



Ipsen Digital Learning Pathway

June 2021

Global Transformation & Global HR

The Project Team:

Project Manager



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Project Advisory



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Project Sponsors



Dominique Bery
EVP Global Transformation

Project Sponsors



Regis Mulot
EVP & CHRO Human Resources

We aim to grow our digital skills at all levels of the organization

Employee digital capabilities

Grow staff's digital skillset through formal training, customized to individual employees needs & preferences

ELT digital capabilities

Provide ELT with both educational content on key digital topics in pharma & external perspectives on digital transformation, to foster digital leadership

Ipsen development model: Every day is a learning experience

70

learning by doing

20

learning through others

10

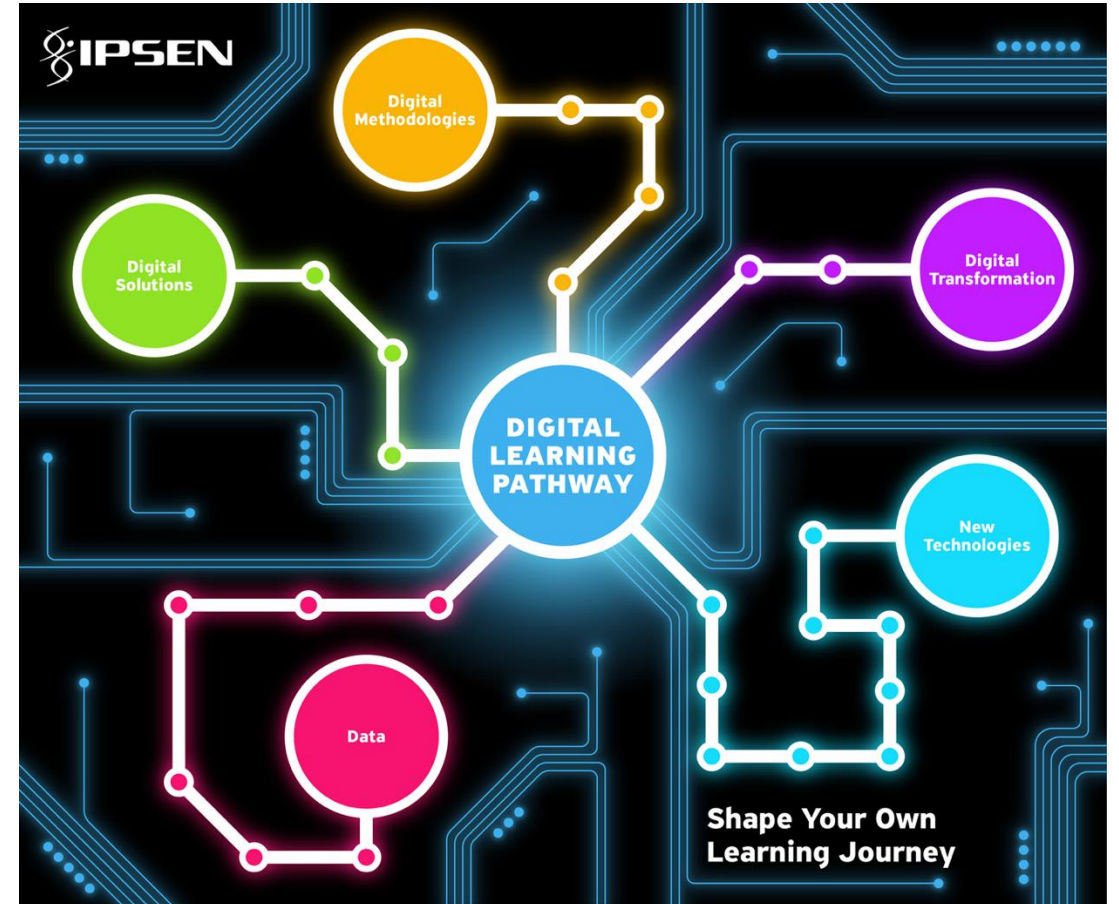
learning by training

The Digital Learning Pathway: Grow digital skills for all

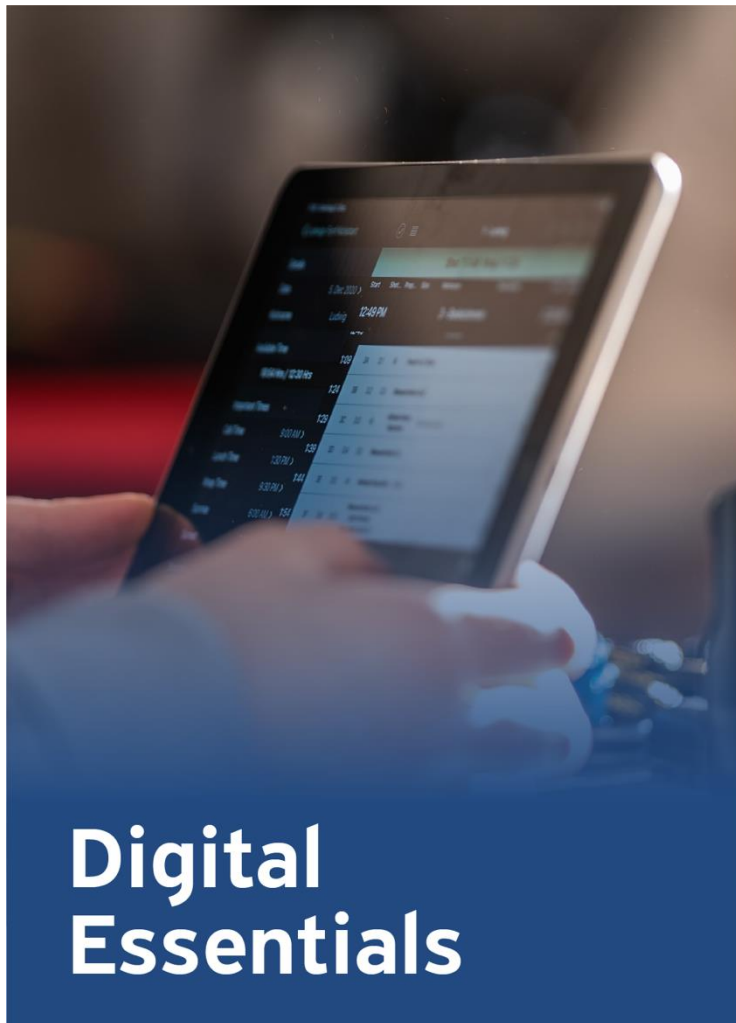
