PURDUE PHARMA TARGETS EMAIL TO REDUCE ADMIN. BURDEN FOR SALES MANAGERS

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EXECUTIVE SUMMARY

Sales executives at Purdue Pharma, a mid-sized pharmaceutical company, recognized that investing in an effective email management training program would yield the following benefits:

- Increased time for sales leaders and managers to focus on increasing sales

- Increased productivity for entire sales division

- More effective, clear, and concise communication

- Greater overall communication efficiency

- Improved work/life balance

- Reduced administrative burden

Purdue's Sales Management Team developed and implemented a powerful 3 hour program aimed at reducing administrative burden and achieving the gains noted above. They collaborated with GetControl.Net – a productivity training company. The program was extremely successful. A pilot was implemented for the Purdue Sales & Marketing team based at their home office in 2010. This was followed by Regional and District Manager training. Later, an enterprise-wide program was rolled out to all colleagues.

Result: The *Get Control!* of Email program pilot saved over 22 days per participant per year while dramatically improving the quality, clarity, and effectiveness of email at Purdue.

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GET CONTROL! OF EMAIL PROGRAM CONTENT TRAINING PROGRAM

Russ Gasdia, Vice President of Sales & Marketing, and Dennis Merlo, Vice President of Sales Operations and Training took the lead in refining and implementing the *Get Control! of Email* seminar. The result was an innovative program focused on a small number of high impact email best practices that could be adopted by all Purdue Sales & Marketing colleagues.

The program was so successful that the Purdue Executive Leadership Team recommended that the program be rolled out to the entire Purdue organization.

The rollout was supported by a well-orchestrated internal communications campaign. The benefits of the global rollout justified a strong investment in a behavior-changing e-mail program. Employment of an experienced, professional training organization -- http://www.getcontrol.net -- ensured engaging and consistent message delivery.

GET CONTROL! OF EMAIL OBJECTIVES

After carefully examining the root causes of manager frustration with admin. burden, Purdue developed the following objectives:

- **Reduce e-mail volume by 20%:** If all Purdue associates reduced the number of e-mails sent and received by an average of just 20%, every associate would save the equivalent of 15 work days per year.

- **Improve e-mail quality by 50%:** Brief, concise and to-the-point e-mails are more effective and require less time to process.

- **Improve organizational skills by 25%:** Organizing email and documents for speedy retrieval allows sales leaders to spend their time leveraging information instead of searching for it.

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RESULTS OF PURDUE *GET CONTROL!* OF EMAIL TRAINING

Eventually, over 1,000 Purdue colleagues attended live or virtual *Get Control!* of Email training sessions. A sample study involving 104 Purdue sales colleagues was conducted to measure the value of the training. Impact assessment surveys were conducted two weeks before and after training.   76 Purdue sales colleagues completed the pre-training survey two weeks before training. 71 completed the post-training survey 2 weeks after training. Post training responses were evaluated against baseline.

Impressive Results:

- Time spent on email was reduced by an amazing 27% (goal=20%) freeing up 13 days per year per participant. This equates to over 13,500 days saved per year for entire organization.

- Time spent on filing and finding information was reduced by an impressive 10.5 days per year. Participants felt that they could find critical information 20% faster on average.

- Participants reported a reduction in total e-mails sent per year of 3,917 per person.

- The quality and clarity of e-mail increased by 36% (goal=35%) for all groups.

- The percentage of colleagues sharing effective email best practices rose by 300%   (25% to 76%).

- 99% of participants used insights on the job and 98% agreed that they were more productive after the training.

- 94% would recommend the training for all of their colleagues.

- 92% of participants rated the program as "Excellent" or "Good" use of their time.*

  * Another, more recent, sample of 84 Purdue colleagues revealed that 98% rated the program as Excellent (84%) or Good (17%). However, this was an immediate post survey questionnaire.

PARTICIPANT COMMENTS

- *This was an excellent program that should be rolled out to the whole company.*

- *Helpful overall and very thought provoking in terms of making productive changes.*

- *Spending more time on BlackBerry® because the few tips we received were helpful.*

- *This was a super training session and it would be excellent to have a review of this material and add-on of uncovered info for the future.*

- *AMAZING! Very informative, helpful & fun!*

- *Today's presentation was fantastic!*

- *Great info-keep up the good work!*

- *Love this program. Thank you for returning.*

- *Excellent tips that are going to be extremely useful.*

- **Executive Champions Help:** The entire Purdue Leadership Team experienced the program so that they could emulate key *Get Control!* behaviors. VP of Sales and Marketing, Russ Gasdia, did an excellent job of following up and reminding his entire team of key insights from the program. Executive endorsement from the Purdue Leadership Team improved outcomes and turnout for the program. Purdue trainers are now being trained to deliver the content and this should further sustain results.

- **Aim High:** One agreed upon success factor was to "aim high" when setting goals as this tended to motivate and inspire greater participation across the enterprise. Both the quantity and quality goals were exceeded.

- **Blended Solution Worked Well:** Live training was generally regarded as superior to web based training but logistics required a blended solution. GetControl.net put particular emphasis on creating extremely engaging web-based learning experiences and this helped boost results.

- **Cross Functional Team:** Involvement of cross-functional stakeholders from Legal, IT, HR, Training, Communications, Operations, and Executive teams made the rollout more robust.

For more information on *Get Control!* training visit www.getcontrol.net or info@getcontrol.net