



Pike's Peak Award Case Study

The 2017 Pike's Peak Award winner is Marque Broussard of Smith & Nephew, a global medical device company, for their use of Creative Training Techniques® to transform a medical device competency course for sales representatives. Marque along with the entire US Sales Training and Education team completed the Bob Pike workshop in January of this year.

Challenge

One of the key competencies that Smith & Nephew sales reps must achieve is being able to demonstrate surgical techniques for a given procedure. Complex procedures require knowledge of many different steps and multiple types of instruments.

Before Marque and his colleagues completed the Bob Pike Group workshop, the training for these procedures consisted of lengthy PowerPoint presentations followed by competency drills that are scored based on performance. Prior to the course, reps completed an online module of the same slides. However, despite this double exposure, some reps struggled to correctly demonstrate the steps of the procedure during the competency drills.

Application

After completing The Bob Pike Group training, Marque decided to shake things up by incorporating participant-centered learning techniques into his course. He used Creative Training Techniques® to transform his PowerPoint lectures into a timed group competition.

Marque's flashcard exercise is simple but effective. Using 8x11 flashcards printed with the different steps and instruments needed for the procedure, sales reps work in groups of 4-5 to put the flashcards in the correct order and tape them to the wall before the timer goes off. After each round, the instructors check for accuracy and award points to the winning team. The exercise is completed multiple times before moving on to the competency drills.

Results

Competency assessment is rated on a 5 point scale with 1 being "dependent" skill level and 5 being "independent" skill level. Since Marque replaced his PowerPoint with the flashcard exercise, performance on the competency drills has increased dramatically with most participants now scoring 5's. Smith & Nephew instructors observed reps that were trained using this new method were more clinically prepared than previous classes. The flashcard exercise is now being adopted across all US Sales Training and Education courses.