Digital Transformation is a key lever of Ipsen's growth strategy. Our industry is facing challenges including accelerating clinical trials, entering the Manufacturing 4.0 era and being a recognized digital health actor, and we need to move fast!

To win this battle, we strongly believe that **each and every Ipsen employee needs to develop their digital skills**. Today, depending on our experience and background, we are at very different levels of understanding of the Digital world and stakes. That's why, we want to offer all Ipsen employees the opportunity to grow their digital knowledge and capabilities.

To achieve this, we are delighted to introduce **the Digital Learning Pathway**.



First, start & get familiar with key digital concepts



Discover our digital essentials curriculum featuring
a selection of 10 introductory videos:

Digital Literacy Essentials

10 videos | 43min

Introduction to:

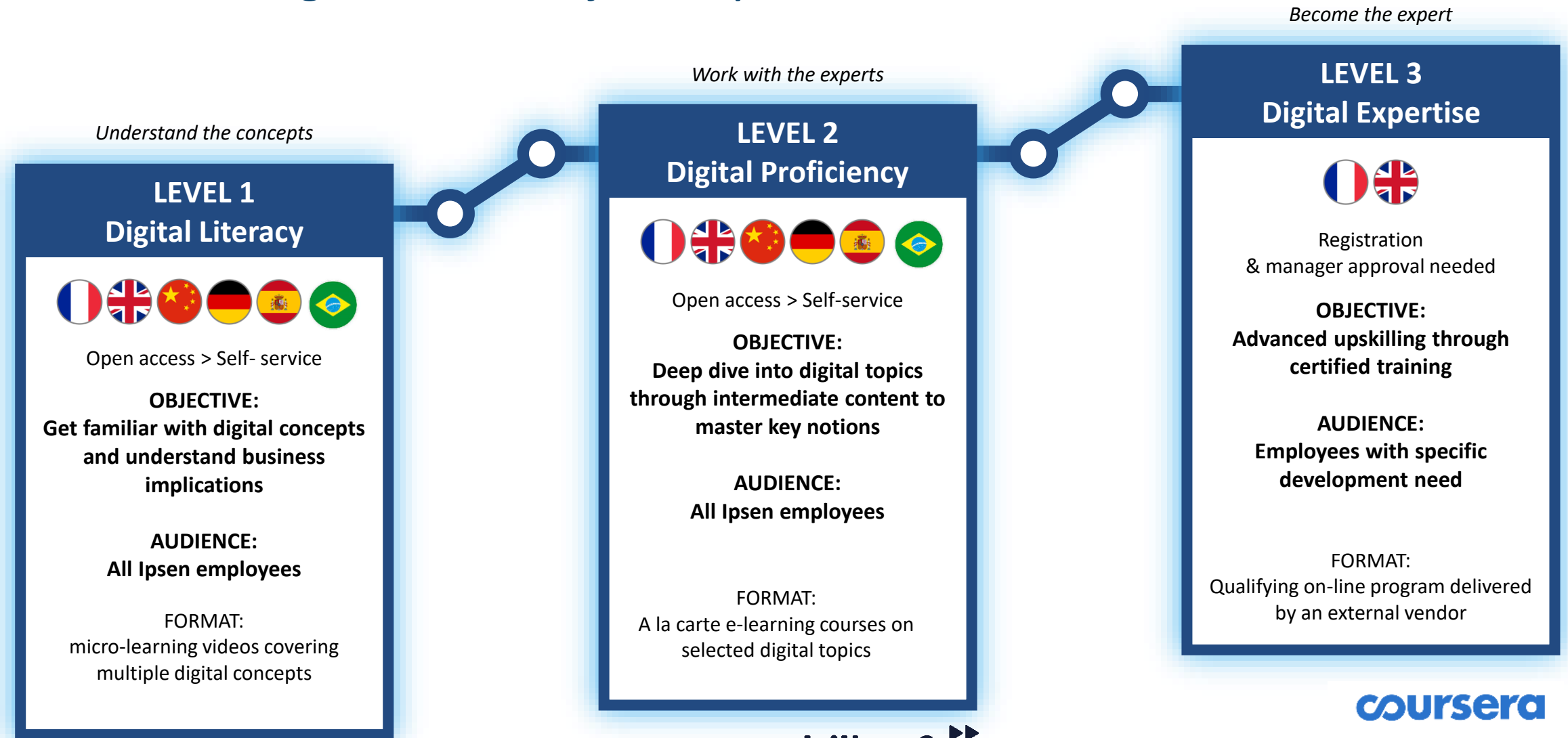
- Data
- UX Design
- Artificial Intelligence
- Machine Learning
- Internet of Things
- Blockchain
- Robotics
- Agile Methodology
- Design Thinking
- Digital Transformation



