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# Challenge Sessions Workshop

Workshop Shell

# Workshop At-A-Glance

## Workshop Goal

The Challenge Sessions workshop “shell” provides instructions for facilitating a session focused on hypothetical and actual challenges that may arise in selling situations. The Ironshore training and management teams may customize, adapt, and reuse the session in this Guide to meet ongoing training needs and objectives.

## Learning Objectives

Upon completion of this workshop, participants will be able to:

- ✓ Identify solutions to hypothetical and actual challenges that may arise in selling situations
- ✓ Share best practices for strategically applying insights to real-life accounts and selling situations

## Materials Needed

- Facilitator Guide
- Laptop or iPad

## Key Reminders for Facilitator

Prior to the meeting:

- Identify a need or issue to be the focus of the workshop, by:
  - Selecting the need/issue yourself *or*
  - Inviting participants to submit needs/issues tied to their real-life experience, then selecting from those submissions
- Communicate the pre-selected need or issue to participants for their review

## Agenda

Time	Segment
[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion
<b>[30] min</b>	<b>TOTAL TIME</b>


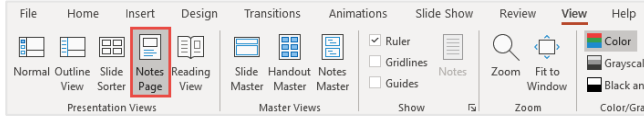
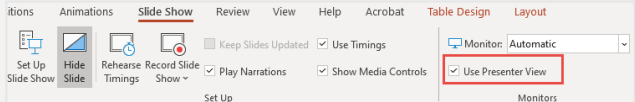
## Key Reminders for Facilitator (continued)

Prior to the meeting:

- Adjust the workshop **timing on the slides and in the Notes Master** based on the complexity and number of demonstrations
- Pre-assign breakout groups of 2-4 participants each
- Test your technology (eg, virtual functionality)

# How to use this guide

This workshop is developed in PowerPoint (PPT) to function as both a Facilitator Guide and presentation slides. Prior to the workshop, review this page to familiarize yourself with how to navigate the PPT seamlessly during the session.

View	Primary Audience	Primary Audience Sees	How to Access This View
<b>Slideshow</b>	Participants	<ul style="list-style-type: none"> <li>Full-screen slides</li> <li>Share this view with participants on the big screen (in person) or on screenshare (virtual)</li> </ul>	<ul style="list-style-type: none"> <li>Click the <b>slideshow icon</b> in the <i>Display Settings</i> on the right side of the bottom bar</li> </ul>  <ul style="list-style-type: none"> <li>OR, click <b>Slide Show</b> on the top menu bar and select <b>From the Beginning</b> or <b>From Current Slide</b></li> </ul>
<b>Facilitation Notes</b>	Facilitator(s)	<ul style="list-style-type: none"> <li>Slide thumbnail</li> <li>Facilitator directions for that slide</li> </ul>	<ul style="list-style-type: none"> <li>Click <b>View</b> on the top menu bar</li> <li>Select <b>Notes Page</b> (not Notes Master)</li> </ul>  <p><i>Note: This same view appears in your PDF Facilitator Guide for printing and mark-up prior to the workshop.</i></p>
<b>Presenter View (with multiple screens)</b>	Facilitator(s)	<p><b>On presenting screen:</b></p> <ul style="list-style-type: none"> <li>Full-screen slides for participants to view</li> </ul> <p><b>On 2<sup>nd</sup> screen:</b></p> <ul style="list-style-type: none"> <li>On left: <ul style="list-style-type: none"> <li>Current slide</li> </ul> </li> <li>On right: <ul style="list-style-type: none"> <li>Next slide thumbnail</li> <li>Facilitator directions for current slide (under next slide thumbnail)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Click <b>Slide Show</b> on the top menu bar</li> <li>Click to select <b>Use Presenter View</b> checkbox if you would like it to show on a different screen while the audience views your projecting/shared screen</li> </ul>  <p><i>Note: Hidden slides (eg, Workshop At-A-Glance on the next page) will not show in Presenter View, so make sure to print those pages prior to facilitating. To determine hidden slides, click <b>View</b> on the top menu bar and select <b>Normal</b>. Hidden slides are dimmed in color and the slide number is crossed off.</i></p>



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## Challenge Sessions Workshop

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## Workshop Facilitator Instructions

- **Welcome** participants to Challenge Sessions Workshop.
- **Remind** participants of the topic that was communicated to them prior to this workshop
- **Introduce** yourself and any other facilitators.
- **Advance** the slide to begin the workshop.

## Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion

## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Appropriate Use Statement

The Food and Drug Administration (FDA) has strict rules and regulations regarding the type of information that may be provided to healthcare providers (HCPs) for drugs and biologics. Off-label promotion is a violation of the FDA's rules and regulations, and compliance with these laws is aggressively enforced by the FDA. When you are discussing Ironshore products with our customers, this discussion must be completely consistent with approved labeling, applicable law, FDA regulations, and Ironshore policies. Field personnel may only use Ironshore-approved materials in detailing. Finally, you cannot use these training materials with HCPs or for any purpose other than your own education.

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## Agenda


[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion

## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Workshop Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion
[30] min	<b>TOTAL TIME</b>



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## Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion

## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Workshop Learning Objectives


Upon completion of this workshop, participants will be able to:


  
Identify solutions to hypothetical and actual challenges that may arise in selling situations

  
Share best practices for strategically applying insights to real-life accounts and selling situations

## Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion



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## Working the Problem

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## Workshop Facilitator Instructions

- **Say:**
  - *In this activity, you'll engage in brainstorming around [selected topic]. Then you'll demonstrate compliant responses to that challenge.*
- **Advance** to the next slide to continue the activity.

## Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion



## Brainstorming Questions

- What **factors** may contribute to the challenge?
- Which **internal team members** or **external stakeholders** may be in a position to influence or address the challenge?
- What are **compliant responses** to the challenge?
- What **resources** would you use to support those responses?



CHALLENGE

## Workshop Facilitator Instructions

- **Explain** that breakout groups of participants will brainstorm a solution to the challenge on the slide, using the questions shown.
- **Send** participants to breakout rooms for the discussion.
- **Allow** [INSERT TIME (recommendation: ≥10 minutes)] for brainstorming, then **end** breakout rooms and **reconvene** participants.
- **Advance** to the next slide to continue the activity.

## Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion

## Demonstration



Now, each breakout group will **share** their insights and **demonstrate** their solution



Pay **close attention** during each presentation



Be ready to **share** your key observations and feedback





## Workshop Facilitator Instructions

- **Review** the instructions shown on the slide.
- **Invite** representatives from each breakout group to:
  - Share insights from their brainstorming discussions
  - Demonstrate their solutions to the challenge
- **Allow** [INSERT TIME (recommendation: 2 minutes)] for each breakout group to share and demonstrate, followed by [INSERT TIME (recommendation: 2 minutes)] of feedback and discussion.
- When time is up, **advance** to the next slide for the workshop conclusion.

## Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion



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## Conclusion

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## Workshop Facilitator Instructions

- **Say,**
  - *“Before you go, let’s discuss what you learned during the workshop.”*

## Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion

## Discussion Questions

### Looking back

- What are your **key insights** from the discussion and demonstrations?
- What **best practices** did you observe?
- What are your other **key takeaways**?

### Looking forward

- What **action steps** will you take to strategically apply what you learned to specific accounts or customers?

• Source: This is a sample source line at 10 pt Tw Cent MT.

## Workshop Facilitator Instructions

- **Lead** a discussion using the questions shown on the slide.
- **Allow** [INSERT TIME (recommendation: ≥4 minutes)], then **advance** to the next slide.

## Agenda

[5] min Introduction

[20] min Working the Problem

[5] min Conclusion



## Workshop Facilitator Instructions

- **Thank** participants for engaging in the Challenge Sessions Workshop.
- **End** the workshop.

