



WHAT'S THE DIFFERENCE BETWEEN 10.20.70 AND 70.20.10?

ANSWER: THE EFFECTIVENESS OF YOUR EDUCATION PROGRAM

Some startling facts about traditional training:

- > When training activities are confined to a classroom, they usually fail to change behavior in the workplace. This wastes time and money
- > When PowerPoint training is conducted in a classroom, it will never succeed in changing or improving anything
- > Most people forget upwards of 90% of what is covered in a PowerPoint-based session within 24 hours. Their old habits and behaviors remain unchanged
- > The more the presenter or trainer talks, the less the trainee learns
- > Unless new behaviors and learning are reinforced immediately after the session they will be forgotten. It takes time and practice for new patterns of behavior to become established and for the theory to translate into action
- > To change behaviors use the 10/20/70 rule:
 - 10% factual content – the basics
 - 20% practical exercises and immediate practice using case studies
 - 70% practical application, reinforcement and coaching in the workplace

However, most pharma training consists of:

- > 70% factual content (PowerPoints)
- > 20% practical exercises and immediate practice using case studies
- > 10% practical application, reinforcement and coaching in the workplace... if any

If you understand the difference between 10/20/70 and 70/20/10, congratulations; you understand the difference between education and training. Education (the 10/20/70) succeeds in improving workplace behaviors whereas training rarely does. We're passionate about providing a return on your education investment. We try and apply the 10/20/70 rule wherever possible with our courses. They are interactive, 'learner centric' and FUN!

IS YOUR COMPANY 10/20/70 OR 70/20/10?

In our experience there are two types of pharmaceutical companies: those who see education as a profit generator (with a 10/20/70 focus) and those who are stuck in the GMP compliance "training" rut where 70% of the time is spent with the trainer talking with virtually no time coaching or consolidating new procedure and practices.

THE DIFFERENCE THAT WILL MAKE THE DIFFERENCE...

10/20/70 COMPANIES: CHARACTERISTICS

- > Focus on education, not training
- > See education as key to their future prosperity
- > Educate for the future, not train for the past
- > Consider education as a profit generator
- > Focus on improving behaviors in the workplace
- > Have education programs that cover the why, not just the how
- > Have skilled educators (learning coaches), not trainers



70/20/10 COMPANIES: CHARACTERISTICS

- > Focus on training that doesn't improve behavior
- > Train for the sake of compliance, not prosperity
- > Train for the past, ignoring the skills and knowledge needed to remain competitive in the future
- > See training as a compliance-driven cost center; something to be done as quickly as possible
- > Focus on classroom-based information overload, ignoring coaching and reinforcement of new skills in the workplace
- > Have programs that just cover the 'how' and ignore the 'why'. People know what buttons to press, but not why. The importance of the product, the impact they have and the patient are often ignored
- > Have sessions presented by trainers who talk at the participants, with little two-way discussion, thus guaranteeing minimal real learning

A 10/20/70 CASE STUDY: EDUCATION IN DEVIATION AND CAPA

One of our clients, concerned by unacceptably high levels of repeat deviations, conducted its own training course on root cause investigations. The result of this 70/20/10 training approach was that nothing improved. Repeat incidents continued to grow. The company called NSF Health Sciences to take a more educated approach. Twelve months after completing our education in deviation and CAPA, repeat incidents have fallen by 35%... not a bad return on investment. The behaviors of those investigating deviations have dramatically improved, as have teamwork, respect for each other and the delivery of scientifically justifiable rationales for key decisions. This is how we did it.

THE 10%

We covered the factual content very quickly using high levels of interaction and engagement.

THE 20%

We then moved onto the practical application of this knowledge using very carefully designed case studies and practical problem solving exercises designed with the client in advance. Participants were actually involved in solving their own deviations! When they struggled, we introduced a new problem solving method. After each exercise, we then presented the model answer and got them to share their lessons learned: what they did well and what they will do differently next time. In all, they practiced and refined these tools and techniques on each of the remaining 12 case studies until they had become automatic. Our course tutors provided constructive feedback and coaching throughout. The case studies were made as real life as possible. They were given too much data (leading to confusion and overload) and too little data in equal measure. We also provided them with very simple investigation templates to use and a very simple, structured problem solving processes. The group also agreed to a set of '5 Golden Rules' for deviation investigations.

THE 70% THAT MATTERS!

By using the templates and allowing an NSF tutor to mentor the report owner, decision making process flows, the Golden Rules habits and behaviors practiced in the classroom were reinforced in the workplace. In addition, deviation investigations and reports completed by participants were reviewed and feedback provided so that a high standard was set, monitored and reinforced so that it became second nature. As Rommel said in 1942, "sweat saves blood" and our process of practicing in the workplace, with live cases and living the issue with the client, invariably sets a marked change in attitude and aptitude.



OUR 'ON-SITE' EDUCATION PROGRAMS ARE NOW MORE ACCESSIBLE

Our courses delivered at the client's location have always been very popular. Content is customized to meet your exact needs and requirements and we come to you! This saves you time and money and minimizes inconvenience to busy work schedules. We have now introduced a new pricing structure that will allow you to educate more people for less. If you would like more information, please email pharmamail@nsf.org

OUR PASSION – GUARANTEEING A RETURN ON YOUR INVESTMENT

In addition to our residential education program, where you come to us, we also provide customized in-house education where we come to you:

- > When you call us, we get back to you within 24 hours
- > You then talk to one of our team members so that we can fully understand your needs and requirements. This is FREE of charge
- > With the information you provide, we customize the course using the 10/20/70 formulae. This is FREE of charge
- > We then provide you with a customized proposal and a fixed price to keep things simple
- > We make sure the course focuses on your processes, systems and problems. You come with problems and leave with solutions. Your questions get answered
- > Our course tutors each have over 30 years' experience. They know more than any text book!

ACTION POINTS

- > The 10/20/70 education approach works. The alternative doesn't
- > If you want to drive down your level of repeat deviations, we have a well-tested and proven 10/20/70 model that works
- > If you would like to transform your traditional training approach to one that educates and improves workplace behaviors, please give us a call at **+1 857-277-0060** in the US and **+44 (0)1751 432999** in Europe. Our 'From Training to Education' workshop will help you move from 70/20/10 to 10/20/70!

For more information, contact pharmamail@nsf.org or visit www.nsfpharmabiotech.org

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