TAKE THE QUIZ AND GET YOUR CURIOUS
BADGE!

[START NOW](#)

Understanding our learner journey

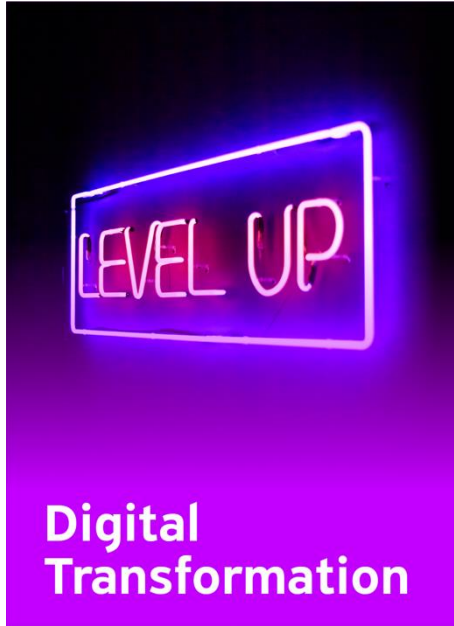


skillsoft

skillsoft

coursera

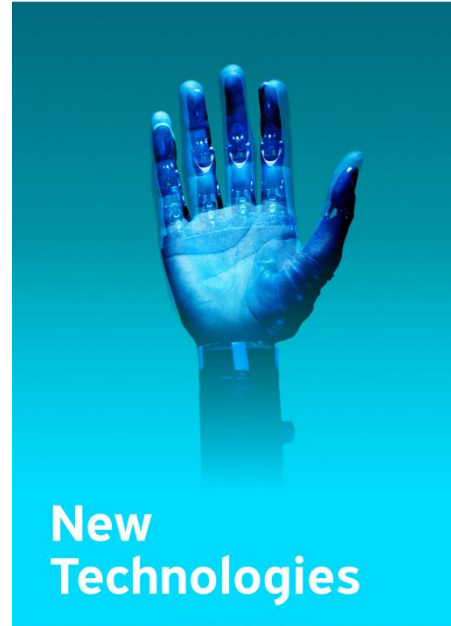
Digital Learning Pathway– our 5 main themes



Understand what **digital transformation** means, how it impacts our business, transforms our way of thinking, working and how to implement it.



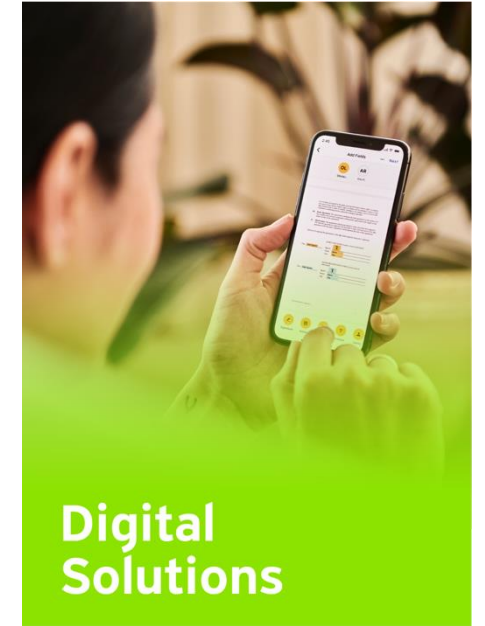
Understand the different ways of leveraging **data** to become a more data-driven organization and thus boost insight-driven decision making.



Introduce and explain how these **new technologies** work, how they could impact and transform our digital projects, how to integrate them in our ways of working.




Get familiar with new **methodologies** to better transform our project management approach to go faster and be more customer focused.



Better understand how to develop and promote **digital solutions** with a user experience approach.

Digital transformation



Digital Transformation

Understand what digital transformation means, how it impacts our business, transforms our way of thinking, working and how to implement it.

LEVEL 1

Digital Transformation Fundamentals

3 videos | 13min

Introduction to:

- Digital Transformation



TAKE THE QUIZ AND GET YOUR CURIOUS BADGE!

START NOW

LEVEL 2

Digital Transformation Proficiency

11 courses | 5h18

Deep dive into:

- Innovation Culture
- Digital Transformation



COMPLETE A COURSE AND GET YOUR DIGITAL EXPLORER BADGE!



