



Medtronic

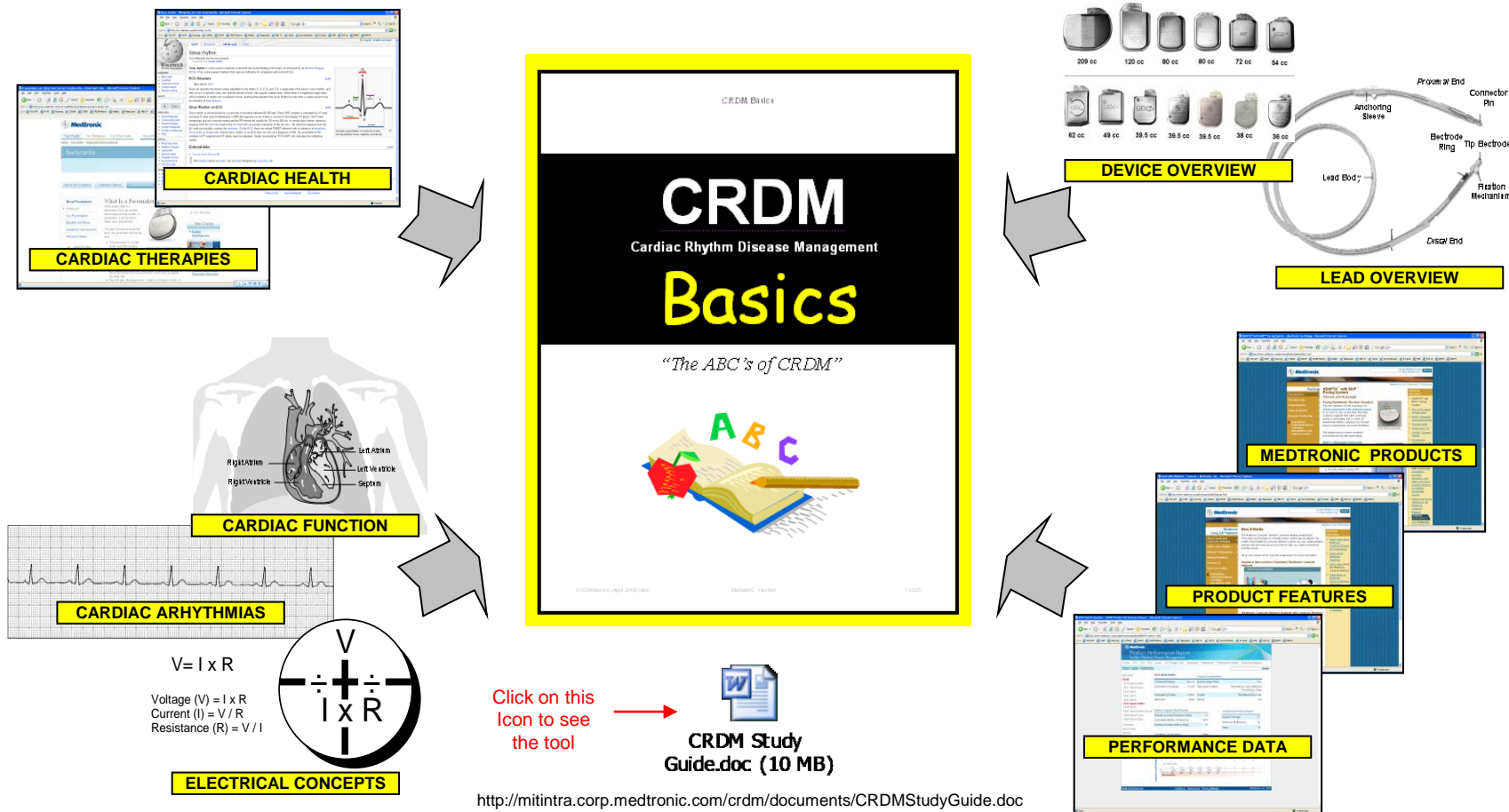
Alleviating Pain • Restoring Health • Extending Life

The CRDM Study Guide

Executive Summary

- The CRDM Study Guide (“CRDM Basics”) simply and effectively outlines the basics of CRDM in a single, easy-to-understand document
 - Serves as a concise and non-intimidating reference that complements other training and makes employees more effective
 - Builds a knowledgeable, engaged, and high performing organization
- The guide has become a globally recognized tool at Medtronic.
 - Originally conceived as an IDP item, but later expanded, enhanced, and promoted through individual initiative
 - Initially spread across Medtronic informally, but has since been permanently embedded within CRDM and shared across other business units
- The tool has positively impacted hundreds of Medtronic employees and helps the company achieve a better return on investment in training!

