

# 3Rock “Senryaku Juku”



# Break through this time of turmoil

The values and priorities of both healthcare professionals and patients are changing rapidly in light of the COVID-19 experience, evolving digital tools, and the looming pressures of Japan's aging population.

For companies doing business in this evolving industry, traditional methods are losing their effectiveness. Moving forward, new solutions will be required to challenge and overcome unknown territories.

3Rock is launching a new online program, "Senryaku Juku (Strategy School)" to help our clients acquire the practical skills and mindset to thrive in this rapidly changing environment.

We expect high participation from pharma and medical device manufacturers, especially:

- 1) Sales representatives, MSL's, front-line managers, and community / regional planners who are responsible for direct customer contact with medical providers
- 2) Next-generation leaders in head office sales strategy / promotion, marketing, medical and related functions

In addition, we welcome those from diagnostic / testing equipment, digital health, and related healthcare areas so that participants can discuss and learn from various perspectives and expand their personal industry networks.

# Why 3Rock's Senryaku Juku?

3Rock has implemented hundreds of in-house training projects for pharma & medical device companies.

Leveraging that experience, we have extracted the most critical content and adapted it as an open enrollment program to help both those who may be stuck on immediate problems and those who need to think deeply about overcoming the future challenges of the industry.

## ● Industry specialization

We just do pharma, medical devices, and healthcare – and will share the latest examples from the industry.

## ● Practical application

Casework and discussions focus exclusively on healthcare situations, so that participants can acquire knowledge and skills rooted in reality, and immediately apply them to their own work.

## ● Expand external connections

Participants interact with a range of industry peers, enabling a broader understanding of the issues and building important new connections (sorely missed during COVID) they can leverage to get things done.

# First Season Courses

## **Course 1: 「Healthcare Value Delivery」**

As roles and needs of healthcare professionals evolve with the times, conventional commercial approaches are no longer possible. Break down the large trends of the industry and explore how to find and deliver unique "value" only you can offer.

## **Course 2: 「Problems, Issues & Solutions」**

The era of just working hard & carrying out orders is over. Each geographic area, disease state, and stakeholder situation is different, and the define "problems" and identify "issues" accurately before launching into activities is the key to success. Many have studied logical frameworks, but struggle to apply them. Through discussion of numerous healthcare-specific examples & cases, participants will improve their ability to think critically and act effectively.

## **Course 3: 「Customer Needs & Insights」**

What are the true needs of your customers? Improving the design and power of your questions is a key to answering this question, but beyond that today's industry players need to also know how to grasp the situations of hospital facilities where visit restrictions are becoming stricter, and how the dynamics of the surrounding communities will affect HCP behavior. Join for a deep dive into comprehensive information collection, data analysis, and the search for real customer needs.

## **Course 4: 「Strategy & Implementation」**

Master strategy from planning all the way through to the execution process. How to set a vision, choose the core drivers of success, and set the right metrics to effectively motivate and drive the team? Learn the right way to improve both the quality and quantity of activities - not just as an individual, but as an organization.

# 3Rock Senryaku Juku

コース1  
医療業界での  
価値提供のあり方

Healthcare Value Delivery

8/26 start!

コース2  
問題定義と  
課題解決力

Problems, Issues, & Solutions

10/11 start!

Delivered through a mix of online e-learning, live lectures, group work, interactive discussions, and assessments.



# Course 1:「Healthcare Value Delivery」

What is “value” in healthcare, and how to provide it now and in the future?

Learn how to engage with a diversifying set of stakeholders in light of long-term healthcare trends. Each participant will define their own strengths, and formulate the unique value they can provide.

**Week 1: “Value” in the future healthcare industry:** Understanding long-term medical trends and the overall picture

**Week 2: Intersection of needs:** Putting the customer at the center, thinking about how to interact with various other stakeholders, and the possibility of expanding collaborations

**Week 3: Differentiation:** Re-examine your company, your products, and yourself in order to identify your unique strengths

**Week 4: “Value” that only you can provide:** define the value that you can deliver and find how to get that done.

Participants are challenged to review their daily work from the customer’s point of view, engages them to define their own “value”, and builds a new driving force to achieve it. This cornerstone content of “Senryaku Juku” is useful for high-performing MR’s harboring doubts about their roles, and for head office staff who are looking toward “next generation” initiatives.

Dates: August 26-September 17, 2021

Tuition ¥88,000 (excluding tax)

※ Special discount available

※Group discount - every 10<sup>th</sup> person free.  
Early-bird special - 10% discount for applications made by July 30th.

# Course 2: Problems, Issues & Solutions

It is not always easy to determine the problem and how to solve it.

Learn problem-solving processes that help you with both day-to-day work and long-term planning. From problem decomposition, hypothesis setting, and cause analysis, practice using logic trees as applied to your business. Then consider practical solutions, and conclude by announcing the result.

Week 1: Overview of the problem-solving thinking process

Week 2: How to identify the problem

Week 3: How to define the core issue correctly

Week 4: How to use logic trees

Week 5: Avoiding bias and other common pitfalls

Week 6: How to prioritize and communicate your findings

Week 7: Group assignments and casework

Week 8: Announcement of final results & completion event

Extremely practical industry-focused content that only 3Rock can provide, this course is ideal for those who may have learned critical thinking in the past but are struggling to put it into practice, as well as those that need to improve the sharpness and communication of their plans.

Dates: October 11 – December 3, 2021

Tuition ¥198,000 (excluding tax)

※ Special discount available

※ Group discount - every 10<sup>th</sup> person free.  
Early-bird special - 10% discount for applications made by July 30th.

# How to Get Started

Early bird discount (Course 1 & 2): Friday, July 30 (10% OFF)

Application deadline for Course 1: August 13th (Friday).

Participant details (email address, etc.) are required at the time of application.

Upon confirmation, we will issue a learning site ID to the participants and inform other detailed information such as group assignments.

Please log in to the learning site, do the pre-learning presented, and then participate in weekly lectures and discussions.

In order to increase peer interaction and bring about learning exchange impossible to secure through in-house training, we will shuffle groups and provide separate communication platforms to encourage communication with participants from other companies.

Application page

<https://www.3rockconsulting.com/event/senryakujuku-app/>





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