COMPLETE THE CURRICULUM AND GET YOUR DIGITAL MASTER BADGE!

START NOW

LEVEL 3

Digital Transformation Expertise

Browse the curated catalog, register and get certified:

- Digital Transformation Online Professional Certificate Programs

Please don't forget to validate your registration with your manager as part of your development plan.

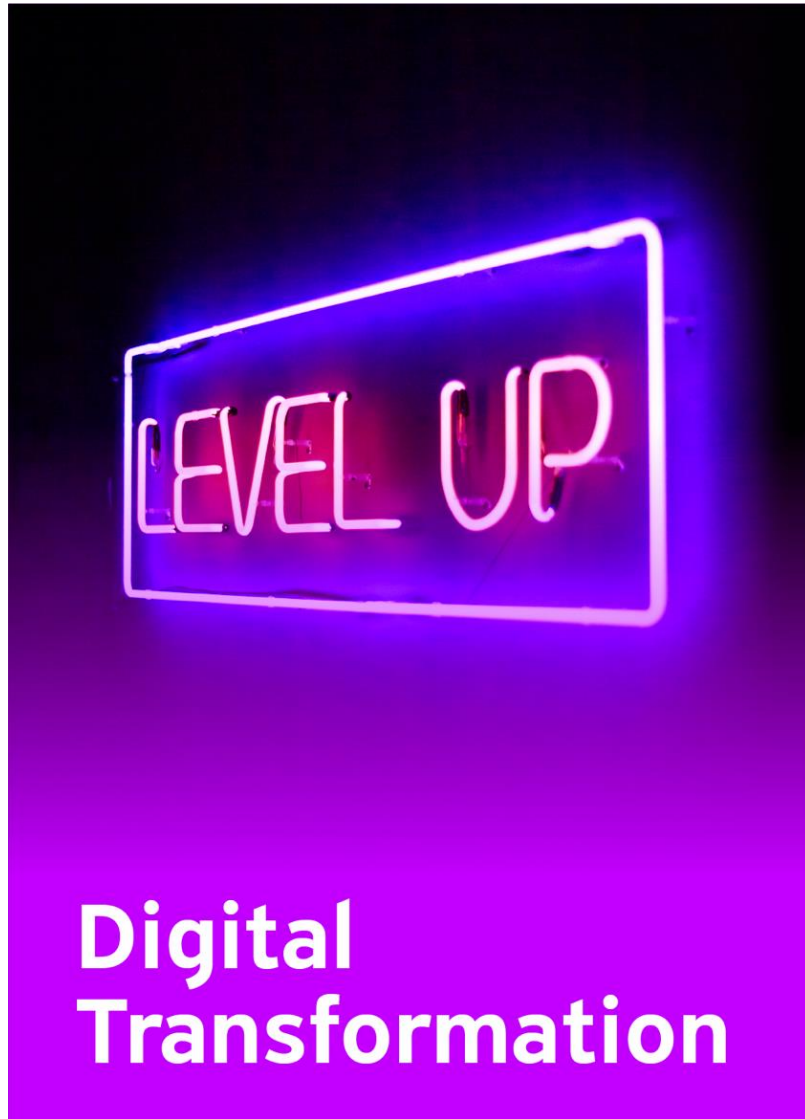


REQUEST YOUR DIGITAL EXPERT BADGE

START NOW

LEVEL 2

Subcategory	Course	Details	Duration
<u>Innovation Culture</u>	Building Innovation Cultures and Leaders	1 course	00:23:00
<u>Digital Transformation</u>	Leading Your Team through Change	5 courses	02:01:00
	Getting Your Pitch Heard		
	Championing Digital Transformation		
	Digital Transformation Insights: Healthcare Providers		
	Best Practices for Digital Transformation		
<u>Functional Insights on Digital Transformation</u>	Digital Transformation Insights: Marketing, Sales & Engineering Functions	5 courses	02:54:00
	Digital Transformation Insights: Supply Chain & Procurement Functions		
	Digital Transformation Insights: Finance, Accounting & IT Functions		
	Digital Transformation Insights: Operations, Quality, & Social Responsibility		
	Digital Transformation Insights: HR & Talent Development Functions		
		11 courses	05:18:00



Data



Understand the different ways of leveraging data to become a more data-driven organization and thus boost insight-driven decision making.

LEVEL 1

Data Fundamentals

6 videos | 24min

Introduction to:

- Data Literacy
- Analytics Literacy
- Big Data
- Data Mining
- Data Science
- Data Quality



TAKE THE QUIZ AND GET YOUR CURIOUS BADGE!

START NOW

LEVEL 2

Data Proficiency

24 courses | 9h27

Deep dive into:

- Big Data
- Data Visualization
- Data and Analytics
- Data Quality
- Data-Driven Decision Making



COMPLETE A COURSE AND GET YOUR DIGITAL EXPLORER BADGE!



COMPLETE THE CURRICULUM AND GET YOUR DIGITAL MASTER BADGE!

START NOW

LEVEL 3

Data Expertise

Browse the curated catalog, register and get certified:

- Data Online Professional Certificate Programs

Please don't forget to validate your registration with your manager as part of your development plan.



