their business objectives and barriers to achieving them?
- Identify and evaluate options for achieving their objectives?
- Craft effective strategies to overcome barriers and achieve their outcomes?

If they struggle with any of these, they may have a gap in their strategic thinking and planning capabilities. Many teams struggle with this, but there is a solution.



## Why a Strategic Thinking Academy?

Strategic thinking empowers learners to define a desired outcome, identify and evaluate the options for achieving it, and develop action plans for pursuing the best option. It's an essential business capability when dealing with external market situations as well as internal situations and stakeholders.

For nearly every role in the biopharma industry, strategic thinking is essential. It is key to articulating and achieving business objectives, as well as driving team success.

Salience Learning's Strategic Thinking Academy is an innovative learning solution that:

1. Teaches strategic thinking while driving learners to immediately begin doing it
2. Is in the context of learners' roles and their 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.**

## Function and Role Contexts

This academy is contextualized 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 opportunities when strategic thinking is most valuable
- Differentiate strategic thinking from decision-making and apply them appropriately
- Apply the core steps of strategic thinking to their role
- Use key behaviors and embody characteristics to improve their strategic thinking
- Recognize the importance of building and communicating a strategic plan
- Communicate their strategic thinking with confidence
- Translate their strategic thinking into a strategic plan

## How It Works

<b>Access</b>	1 year
<b>Effort Time</b>	~ 4-8 hours
<b>Learners</b>	15 to 1000+
<b>Formats</b>	<ul style="list-style-type: none"> <li>• Fully digital (asynchronous)</li> <li>• Blended (digital with one instructor-led session)</li> </ul>

## 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		✓