

MAKING THE MOST OF FACE-TO-FACE TIME WITH LEARNERS

by Lauren Barnett, Compliance Training Specialist

A learner's time is a valuable commodity. Everyone is busy with their own designated responsibilities, and competing demands on a learner's time make scheduling training challenging. If the learners are field-based, the opportunities for face-to-face time are even more limited. Compliance trainers need to make the most of live training for learners to walk away with an understanding of how the policies, rules and regulations affect their daily jobs.

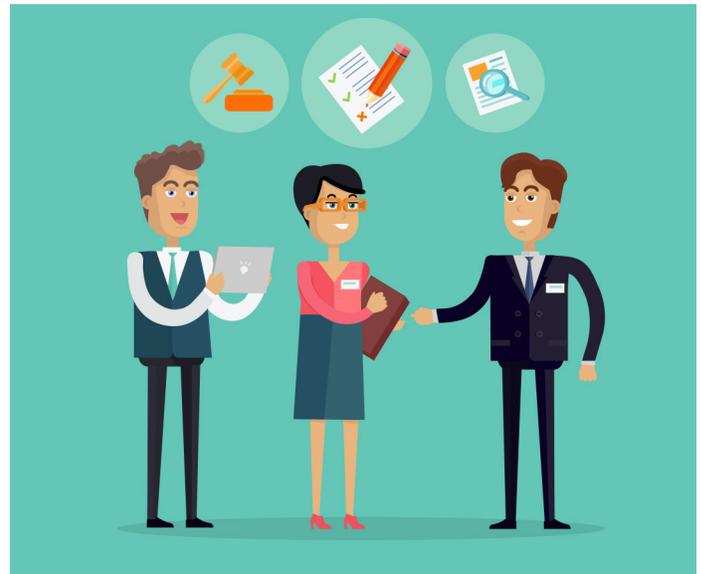
One solution to this challenge is effective and targeted compliance eLearning. Deploying eLearning before the live session allows trainers to focus their live training time on specific applications of policies and any changes that may affect a learner's interpretation of the rules. This also gives the trainers more time to answer learners' questions about how to handle real-life situations.

Don't Forget the WIIFM

When learners come to a live session with a baseline knowledge, trainers can utilize role-playing scenarios or interactive games to make the foundational knowledge presented in the eLearning more meaningful. This approach sharpens the WIIFM (What's in It for Me) in the learner's mind. When learners understand how the laws and regulations affect their daily activities, the information "sticks" more and the potential for behavior change is stronger.

The Landscape Might Change

While laws, regulations and policies may not change often, the environment in which learners operate is fluid. Using eLearning courses for foundational training, before the live session, allows trainers to spend that valuable face-to-face time discussing any current changes. For example, over time, an off-label use of a product may emerge, or a company may enter into a foreign market, creating new risks and/or laws that must be addressed through training. By deploying eLearning to cover any new laws or policy basics, trainers can use their live time to discuss the more specific details of how those changes are played out in the field.



Leave Time for the Gray Areas

The application of compliance policies and regulations may be open to interpretation. The nature of those policies can be confusing to representatives in the field. By implementing foundational training through eLearning, face-to-face time can be used as an opportunity to answer questions and educate learners about how to conduct themselves in a compliant manner. An open dialogue represents a major step toward reducing risk and strengthening your compliance culture, as staff learn how to apply the principles, even when there isn't a ready-made answer in the policy.

Make it Stick

Face-to-face time with learners is a valuable commodity. As a trainer, you need to seek methods for making that time as rewarding as possible. Deploying a baseline of eLearning courses, such as those found in the *PharmaCertify Compliance Foundations™* curriculum, allows the trainer to spend time detailing how the laws, regulations, and policies affect the learners' daily activities. When learners understand compliance is not a set of draconian rules, but rather integral facets of what they do daily, the information is more likely to stick with them and drive more ethical and compliant behavior.

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