REQUEST YOUR DIGITAL EXPERT BADGE

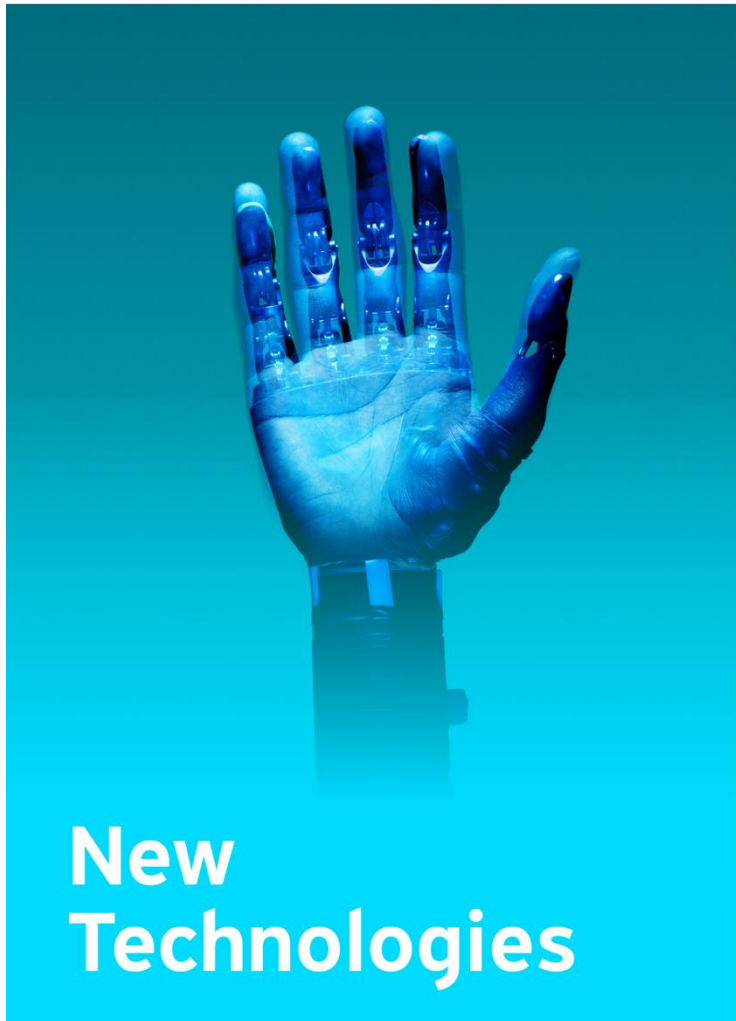
START NOW



LEVEL 2

Subcategory	Course	Details	Duration
<u>Big Data</u>	Big Data Fundamentals	7 courses	02:59:00
	Big Data Interpretation		
	Making Data-Driven Decisions		
	Harnessing the Power of Data Science For Business Growth		
	Organizing Business Data with Data Modeling		
	Turning Social Intelligence into Actionable Insight		
	Killer Marketing with Big Data		
<u>Data Quality</u>	Finding the Quality in your Data	1 course	00:23:00
<u>Data Visualization</u>	Exploring Data visualization	1 course	00:27:00
<u>Data and Analytics</u>	Data Literacy for Business Professionals	9 courses	04:20:00
	Analytics Literacy for Business Professionals		
	Basic Analytical Methods		
	Working with Analysts		
	Data Analytics for Managers		
	Data and Analytics for Senior Managers		
	Data and Analytics Technologies at Work		
	Analytics by Function		
	Understanding and Raising Analytics Maturity		
<u>Data-Driven Decision Making</u>	Framing Opportunities for Effective Data-Driven Decision Making	6 courses	01:18:00
	Working with Data for Effective Decision Making		
	Guiding the Analysis for Effective Data-driven Decision Making		
	Motivating Action with a Compelling and Data-driven Story		
	Preparing Impactful Presentations that Drive Decision Makers to Action		
	Positioning Powerful Messages to Enable Action		
		24 courses	09:27:00

New Technologies



Introduce and explain how these new technologies work, how they could impact and transform our digital projects, how to integrate them in our ways of working

LEVEL 1

New Technologies Fundamentals
8 videos | 32min

Introduction to:

- Artificial Intelligence
- Machine Learning
- Internet of Things
- Virtual Reality
- Augmented Reality
- Blockchain
- Robotics



TAKE THE QUIZ AND GET YOUR
CURIOS BADGE!

START NOW

LEVEL 2

New Technologies Proficiency
9 courses | 3h27

Deep dive into:

- Machine Learning
- Artificial Intelligence
- Internet of Things
- Robots and RPA
- Manufacturing 4.0
- Blockchain
- Virtual Reality
- Augmented Reality
- Virtual Assistant



COMPLETE A COURSE
AND GET YOUR DIGITAL
EXPLORER BADGE!



COMPLETE THE
CURRICULUM AND GET
YOUR DIGITAL MASTER
BADGE!

