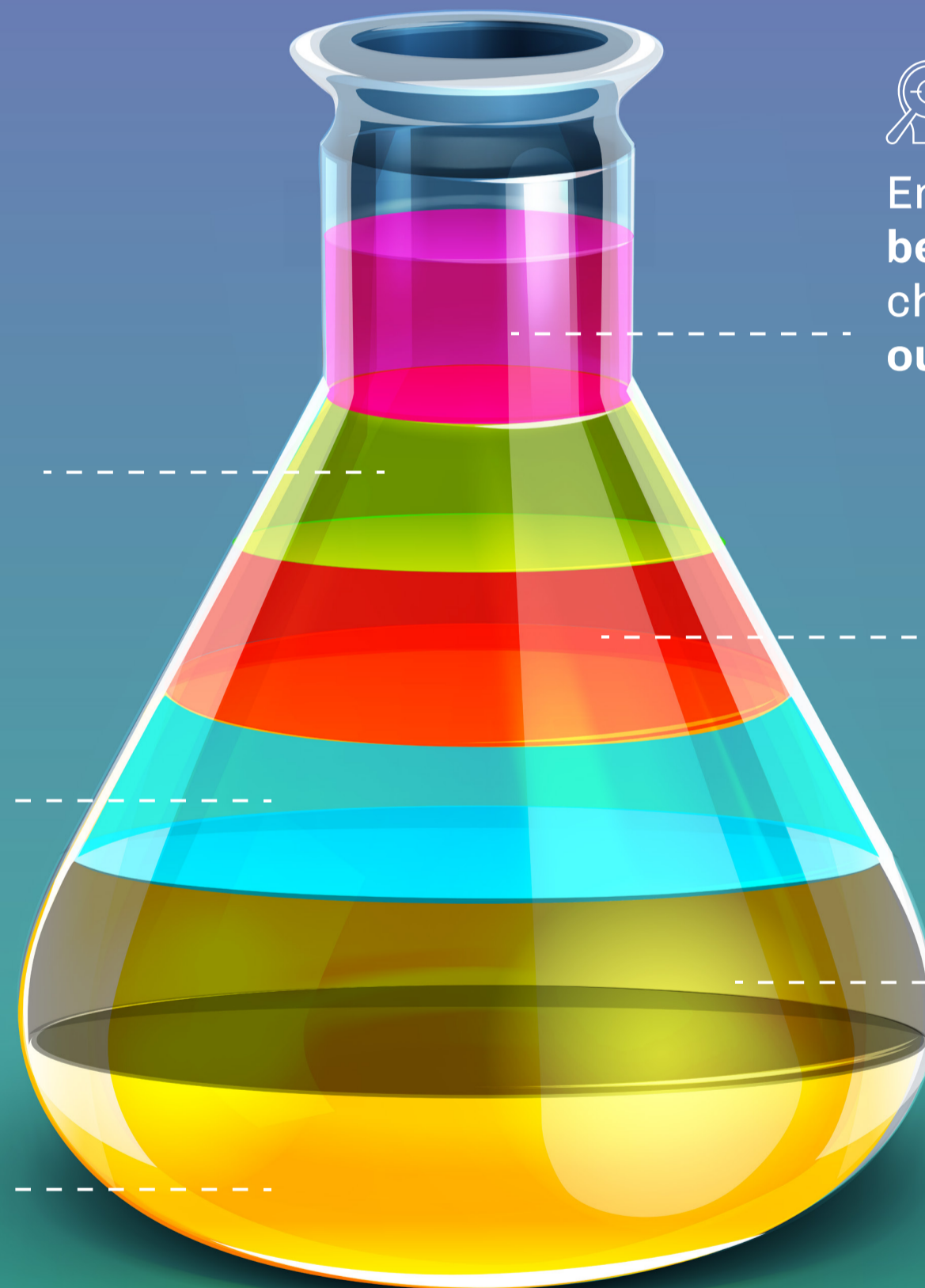


The Secret Formula for Over 90% Veeva Adoption



Ensures **targeted business benefits** by designing training and change plans with **behavior-based outcomes** in mind.



Maximizes learn-by-doing, minimizes teach-by-telling.



Realizes **maximum value** from the application, by investing in **desired outcomes**, not every exhaustive outcome.



Equips learners with the **skills, tools and beliefs** to transform ways of working.



Employs strategies based on the **science of how people learn**.



Focuses on changing **what people do**, not just changing what they know.