## Agenda

[5] min	Introduction
[20] min	Working the Problem
[5] min	Conclusion

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# Discussion Group Workshop

Workshop Shell

# Workshop At-A-Glance

## Workshop Goal

The Discussion Group workshop “shell” provides instructions for facilitating a session focused on a pre-selected external content piece (eg, podcast, article, video, clinical trial for emerging treatment, etc.). The Ironshore training and management teams may customize, adapt, and reuse the session in this Guide to meet ongoing training needs and objectives.

## Learning Objectives

Upon completion of this workshop, participants will be able to:

- ✓ Gain insights from an external content piece
- ✓ Share best practices for strategically applying insights from that piece to real-life accounts and selling situations

## Key Reminders for Facilitator

Prior to the meeting:

- Select an external content piece to be the focus of the workshop (see list of suggested content examples, right)
- Assign prework (see description, right), providing content as files or links, as appropriate
- Adjust the workshop **timing on the slides and in the Notes Master** based on the complexity and number of demonstrations
- (optional) For a large group, pre-assign breakout groups of 2-4 participants each
- Test your technology (eg, virtual functionality)

## Agenda

Time	Segment
[5] min	Introduction
[20] min	What's In It For You?
[5] min	Conclusion
<b>[30] min</b>	<b>TOTAL TIME</b>

## Suggested Content (examples)

- Article on unmet needs for the disease state
- Podcast with insight about patients' experiences
- MOA video for a competitive product
- Clinical trial for an emerging treatment

## Materials Needed


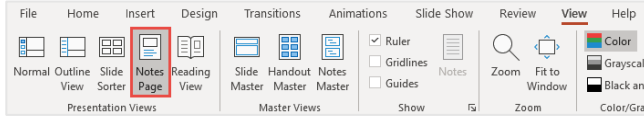
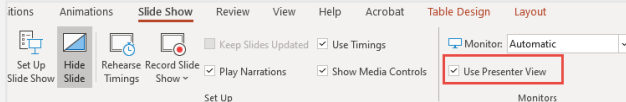
- Facilitator Guide
- Laptop or iPad
- Pre-selected content (for reference during the workshop)

## Pework

- Participants review and take notes on pre-selected content
  - (optional) Participants respond to content-related questions (see Appendix), communicated in advance by the manager or trainer

# How to use this guide

This workshop is developed in PowerPoint (PPT) to function as both a Facilitator Guide and presentation slides. Prior to the workshop, review this page to familiarize yourself with how to navigate the PPT seamlessly during the session.

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<b>Facilitation Notes</b>	Facilitator(s)	<ul style="list-style-type: none"> <li>Slide thumbnail</li> <li>Facilitator directions for that slide</li> </ul>	<ul style="list-style-type: none"> <li>Click <b>View</b> on the top menu bar</li> <li>Select <b>Notes Page</b> (not Notes Master)</li> </ul>  <p><i>Note: This same view appears in your PDF Facilitator Guide for printing and mark-up prior to the workshop.</i></p>
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## Discussion Group Workshop

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## Workshop Facilitator Instructions

- **Welcome** participants to Discussion Group Workshop.
- **Remind** participants of the topic that was communicated to them prior to this workshop.
- **Introduce** yourself and any other facilitators.
- **Advance** the slide to begin the workshop.

## Agenda

[5] min	Introduction
[20] min	What's In It For You?
[5] min	Conclusion

## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Appropriate Use Statement

The Food and Drug Administration (FDA) has strict rules and regulations regarding the type of information that may be provided to healthcare providers (HCPs) for drugs and biologics. Off-label promotion is a violation of the FDA's rules and regulations, and compliance with these laws is aggressively enforced by the FDA. When you are discussing Ironshore products with our customers, this discussion must be completely consistent with approved labeling, applicable law, FDA regulations, and Ironshore policies. Field personnel may only use Ironshore-approved materials in detailing. Finally, you cannot use these training materials with HCPs or for any purpose other than your own education.

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## Agenda

[5] min Introduction

[20] min What's In It For You?

