

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

- David Fox (Royal Society of Chemistry) - Chair
- Cath Brooksbank (EMBL-EBI)
- Mark Calmiano (UCB)
- Rebecca Ludwig (HZI)
- Jean-Marie Boeynaems (Pharmed)
- Donna Ellender (Sanofi)
- Lucy Kiessig (Janssen/Transcelerate)
- Anne Renoud (CV Trust)
- Claire Johnson (EMBL-EBI)
- Klaus Wassermann (Medical University of Vienna)

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[®], 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