START NOW

LEVEL 3

New Technologies Expertise
**Browse the curated catalog, register
and get certified:**

- New Technologies Online
Professional Certificate Programs

*Please don't forget to validate your
registration with your manager as part of
your development plan.*



REQUEST YOUR
DIGITAL EXPERT BADGE

START NOW

New Technologies

LEVEL 2

Subcategory	Course	Details	Duration
<u>Artificial Intelligence</u>	Transforming the Workplace Using Artificial Intelligence	1 course	00:26:00
<u>Machine Learning</u>	Getting Started with Machine Learning	1 course	00:24:00
<u>IoT</u>	Connecting with the Internet of Things	1 course	00:20:00
<u>Robots and RPA</u>	Using Robots and RPA in the Workplace	1 course	00:24:00
<u>Manufacturing 4.0</u>	Preparing for the Additive Manufacturing Revolution	1 course	00:24:00
<u>Blockchain</u>	How Blockchain Technology is Transforming Businesses	1 course	00:22:00
<u>Virtual Reality</u>	Creating Engagement with Virtual Reality	1 course	00:22:00
<u>Augmented Reality</u>	Using Augmented Reality for Organizational Gains	1 course	00:24:00
<u>Virtual Assistant</u>	Applying Virtual Assistant Technology	1 course	00:21:00
		9 courses	03:27:00

Digital Methodologies



Get familiar with new methodologies to better transform our project management approach to go faster and be more customer focused.

LEVEL 1

Digital Methodologies Fundamentals

3 videos | 13min

Introduction to:

- Agile Methodologies
- Design Thinking



TAKE THE QUIZ AND GET YOUR CURIOUS BADGE!

START NOW

LEVEL 2

Digital Methodologies Proficiency

12 courses | 5h51

Deep dive into:

- Agile Methodologies
- Design Thinking Methodologies



COMPLETE A COURSE AND GET YOUR DIGITAL EXPLORER BADGE!



COMPLETE THE CURRICULUM AND GET YOUR DIGITAL MASTER BADGE!

START NOW

LEVEL 3

Digital Methodologies Expertise

Browse the curated catalog, register and get certified:

- Digital Methodologies Online Professional Certificate Programs

Please don't forget to validate your registration with your manager as part of your development plan.



REQUEST YOUR DIGITAL EXPERT BADGE

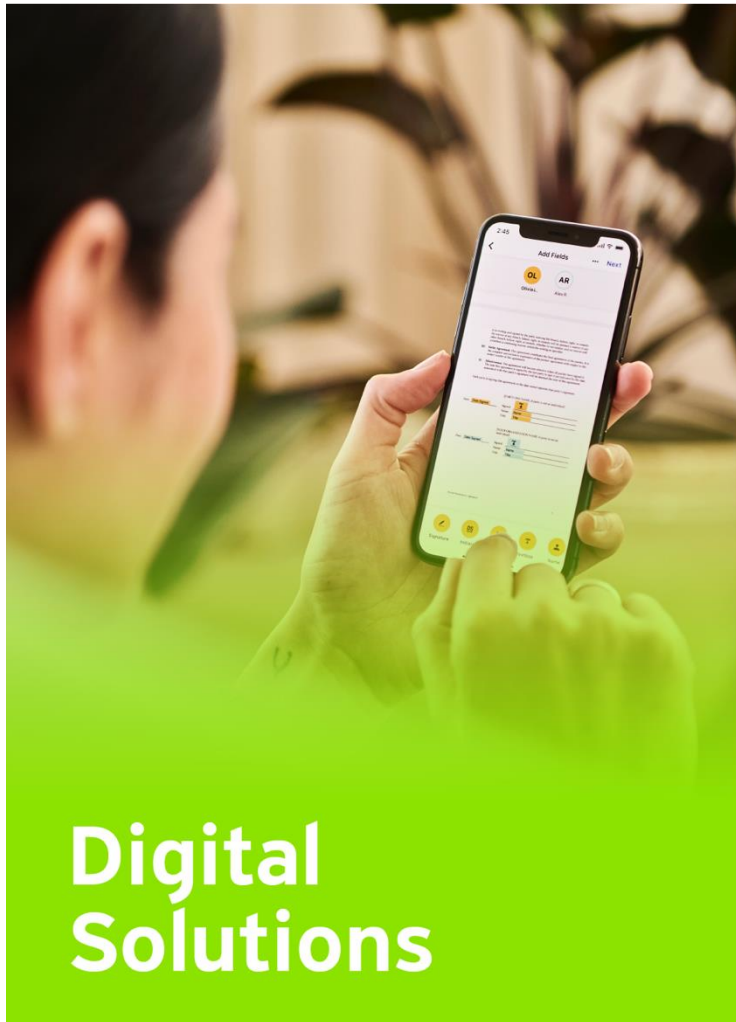
START NOW



LEVEL 2

Subcategory	Course	Details	Duration
<u>Agile Methodologies</u>	Agile Principles and Methodologies	7 courses	03:58:00
	Agile Stakeholder Engagement and Team Development		
	Agile Project Planning		
	Agile Project Scheduling and Monitoring		
	The Essential Role of the Agile Product Owner		
	Maximizing Value With A/B Testing		
	Innovating with Lean Product Management		
<u>Design Thinking Methodology</u>	Building a Culture of Design Thinking	6 courses	03:33:00
	Design Thinking for Innovation: Stakeholder Engagement		
	Design Thinking for Innovation: Defining Opportunities		
	Design Thinking for Innovation: Brainstorming and Ideation		
	Design Thinking for Innovation: Prototyping and Testing		
		12 courses	5:51:00

Digital Solutions



Better understand on how to develop and promote digital solutions with a user experience approach.