[5] min Conclusion

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## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Workshop Agenda

[5] min	Introduction
[20] min	What's In It For You?
[5] min	Conclusion
[30] min	<b>TOTAL TIME</b>



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## Agenda

[5] min	Introduction
[20] min	What's In It For You?
[5] min	Conclusion

## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Workshop Learning Objectives

Upon completion of this workshop, participants will be able to:

- Gain insight from an external content piece
- Share best practices for strategically applying insights from that piece to real-life accounts and selling situations

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## Agenda

[5] min	Introduction
[20] min	What's In It For You?
[5] min	Conclusion



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## What's In It For You?

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## Workshop Facilitator Instructions

- **Say:**
  - *In this activity, we'll discuss the external content piece that you reviewed as prework, identifying key takeaways and applications. Then you'll have the opportunity to demonstrate any skills-based insights that you've gained from the piece.*
- **Advance** to the next slide to continue the activity.

## Agenda

[5] min	Introduction
[20] min	What's In It For You?
[5] min	Conclusion

## Discussion Questions

- What **new information** did you learn from the piece?
- What **data or skills** did the piece discuss, and how is that information **relevant** to you?
- How can you **incorporate key content** from the piece in:
  - Selling situations in general
  - A specific selling situation for one of your accounts



## Agenda

[5] min Introduction

[20] min What's In It For You?

[5] min Conclusion

## Workshop Facilitator Instructions

- **Lead** a discussion using the questions shown on the slide.
  - (optional) For a large group, **send** participants to breakout rooms for small group discussions.
- **Encourage** participants to use the external content piece to help deepen discussion.
- **Allow** [INSERT TIME (recommendation: ≥10 minutes)], then **advance** to the next slide to continue the activity.
  - If appropriate, **end** breakout rooms to **reconvene** participants before moving on.

## Demonstration



Now, several participants will **role-play** key skills/takeaways



Pay **close attention** during each demonstration



Be ready to **share** your key observations and feedback



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## Agenda


[5] min Introduction


[20] min What's In It For You?

[5] min Conclusion

## Workshop Facilitator Instructions

- **Review** the instructions shown on the slide.
- **Select or invite** participants to demonstrate through role play any key skills or takeaways that were just discussed.
  - **Allow** [INSERT TIME (recommendation: 2 minutes)] for each role play, followed by [INSERT TIME (recommendation: 2 minutes)] of feedback and discussion.
  - **Repeat** the process until time for this workshop segment is up.
- **Advance** to the next slide for the workshop conclusion.



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## Conclusion

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## Workshop Facilitator Instructions

- **Say,**
  - *“Before you go, let’s discuss what you learned during the workshop.”*

## Agenda

[5] min	Introduction
[20] min	What’s In It For You?
[5] min	Conclusion



## Discussion Questions

### Looking back

- What are your **key insights** from the discussion and demonstration?
- What **best practices** did you observe?
- What are your other **key takeaways**?

### Looking forward

- What **action steps** will you take to strategically apply what you learned to specific accounts or customers?

• Source: This is a sample source line at 10 pt Tw Cent MT.

## Workshop Facilitator Instructions

- **Lead** a discussion using the questions shown on the slide.
- **Allow** [INSERT TIME (recommendation: ≥4 minutes)], then **advance** to the next slide.

## Agenda

[5] min Introduction

[20] min What's In It For You?

[5] min Conclusion



## Workshop Facilitator Instructions

- **Thank** participants for engaging in the Discussion Group Workshop.
- **End** the workshop.

## Agenda

[5] min	Introduction
[20] min	What's In It For You?
[5] min	Conclusion

## What's In It For You? Worksheet

**Instructions:** Prior to the Discussion Group Workshop, review material(s) provided, then use the space below to answer the following questions. Use the additional space to take notes on the piece. Be prepared to share your insights during the Discussion Group Workshop.

- What **new information** did you learn from the piece?
  
  
  
  
  
  
  
  
  
  
- What **data or skills** did the piece discuss, and how is that information **relevant** to you?
  
