

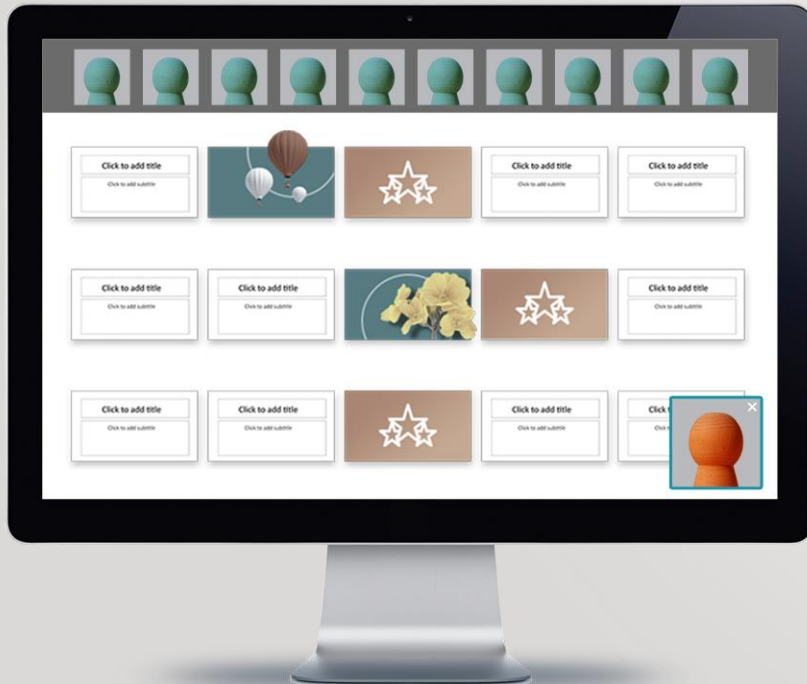
virtual classic agenda

2-day agenda - **day 1**

pre-work

download your materials
complete these online modules:

- Use the hero storytelling model (20 minutes)
- Put your capabilities into context (25 minutes)



morning

- 8:00 **launch**
- Introduction (course objectives, overview, and process)
- 8:45
- Messaging for the deciding journey
 - Understanding status quo bias

- 8:45
- 9:00 **concept validation & skill practice**
- 9:00
- Key learning review

- 9:00 **application exercise**
- 9:45
- Teams complete a capabilities matrix
- 15 minute break

- 10:00 **exercise report-out**
- 10:45
- Teams share their capabilities matrix

- 10:45 **concept**
- 11:00
- Disrupt Status Quo Bias

- 10:00 **Why Change e-learning Modules**
- Surface unconsidered needs (20 min)
 - Develop your why change message (20 min)
 - Message Why You for acquisition (20 min)
- 12:00
- 45 minute lunch break

afternoon

- 12:45 **check-in & application exercise**
-
- Learning review
- 1:45
- Complete your Why change message framework

- 1:45 **exercise report-out**
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- Share your Why Change message framework
- 2:45
- 15 minute break

- 3:00 **application exercise**
-
- Complete your Why You message framework
- 3:45

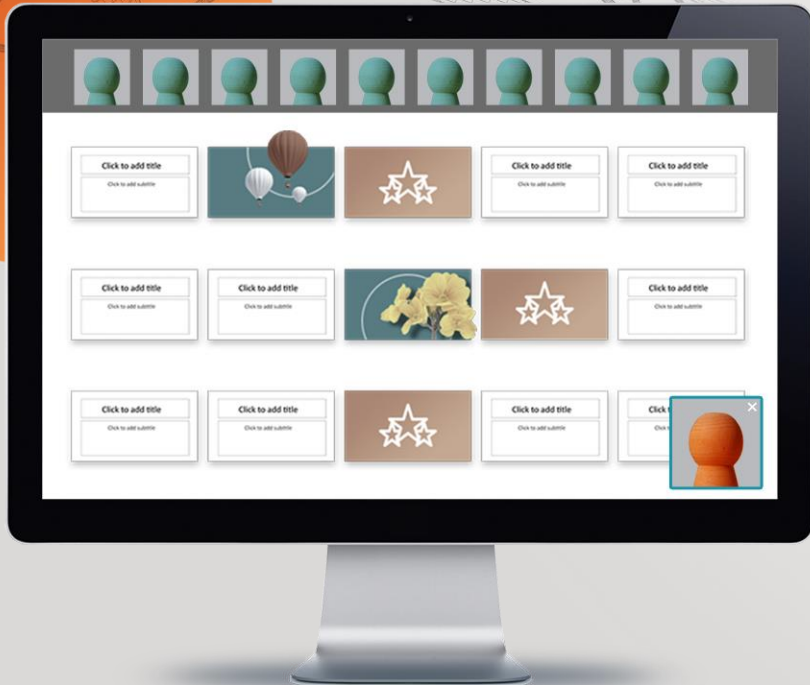
- 3:45 **exercise report-out**
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- Share your Why You message framework
- 4:45

- 4:45 **wrap up**
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- Recap the day
- 5:00
- Homework e-learning modules
- Develop your why stay message
 - Develop your why evolve message



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2-day agenda - **day 2**



morning

8:00 **day 1 recap**
-- Group discussion and Q&A
8:45 Learning review

8:45 **concept**
– Manage status quo bias
9:00

9:00 **application exercise**
-- Complete your Why Stay or Why
10:00 Evolve message framework
15 minute break

10:15 **exercise report-out**
– Share your Why Stay or Why Evolve
11:15 message framework

11:15 **content creation e-learning
modules**
– Master the 'Three C's' of content
12:00 creation (35 minutes)

afternoon

1:00 **check-in & application exercise**
-- Learning Review
2:00 Develop your content asset(s) using
the techniques and frameworks
you've mastered in this course

2:00 **exercise report-out**
-- Share your content asset(s)
3:00

3:00 **wrap up**
-- Recap the two days
3:15 Evaluation
Reinforcement