LEVEL 1

Digital Solutions Fundamentals
3 videos | 11min

Introduction to:

- App
- Digital Marketing
- UX Design



TAKE THE QUIZ AND GET YOUR CURIOUS BADGE!

START NOW

LEVEL 2

Digital Solutions Proficiency
12 courses | 4h06

Deep dive into:

- Social Media Marketing
- App
- Digital Marketing
- UX Design



COMPLETE A COURSE AND GET YOUR DIGITAL EXPLORER BADGE!



COMPLETE THE CURRICULUM AND GET YOUR DIGITAL MASTER BADGE!

START NOW

LEVEL 3

Digital Solutions Expertise
Browse the curated catalog, register and get certified:

- Digital Solutions Online Professional Certificate Programs

Please don't forget to validate your registration with your manager as part of your development plan.



REQUEST YOUR DIGITAL EXPERT BADGE

START NOW

Digital Solutions

LEVEL 2

Subcategory	Course	Details	Duration
<u>Social Media Marketing</u>	Effective Digital Community Management	5 courses	01:32:00
	Reaching Customers Digitally		
	Helping Customers Find You		
	Managing Your Corporate Reputation Online		
	Leveraging Social Media for Persuasive Communication		
<u>App</u>	Planning an Effective Mobile App Strategy	1 course	00:22:00
<u>Digital Marketing</u>	Understanding the Digital Customer	3 courses	01:06:00
	Optimizing the Customer Experience		
	Serving Digital Customers with Omnichannel		
<u>UX Design</u>	Exploring Customer Journey Mapping	3 courses	01:06:00
	Exploring the Relationship between UI/UX Design		
	Achieving Customer-Centric Design with User Personas		
		12 courses	4:06:00

Focus on Level 3- Digital Expertise: How to proceed



DEVELOPMENT PLAN

You identify a need to develop your digital skills and you **validate with your manager** to commit in a certified training and its related costs.



REGISTER ON COURSERA

You need to register individually and mention **You are an Ipsen employee** when completing registration.



BECOME A DIGITAL EXPERT!

Once your certified training completed, contact us to **claim your expert badge** in iLearn, by sending us your certificate.

Learn & Engage around Digital Transformation: Our Ambition

Phase 1

June 2021- 23



GROW DIGITAL SKILLS FOR ALL

With a inclusive approach, offer microlearning to full-length courses to all Ipsen employees

Quiz, badges, e-books library
Qualifying certifications

Phase 2

June 2021- 23



BETTER UNDERSTAND THE NEEDS OF OUR ORGANIZATION

Monitor closely our progress and identify key areas to develop and invest.

iLearn report, ELT Dashboard

Phase 3

2022-2023



ENGAGE PEOPLE IN BLENDED LEARNING

Create a learning eco-system where people can learn, test, apply and share with others

Digital Innovation program, Global Learning Communities, BootCamps

Engagement strategy

Attracting



- **Teasing video** for the program to generate excitement around the launch (iLearn, on site screens , to be shared in Teams easily)
- **Digital Essentials promoted to all employees** (not mandatory) with direct link to the curriculum.
- **Landing page in iLearn in English** to explain the Digital pathway levels /topics / features
- **Brochure** introducing the content map and key features of the learning path.

Embodying



- **GLT communications 24th June**
- **Global Communications launch email** co-signed by Dominique & Regis. **28th June**
- **Global Ipsen Planet article – later in July**
- **Launch Email templates** available to be translated in all our languages/ article to be integrated in local newsletters
- Theme email templates available to promote any specific training on any topics

Engaging



- **Quarterly Digital Awareness sessions** related to our main themes (Data, AI, agile methodologies, UX) starting in **Q4 2021**
- **Format:** Hosted by an ELT member, an external expert do a short 20' introduction of the topic (business impacts and in Health industry) then **round table with 3 internal experts** or key Ipsen stakeholders
- Explanation of the **associated Digital learning path and resources available.**

Partnering with you

Align all key stakeholders to better work together and make this path a real success!