What is the CRDM Study Guide?



- Consolidates information from multiple sources into one, simple, **concise** document
- Outlines concepts in **easy to understand language**, with links to more detailed info
- Provides **information** instead of overwhelming a reader with **content**

Why is the Study Guide Such an Effective Tool?


*We only retain **20%** of what we **HEAR**, so...*

Orientation alone may not be enough to teach the basics of CRDM!

The study guide...

- *allows people to learn at their own pace*
- *ensures a greater return on training \$*
- *promotes further study (vs. familiarization)*
- *improves recall of topics learned*
- *serves as a quick reference*

How do we create a high performing organization?



The study guide builds on a “Lean” concept, which warns that any process that relies solely on training is doomed to failure. Visual reminders, process documentation and quick references help ensure training remains effective...

The value of CRDM Basics is best demonstrated by a sample of the numerous **unsolicited** comments of the employees who use it (see following slides...new comments received each month!)

An Invaluable Resource for New Employees

A colleague of mine forwarded the document... to me. I find it a great resource to review and will be ***a great tool for new employees when they come to Patient Services.***

Kasey Kharel, MV

One of our new clinical contractors stumbled upon this guide on the CRDM website. It's been very helpful for her and I expect it to be very helpful for others in the future. Thank you for creating it!

Karen Thomas, MV

Just wanted to pass on that ***I have heard outstanding things about the study guide*** you put together and everybody thinks it should be part of orientation. It is very well done...

Jay Zabel, MECC

This is great! ***It should be a hand-out to all new and existing employees!*** :-)

Lisa Mesias, MMC

I unearthed your...document yesterday and just wanted to shoot you an email to say thank you for creating such a fine resource! As a ***new intern***, it has been a bit of a challenge (to say the least) finding ***an all-inclusive document covering the basics of CRDM products....***

Heidi Schermerhorn, MV

The document was ***a great help for new hires/contractors.*** I got one though a reference at Applications class.

Ujjwal Jain, MV

...***the field has gotten wind of it*** and new hires are using this to supplement their pre-study materials.

Greg Sands, MV

I think that this is excellent work that you did on this project and that this study guide could be used as a ***training tool for many new employees*** across CRDM.

Stephanie Dwinal, MV

Internationally Acclaimed

Australia loves your “publication” as it is a great summary. We give it to all of our New Hires and I believe that it has now been picked up by *Medtronic India and other Asian countries.*

Peter Haeusler, Australia

Hello, *thank you for this great tool!*

Jon Olav Utgaard, Norway

Its been a pleasure to read the file and I must say that it simplifies things...and summaries the basic principle's of our work

Nadav Haymen, Israel

This is great! *I was looking for something like this to help me on my new role.* I haven't enough time to get the product knowledge as I had on my previous work experiences....Thanks. I have forwarded to [others]...

Conde Morales, Puerto Rico

This is just great. *I wish I had such a document when I started here 10 years ago!!!!*

Freek Schurr, Netherlands

Superior Format & Content

Just passing this on....Awesome Job. *You should be writing technical books for a living!* This is much needed. Thank You!

Chad Whiterabbit, MV

I am very impressed with this study guide. One of the most *professional, easy to read*, most *compact* data documents I have ever seen in Medtronic. Well Done!

Walter Nowocin, MV

Great job taking the time to compile something that is this *well-documented* and with a great *easy-to-reference* documentation format.

Lisa Mesias, MMC

Spending just a few minutes in your document has helped me immensely

Heidi Schermerhorn, MV

An Outstanding Reference for Experienced Employees

Thanks again for all your effort and work you put into this guide that many of us can use and **become better and more knowledgeable employees.**

Rolf Jostad, MV

...**this is very cool - even for those of us who have been here a while.** I've worked on devices, mainly ICDs, for so long, it's nice to see all the background and information on the leads!

Cindy Kokott, MV

Looks like a lot of work went into putting this together. Thanks for sharing I am sure **I will reference this document...**

Darlene Carlson, MV

This looks great! Thanks for sharing, I'm going to read through it **to help myself better understand...**

Nina Curtis, MV

Great job on the CRDM guide that you wrote

Larry McClure, MV

Way cool - nice job. **I'm looking forward to your next publication!**

Dave Bailey, MECC

'Wow!' I found the CRDM Study Guide to be amazing! **This will be helpful to me in supporting CRDM Contract Analysts and Pricing Managers.** Great job - thanks for your efforts in updating/ putting this together :)

Margie Blahnik, MV

That CRDM [Study] Guide is really helpful. Nice job if you update the guide please add me to your list. **I use it all the time.**

Randy Rose, MV

This is awesome! I interned at CRDM 2 years ago, and **I would've loved to have this when I started.** Great job!

