

Tomorrow's MSLs Today

Nazaré

Inizio Engage

The MSL role is evolving and expanding, and while the core competencies remain as fundamentals, transformational change is critical to elevating the role, resulting in **progressive, high-performing MSLs of the future.**



Ready to create a **lasting change** in performance?

We understand the transformational change required to build medical teams that are future fit in every aspect of their role.

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We deliver this through:

Science

Supporting MSLs to become leading scientific educators:

- Scientific learning design
- Scientific engagement, incorporating behavioral science
- Scientific framework/competency development
- Critical appraisal
- Competitor analysis
- Optimizing journal club effectiveness
- Product/portfolio knowledge
- Education on Mode of Action

Creativity

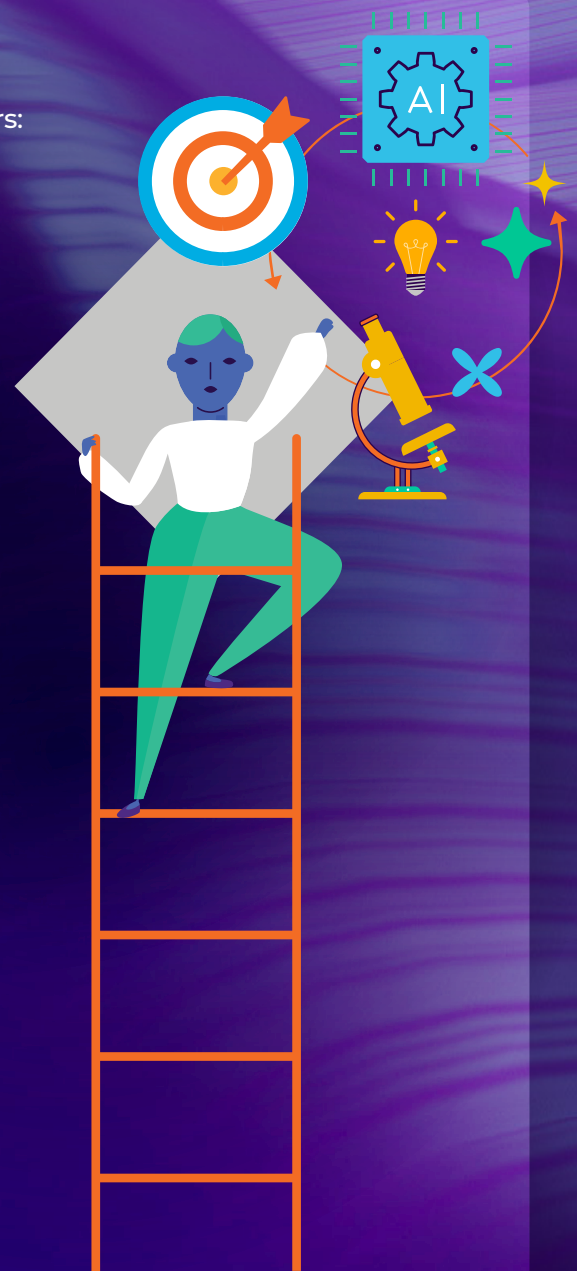
Building the capabilities to connect insights to action:

- Commercial and business acumen
- Self-leadership skills e.g. executive presence, emotional intelligence
- Strategic account management and prioritization
- Communication excellence incl. navigating challenging conversations, storytelling, objection handling
- Measuring MSL excellence (measurement and KPIs)

Technology

Empowering MSLs to be progressive, digital embracers of the future:

- Navigating the omnichannel ecosystem
- Generative and AI-infused experiences
- E-learning strategy and development
- Individual learning journey development
- Metrics and measurement technology



We create immersive learning experiences that inspire immediate and sustained behavioral change for the future. Tomorrow's MSLs today.

It's time for a **New Wave** in learning.

Discover Nazaré

nazarelearning.com