  
  
  
  
  
  
  
  
  
- How can you **incorporate key content** from the piece in:
  - *Selling situations in general*
  
  
  
  
  
  
  
  
  
  
  - *A specific selling situation for one of your accounts*

### NOTES

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# Skill Breakdown Workshop

Workshop Shell

# Workshop At-A-Glance

## Workshop Goal

The Skill Breakdown workshop “shell” provides instructions for facilitating a session focused on a pre-selected skill. The Ironshore training and management teams may customize, adapt, and reuse the session in this Guide to meet ongoing training needs and objectives.

## Learning Objectives

Upon completion of this workshop, participants will be able to:

- ✓ Gain insight from a model skill demonstration
- ✓ Share best practices for strategically applying the skill to real-life accounts and selling situations

## Key Reminders for Facilitator

Prior to the meeting:

- Select a skill to be the focus of the workshop (see list of suggested workshop topic examples, right)
- Identify a sales specialist or other team member who excels at that skills
  - (optional) Identify multiple sales specialists or team members to demonstrate the skill
- Adjust the workshop **timing on the slides and in the Notes Master** based on the complexity and number of demonstrations
- Pre-assign breakout groups of 2-4 participants each
- Test your technology (eg, virtual functionality)

## Agenda

Time	Segment
[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion
<b>[30] min</b>	<b>TOTAL TIME</b>

## Suggested Workshop Topics (examples)


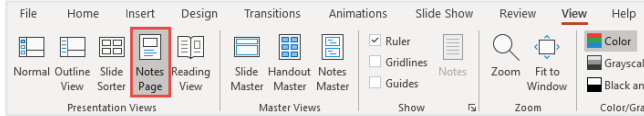
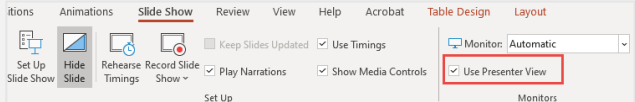
- Asking good questions
- Uncovering the need
- Objection handling
- Identifying opportunities
- Account management
- Responding to market access challenges
- Routing
- Business planning

## Materials Needed

- Facilitator Guide
- Laptop or iPad

# How to use this guide

This workshop is developed in PowerPoint (PPT) to function as both a Facilitator Guide and presentation slides. Prior to the workshop, review this page to familiarize yourself with how to navigate the PPT seamlessly during the session.

View	Primary Audience	Primary Audience Sees	How to Access This View
<b>Slideshow</b>	Participants	<ul style="list-style-type: none"> <li>Full-screen slides</li> <li>Share this view with participants on the big screen (in person) or on screenshare (virtual)</li> </ul>	<ul style="list-style-type: none"> <li>Click the <b>slideshow icon</b> in the <i>Display Settings</i> on the right side of the bottom bar</li> </ul>  <ul style="list-style-type: none"> <li>OR, click <b>Slide Show</b> on the top menu bar and select <b>From the Beginning</b> or <b>From Current Slide</b></li> </ul>
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## Skill Breakdown Workshop

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## Workshop Facilitator Instructions

- **Welcome** participants to Skill Breakdown Workshop.
- **Remind** participants of the topic that was communicated to them prior to this workshop.
- **Introduce** yourself and any other facilitators.
- **Advance** the slide to begin the workshop.

## Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion

## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Appropriate Use Statement

The Food and Drug Administration (FDA) has strict rules and regulations regarding the type of information that may be provided to healthcare providers (HCPs) for drugs and biologics. Off-label promotion is a violation of the FDA's rules and regulations, and compliance with these laws is aggressively enforced by the FDA. When you are discussing Ironshore products with our customers, this discussion must be completely consistent with approved labeling, applicable law, FDA regulations, and Ironshore policies. Field personnel may only use Ironshore-approved materials in detailing. Finally, you cannot use these training materials with HCPs or for any purpose other than your own education.

## Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion



## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Workshop Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion
[30] min	<b>TOTAL TIME</b>



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## Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion

## Workshop Facilitator Instructions

- **Review** the content on-screen.

