



# Enhancing professional skills in the medical writing team

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**STEPS**

**SUPPORTING TRAINING,  
ENHANCING PROFESSIONAL SKILLS**

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# Agenda



What makes me qualified to speak on this topic?

Why is training experienced writers important?

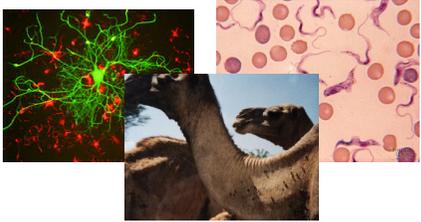
What specific challenges do we face?

What are the training options that we have?

How can they be used to best effect?

What is the future of training going to look like?

# My career pathway to Professional Development Director



Academia – 8 years



Medical Communications – 21 years



Learning 'curve'

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# Importance of ongoing training



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# Training experienced writers – importance and benefits



## For the individual

- Managing in a dynamic working environment
- Continuous development
- Motivation
- Feeling invested in



## For the business

- Getting the best out of people
- Reputation with clients – delivering work to the highest standards
- Meeting the rapidly changing demands of the business
- Retention
- Reputation within agency environment – attracting top candidates



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# Challenges and considerations



Training and development plan



Development needs		Opportunities & needs (account/client/project)
Strengths		Training budgets & time allowance
Aspirations		Experience in team
Stage of career		Company vision

# Training options



	<p>On-the job/reviewing Mentorship schemes</p>
<p>External courses &amp; accreditations</p>	
	<p>Internal sessions &amp; bespoke programmes</p>
<p>Self-directed/online</p>	

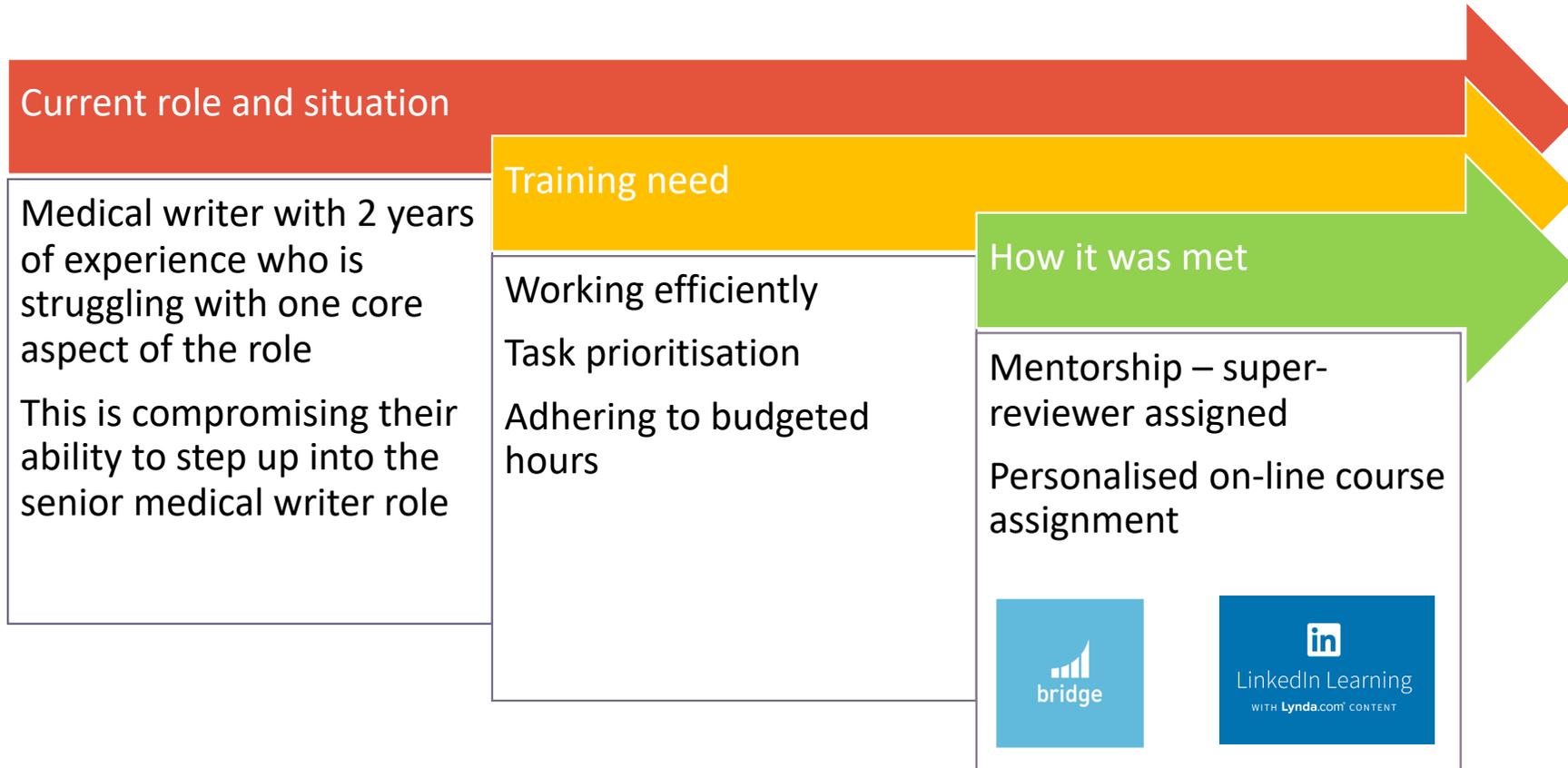
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## Some practical examples

- Targeted approach driven by individual need
- Specialised training driven by client need
- Training programme driven by business need

# Targeted approach driven by individual need



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# Specialised training driven by client need



## Situation

Client requires account team to produce figures and graphs in a new and complex way

Experienced team, but none familiar with this approach

## Training need

Specific technical Excel training for the whole team



## How it was met

External expert in the technique approached  
1 day bespoke training commissioned for delivery in-house

Templates created for future use

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# Training programme driven by business need



## Situation

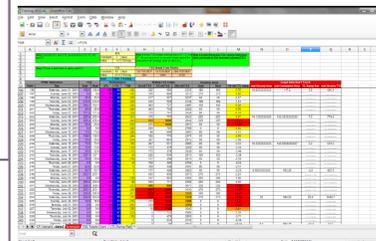
Need for new account leadership role identified in the business

## Training need

Specific skills identified for this account-specific role  
Need to be applied to individuals at different stages of their careers

## How it was met

Account leadership working group set up  
Training programme developed and rolled out



## In conclusion

Providing ongoing training is essential for success within our profession

Successful training requires assessment of individual and business needs

Training needs to be targeted and timely

Need to recognise that people learn in different ways

People want technology at work to mirror their personal lives – ease of use is the driver for employees



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