

A culture of...

lifelong
learning

With new technologies and scientific breakthroughs, our global pharma client operates in a fast-changing, dynamic world. To ensure they continue to accelerate growth and deliver the next generation of life-changing medicines, it's essential to enable and inspire people to continuously renew and refresh the skills and capabilities they need to thrive.

Is there a better way to learn?

While people across the organisation recognised the importance of learning, they just didn't feel they had time to do it. However, the reality is that every day we experience a range of learning moments, but all too often they pass us by.

It's why our engagement approach focused on the core behaviours of curiosity, collaboration and bravery to encourage people to think about learning in a different way.

If two minds are better than one, did you know there are 70,600 of us?

Search [#LearningForLife](#) on workplace to find out more.

That's *Learning for life*.



A big idea with a bold look

At the heart of our approach was a creative platform born out of scientific curiosity – we called it Learning for Life. It was about challenging people to be open to new ways of learning and reminding them that it is the never-ending pursuit for knowledge and personal development that enables the business to deliver the medicines patients need.

This idea was brought to life with a bold new identity that centred around everyday objects, that reflect the learning opportunities all around us and a smart use of questions to prime the curiosity we needed to see.

Cut through content

We raised awareness by delivering clear messages about what we needed to do, why it mattered and how people could make learning for life a reality. This included two dynamic and compelling films that were translated into 10 languages.

We captured personal stories from leaders and employees about their learning moments and applied their stories to amplify the new learning mindset we wanted to create.

We developed a series of weekly challenges that would encourage people to reach out to their network and embrace everyday learning

We sparked a conversation that explored how the ‘science of human of behaviour’ can make learning an everyday habit through an engaging talk seen by more the 5,000 people in the first week of it being live.

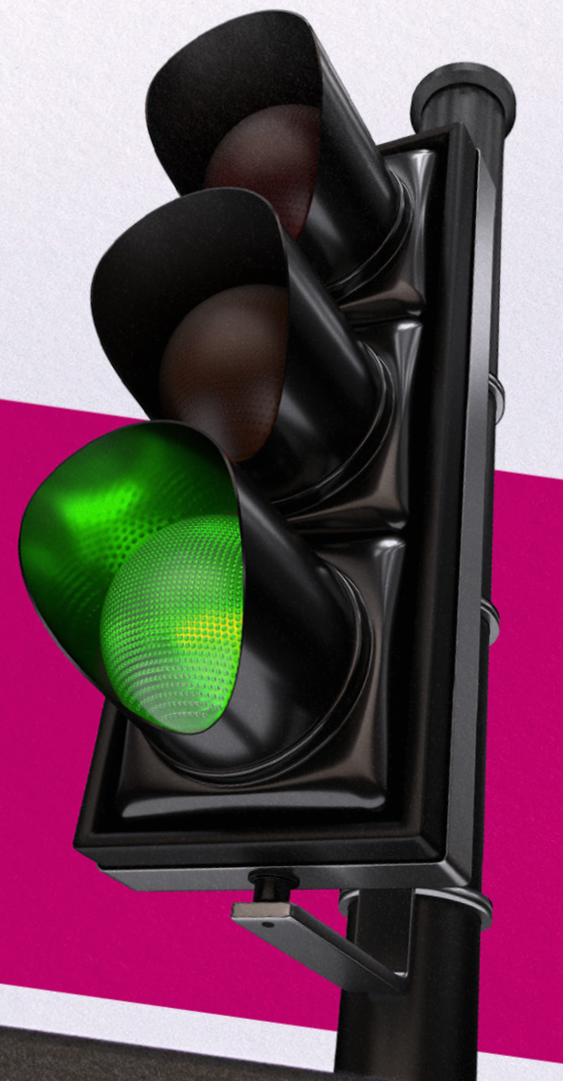
I see a
moment
ght
nose?



Should we stop
at what we know,
or start with it?

Search **#LearningForLife** on
workplace to find out more.

That's *Learning for life.*



Would you see a
learning moment
that was right
under your nose?

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Something a bit different

While the communications helped to set the scene, we wanted to do something a little different to capture the imagination. We devised a market-first behavioural science trial designed to stimulate specific behaviours so employees could identify their own learning moments.

Employees from all functions and 21 markets participated, keeping records of their daily learning experiences, and completing weekly surveys. Each day they were exposed to daily 'interventions' (short engaging pieces of content) to prime and reinforce the three target behaviours. A control group also completed the surveys, but were not exposed to the interventions.

We learned that...

Bravery, curiosity and collaboration increased significantly. 65% recorded higher levels of bravery than the average in the control group. 64% felt more collaborative than the control, and 70% more curious.

We can significantly increase people's ability to spot learning moments. Over the four weeks participants reported less formal education and more experience-based learning and recorded a greater willingness to apply their learning to their work.

We saw a 78% increase in recognised learning. At the start of the trial 5.35 hours a week were recorded as learning moments, increasing to 9.52 hours at the end. It's important to note we saw no increase in learning within the control group, demonstrating the power of our interventions.

Our trial made waves in articles from The Training Journal to The Times Raconteur 2021 Digital Learning Report, and has been declared one of the winners of the Innovation in Learning category at the prestigious 2021 Learning Awards.

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