Amanda Martel, MECC

This is a GREAT reference - Thanks for sharing!

Nancy Welch, MV

Great document!! **I wish I'd had that when I transferred into the CRDM division!**

Kristen Wyeth, MV

Routinely Shared and Posted Throughout CRDM

I am an IT Manager at MMC in Tempe, AZ while waiting for a printout I noticed your document.... I do not make it a habit of going through other people's printouts however the cover caught my attention and I had a look. What a great Study Guide!!! I later found out who printed your document and she sent it to me. *I have sent a copy to my entire staff.* Thanks for putting this together!

Suzanne Toshner, MMC

Wow!....*Are you okay if I share this with others?* Nice job.

Lonny Stormo, MV

Thanks for sharing this with me - I have copied two of my colleagues here to explore ways this can be *integrated into new employee orientation and the Inside CRDM website.*

Christine Cambell-Loth, MV

I just saw a copy of your guide on our copier and didn't know where it came from, but saw your name on the bottom. *Would you be willing to forward me a copy that I can share with my group!!* Great idea!!!

Paul Kuehl, MV

I was looking at this today on the CRDM website - fabulous!!

Jane Flynn, MV

...*can I post your [document] to my page?* I will list you as the author. I think this would benefit many at our campus at the higher levels.

Molly McGuire, MMC

This looks really cool, and I'm going to recommend that it is *put up on our department website.*

John Mertz, MV

A Fixture within CRDM... Benchmarked and Used Across Medtronic

A Fixture in CRDM

- Posted on the CRDM & eKnowlde website, and linked to numerous department sites!

<http://mitintra.corp.medtronic.com/crdm/tools-training.html>

http://elibrary.medtronic.com/topic_display.cfm?focus_id=23&topic_id=2490&path=4890:2490

- Incorporated into new employee training around the world!
- Updated regularly & revised annually!
- Many employees keep the reference by their desk...others are looking to create similar guides in their areas
- Will have lasting impact

Benchmarked & Used Across Medtronic

... *the entire team [should have] access to this*, there is a lot of useful information - even the technical stuff would be good to know to communicate with field staff

Brian Middaugh, GBS (Customer Solutions)

I find myself - once again - reading the CRDM Study Guide ...so thanks for putting this together

Ken Yarina, GBS (Lean Sigma)

I work for *Corporate Finance* on the Finance Training and Development team.... We are wondering if we could get a PDF file of this document for education purposes.

Julie Rice, WHQ

CRDM Basics is Worthy of the Star of Excellence!



CRDM Overview



Preceptorships

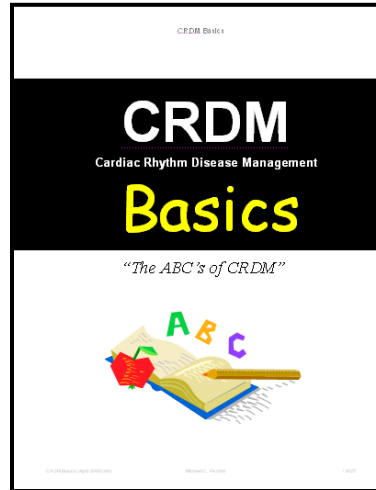


Applications of CRDM



Field Rep Training

Improves the Return on Investment for Classroom Training



CRDM Basics is helping to build a High Performing Organization



Customer Solutions



Medtronic Employees



Field Representatives

Used by Employees Across Medtronic!

- **Results:** CRDM Basics has clearly had global impact and has helped hundreds of employees become more effective in their jobs. The study guide reduces hundreds of pages of training material into a simple document that effectively summarizes 10 working days & thousands of dollars of training into one ready reference.
- **Approach & Deployment:** CRDM Basics is as an outstanding example of an employee taking the initiative to address a problem outside of his daily responsibilities and developing a lasting solution that has had significant impact across Medtronic. The tool spread by word of mouth and has been leveraged across Medtronic.
- **Linkage to Goals & Objectives:** The tool fully supports the Medtronic Mission and helps achieve the business objectives of a High Performing Organization, Accelerated Market Growth & Operational Excellence. The tool exemplifies the best expectations of both the IDP process and the Medtronic Core Behaviors (e.g. Courage, Accountability, Passion to Win).