

## What should LifeTrain's action plan be to engage with its broader community of stakeholders, including the 'gatekeepers' ?

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# What should LifeTrain's action plan be to engage with its broader community of stakeholders, including the 'gatekeepers' ?

- Who do we need to engage?
- What do we need to say to them?
- How do we engage with them and keep them interested?
- How do we know we've succeeded?

# Open discussion

Why do we have a problem engaging employers?

- We haven't reached them yet (**they haven't heard us**)
- They don't buy into CPD (**they don't want to listen**)
- Our messages don't resonate (**we're saying the wrong things**)

# Large Employers

- **Who do we need to engage?**
  - HR and R&D via company champions
- **What do we need to say to them?**
  - Listen rather than tell
  - One clear message – emphasising this and how we can help through our networks/resources
- **How do we engage with them and keep them interested?**
  - Broadcast or through networks?
  - Go beyond EFPIA (e.g. CROs) in wider dissemination – via Trade Associations and via existing network members
  - First, get the success stories via our company members/champions then broadcast
  - Emphasising value to organisations through examples
  - Dynamic use of our wider network to address specific (and changing) needs
  - LifeTrain website more interactive – linking people to resources and spotting gaps
  - Important to coordinate across IMI-Train – LifeTrain being first point of contact
- **How do we know we've succeeded?**
  - Increased access to LifeTrain resources – network, competency profiles, on-course, course attendance, CPD portfolios within organisations
  - Increased signatories
  - CPD part of recruitment process

# Small and Medium Employers

- **Who do we need to engage?**
  - Advertising is key
  - Use of cluster/umbrella organisations
  - CEOs/CSOs
  - Individuals
  - Use of SME instrument, Professional bodies
- **What do we need to say to them?**
  - Listen rather than tell
  - One clear message
    - Via LifeTrain – emphasise it is free, instant, Industry supported , high quality and the value of on-course

## **How do we engage with them and keep them interested?**

- Employee is key
  - First get the success stories via our company members/champions then broadcast
  - Emphasising value to organisations through examples
  - Dynamic use of our wider network to address specific (and changing) needs
  - LifeTrain website more interactive – linking people to resources and spotting gaps
  - Important to coordinate across IMI-Train – LifeTrain first point of contact
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- **How do we know we've succeeded?**
    - Increased access to LifeTrain resources – network, competency profiles, on-course<sup>®</sup>, course attendance, CPD portfolios within organisations
    - Increase signatories
    - CPD part of recruitment process

# Individuals

- **Who do we need to engage?**
  - Individuals
- **What do we need to say to them?**
  - Simplifying the message about CPD
  - Making it relevant to all – helping to identify existing activities
  - Emphasising the value for career
  - Employability
- **How do we engage with them and keep them interested?**
  - Via LifeTrain, link them up to competency frameworks
- **How do we know we've succeeded?**
  - Success stories
  - Role models
  - Less staff turnover

# Summary

- Listen rather than tell
- Interactive LifeTrain website (resources to be explored)
- Use our current member organisations to generate success stories

# Points of note for engagement

- Consequences of not implementing
- Explaining what is LifeTrain – first engagement asking what peoples immediate needs are and then applying LifeTrain community to address – to link up with experts in area
- Immediate response required
- Being part of a network for free
- Quality assurance for CPD
- Make it simple – don't frighten people off with terminology
- What is our statement of what LifeTrain is
- How can LifeTrain help with scientific knowledge and broader development
- The value of the free network to address your CPD needs
- Shift from driving to facilitating – using our network and responding to needs rather than telling