Orientation Package

PERSUASION Rx: HOW TO INFLUENCE ETHICALLY

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Orientation Package

Welcome to "PERSUASION Rx: How to Influence Ethically"

We at *CCPE* and *Excellerate* want you to get the most from your investment of time, effort and money in this program. Our goal is not merely to have you complete this program, but rather to prepare you to produce results. So the goal is for you to be energized with new ideas and a system to increase your influence and ability to persuade in this new pharma world. This will help you achieve greater results more quickly with less frustration.

Contents

Information you will find in this orientation package:

- General Information

- Study Guide

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- Detailed Instructions to Access Online Exam

Fact Sheet

Category	Applied Skills Category
Contents	Paper-Based Material + Interactive online Module + free online resources 1 binder, 370 pages
Study Hours	37 hours (based on a study rate 10 pages per hour)
Timeline	Exam must be completed within 9 months of registration date
Exam Dates	You have the possibility to do your exam in "*MyCCPE*" portal at any time (24 hours a day, 7 days a week) from registration until your final date. Technical support is **available Monday to Friday from 8:30 a.m. to 4:30 p.m. (Eastern Time)**. Your final date is posted in your portal.
CEU Credits	4
Type of exam	50 multiple choice questions
Duration	1 hour (60 minutes)
*Passing Grade	60%*

*Marks are available following the multiple choice exam. You can view the feedback by clicking "Solution"

General Information

What's in it for me?

If you are a pharmaceutical associate who:

- Needs to influence the behaviour of other people to achieve your objectives
- Is sometimes frustrated with your outcomes and the perceived barriers to influence

And you want to:

- Learn and apply recent advances in the research and literature on how to persuade and influence
- Save time, reduce frustration and achieve greater outcomes from your persuasive efforts
- Apply proven strategies and techniques to increase your personal influence

Then this program is for you!

By incorporating the ideas taught in this program, you will increase your influence and persuasion skills.

You will come to see persuasion as a process with defined points of success on the path to your objectives. And you will learn how to design, deliver and measure your efforts to persuade. You will identify specific things you can do to become more influential. Combined, these things will result in greater impact and a higher return on your efforts.

Mastering the content will give you the edge in influencing your colleagues, your clients and yourself.

What is a PIN for?

You may wonder why you have a CCPE PIN (personal identification number). You can use it for identification and to secure confidential information about yourself in our database. For example, to access your exam on our website, you must enter your 6 digit PIN. If you have forgotten your PIN, also called "student number" (which can be found on the bookmark sent with your course material), please call CCPE toll free number **1-888-333-8362** or our local number at **514-333-8362**.

Study Guide

This course was developed with your success in mind. The passing mark is 60%.

The program consists of the following components:

- Pre-program survey
- Paper-Based course material
- Interactive online Module 2
- Preparation Exam
- Certification (final) Exam

At this point, you probably wish to assess how much time you will need to dedicate to your learning and plan your study time for the next few weeks or months.

The recommended timeline is one module per week. It will take approximately 1-2 hours of reading each week plus the additional time to consciously apply the ideas to your everyday life. The second part is the key to getting the results you want.

As you work your way through this course, we recommend that you proceed in a specific sequence:

- Complete the **Self-Reflection Exercise** *"Are you an influencer?"* referred to in Module 1 (link: http://ccpe-cfpc.org/en/pdf_files/c23_self_exercice.pdf to download)
- Read the introduction and Module 1
- Complete interactive online Module 2 and then read remaining 12 modules, capture ideas and set goals

Top Learning Tips

We recommend the following plan of action to optimize your learning. More importantly, you should convert the knowledge you acquire into practical skills.

- Make this course book yours. Write in the text. Mark it up. Capturing your thoughts in writing helps you remember them and articulate your thinking.

- Set your intention. (*What will be the evidence of success? What will it look like?*)

- Make it public. Share your goal with your boss, colleagues, partner and explain what you are doing. Make yourself accountable to them by reporting your progress weekly. One of the biggest barriers to learning transfer (from course to work) is lack of support from management.

- Crystallize the benefits of attaining the goal and the losses that you are avoiding by making a list of the reasons why you are taking the program and what will happen if you don't.

- Anticipate barriers to completing and applying the coursework and prepare solutions ahead of time so you are ready when they pop-up.

- Find other people who have had success with this or other CCPE courses. Talk to them about how they did it.

- Review your goal regularly and revise as needed. Adjust it accordingly.

- Capture your ideas and action steps. Use the form at the end of each module to capture your ideas and action steps as you think of them.

Detailed Instructions to Access Online Exam

To access your CCPE Online Exam, please follow these easy steps.

1. Go to CCPE's homepage at www.ccpe-cfpc.org
2. Select "English" to write your exam in English.
3. You need your 6 digit CCPE Personal Identification Number (PIN) to log on to the exam. If you do not know your PIN number, also called "student number," you can call the CCPE toll free number 1-888-333-8362 or 514-333-8362 during regular business hours (Eastern Standard Time) on weekdays.
4. At the top right of our homepage, click "OPEN A SESSION ON *MyCCPE*".
5. You will be asked for your "username" and "password". Enter your 6 digit CCPE Personal Identification Number (PIN) as your Username and your family name as your Password.

    Example : Username : *0 0 0 0 0 0* (enter **your** 6 digit personal identification number)**.**
    Example : Password : *Smith* (enter **your** family name)**.**

6. The exam consists of 50 questions (all multiple choices. You will have a time limit of 1 hour to complete the exam. A timing device is visible for you to monitor the time limit.
7. When you open the exam, you will receive specific instructions. If you have a technical problem while taking the online exam, call the technical support number: **1-888-333-8362 or 514-333-8362** during regular business hours (Eastern Standard Time) on weekdays.
8. Remember that once you open the exam on the Internet, YOU MUST COMPLETE IT or you will be considered to have failed by absence.
9. You have the possibility to navigate in your exam, but you are allowed only one (1) validation opportunity to a question. Remember, **selecting an answer and clicking "next" automatically validates an answer**. **So be sure of your answer before clicking on "next".**
10. The system permits you to **skip a question**. To skip a question, **leave all answer boxes empty and click on "next"**.
11. The Progress Bar located at the bottom of the screen displays **three distinct colours**: white (unanswered questions), grey (answered questions) and orange (current question). Clicking a question number displayed in white will allow you to answer the question. Please ensure that ALL questions are answered by scrolling the Progress Bar back and forth using the arrows at the extremities of the Progress Bar. Click on "VALIDATE AND EXIT" to complete the entire exam process.

12. **You will be able to view your final mark** because all questions are multiple choice and no manual corrections are required. You can view the feedback by clicking "Solution"
13. Close your browser window; you have completed your exam!