

instructor-led classroom *agenda* > 2-day workshop

PARTICIPANTS LEARN HOW TO:

- **create** compelling messages and assets using decision science principles
- **acquire** new customers by disrupting a prospect's status quo bias
- **expand** business with existing customers by reinforcing and defending your incumbent advantage

DAY 1:

CORE TOPICS & ACQUISITION MESSAGING

Introduction & Core Concepts

- Messages and content across the deciding journey
- Recognizing status quo bias

Messaging for Customer Acquisition

- Why change framework overview: surfacing unconsidered needs
- **Exercise:** Create your why change message framework
- Report back & coaching
- Why you framework overview: finding your value wedge
- Exercise: Create your why you message framework
- Report back & coaching

DAY 2:

CORE TOPICS & EXPANSION MESSAGING

Messaging for Customer Expansion

- Why stay framework overview
- Why evolve framework overview
- **Exercise:** Create your customer expansion message

Strategic Message Application

- Your brain on content: the "Three C's" of content creation
- Visual storytelling for marketers

Advanced Application: Assets for Demand Gen & Sales Enablement

- Wireframe overview & asset creation
- **Exercise:** create your asset

Conclusion

The power of story