### Workshop Learning Objectives

Upon completion of this workshop, participants will be able to:

- Gain insight from a model skill demonstration
- Share best practices for strategically applying the skill to real-life accounts and selling situations

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## Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion



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## Play-by-Play Analysis

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## Workshop Facilitator Instructions

- **Say:**
  - *In this activity, a sales specialist or a team member will demonstrate this skill. Then you will break down the demonstration in a sports-style “play-by-play” analysis. Finally, you’ll practice the skill.*
- **Advance** to the next slide to continue the activity.

## Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion

## Demonstration

As you listen to the presenter:



Pay **close attention**



Take notes that capture your **key observations**



**Be ready to share** them in the next part of the activity



## Agenda

[5] min Introduction

[20] min Play-by-Play Analysis

[5] min Conclusion

## Workshop Facilitator Instructions

- **Say:**
  - *Let's begin with the demonstration.*
- **Introduce** the sales specialist or team member who will be demonstrating the skill.
- For the remaining participants, **review** the instructions shown on the slide by saying:
  - *During demonstration, make sure to pay close attention and capture your key observations to share out and discuss.*
- **Invite** the pre-selected individual to demonstrate the skill for the full group.
  - (optional) **Invite** additional, pre-selected individuals to demonstrate the same skill.
- **Allow** [INSERT TIME (recommendation: ≥[5] minutes)], then **advance** to the next slide to continue the activity.

## Play-by-Play Analysis

Now, in breakout rooms, break down the demonstration by identifying:

✓ **What** key elements were included in the demonstration

💡 **Why** the demonstrated approach is effective

💡 **How** you can apply what you've seen to real-life situations



## Agenda

[5] min Introduction




[20] min Play-by-Play Analysis


[5] min Conclusion

## Workshop Facilitator Instructions

- **Review** the instructions shown on the slide, by saying:
  - *During this part of the activity, you will be sent to breakout rooms where you will share your key observations and work together to break down the demonstration by identifying:*
    - *What key elements were included in the demonstration*
    - *Why the demonstrated approach is effective*
    - *How you can apply what you've seen to real-life situations*
- **Send** participants to breakout rooms.
- **Allow** [INSERT TIME (recommendation: ≥[5] minutes)], then **end** breakout rooms and **reconvene** participants.
- **Advance** to the next slide to continue the activity.

## Skill Practice

-  In new breakout group, take turns:
-  Demonstrating the skill
-  Providing feedback



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## Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion

## Workshop Facilitator Instructions

- **Review** the instructions shown on the slide by saying:
  - *Now, you will be sent to new breakout rooms where each of you will demonstrate [the selected skill].*
  - *After each demonstration, the remaining participants in your breakout group will provide feedback.*
- **Send** new groups of participants to breakout rooms.
- **Allow** [INSERT TIME (recommendation: ≥10 minutes)], then **end** breakout rooms and **reconvene** participants.
- **Advance** to the next slide for the workshop conclusion.



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## Conclusion

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## Workshop Facilitator Instructions

- **Say,**
  - *“Before you go, let’s discuss what you learned during the workshop.”*

## Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion

## Discussion Questions

### Looking back

- What are your **key insights** from the workshop?
- What **best practices** did you observe?
- What are your other **key takeaways**?

### Looking forward

- What **action steps** will you take to strategically apply what you learned to specific accounts or customers?

• Source: This is a sample source line at 10 pt Tw Cent MT.

## Workshop Facilitator Instructions

- **Lead** a discussion using the questions shown on the slide.
- **Allow** [INSERT TIME (recommendation:  $\geq 4$  minutes)], then **advance** to the next slide.

## Agenda

[5] min Introduction

[20] min Play-by-Play Analysis

[5] min Conclusion





## Workshop Facilitator Instructions

- **Thank** participants for engaging in the Skill Breakdown Workshop.
- **End** the workshop.

## Agenda

[5] min	Introduction
[20] min	Play-by-Play Analysis
[5] min	Conclusion