Local HR & Training leaders

- Supporting **Launch Phase & local promotion**
- Integrate pathway in your **local training plan** and see how it could fit local needs
- Leverage level 3 -currated offer on Coursera to **answer individual iDevelop needs**
- Help us identify and build Collaboration groups on cross organizational digital topics

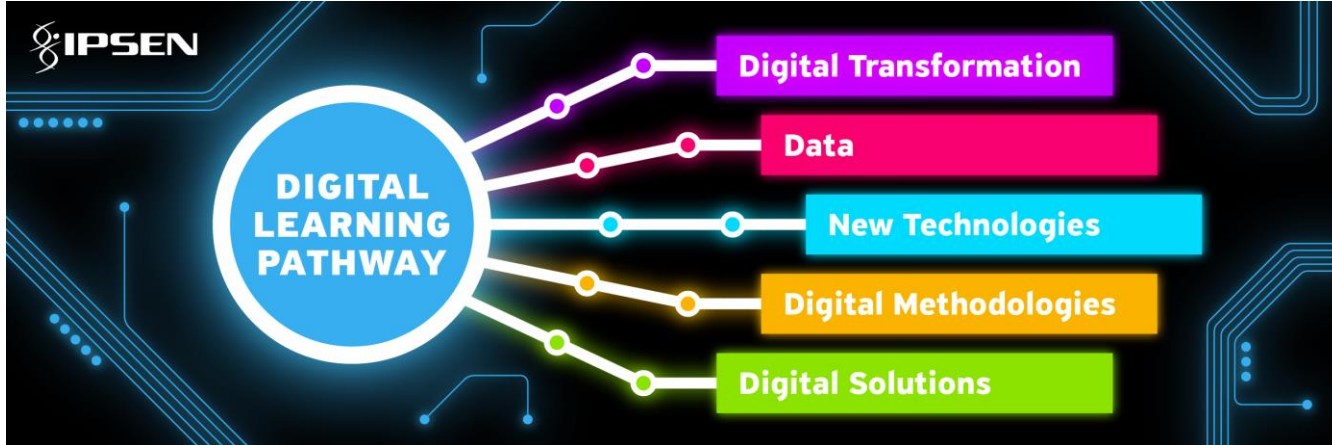


BHR & Global Training leaders

- Ensure at Divisional /functional, we leverage well the pathway to upskill employees on specific trainings that will **meet business priorities** and linked to our global strategy.
- The pathway could be used as a **knowledge backbone to a much more customized training path** for specific population and needs
- Help us **identify Ipsen experts/project managers** for Awareness series round table and potential candidate for the Innovation program.












Regular Follow-ups, **KPIs report & Dashboard**
on regular basis for your respective scope.

Com kit Summary & Release plan



- Video Teaser (mp3 & link)
- iLearn landing page
- Brochure (PPT/Pdf)
- Emailing banners & templates
- Badges –Gamification visuals
- Level 3 full catalog

Com kit available

Date	Curriculum available	Languages
28 June	Digital Essentials	    
28 June	Level 1&2	
5 July	Level 1&2	
25 July	Level 1&2	  
25 July	Digital Essentials Level 1&2	

Stay in touch



CONTACT US

DigitalLearning@ipsen.com

If you need any guidance to select your appropriate training or have any questions about the Digital learning path



OUR WEBPAGE ON ILEARN

https://ipsen.to/digital_learning_pathway

All you need to know about Ipsen Digital learning Pathway on our webpage




Thank you



Digital Essentials: One link to access the learner preferred languages

Playlist





Digital Essentials

Parcours de formation

Digital Literacy Essentials

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 [Click here for English version](#)
[Lire l'ensemble](#)




Digital Essentials

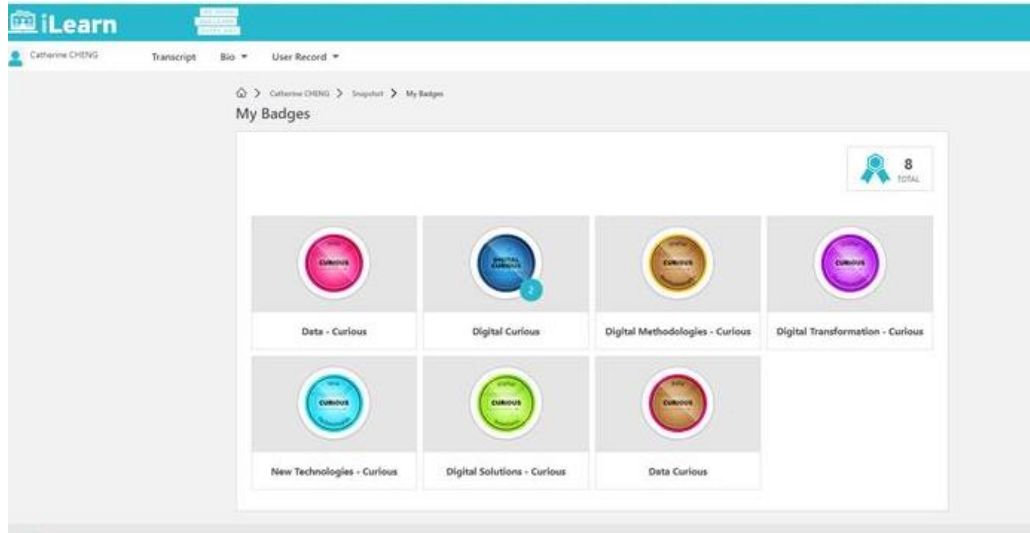
Parcours de formation

Culture Digital - Essentiels

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 [Click here for French version](#)
[Lire l'ensemble](#)

Badges:



The webpage

Start by our Essentials then move on to Fundamentals to continue your journey towards Proficiency to master all key notions. Along the way you will be able to browse the full catalog, follow courses, take quizzes and climb up the Digital levels by getting your Badges!