



Day 1

Download workbook

Complete Part 1 elearning

- Manage Negotiation Tension
- Employ Negotiation Behaviors

Planner Assignment

- Download your Why Sign Planner



Day 2

Complete Part 2 elearning

- Reach Agreement In Multi-Party Decisions
- Set High Targets to Drive More Value
- Use Elegant Negotiables



Day 3

Peer Check-In

Participants meet up with a colleague or manager and practice their Why Sign message, just as they would with a customer.

They get feedback on how to make their message more differentiated and memorable.



Day 4

Video Challenge

Participants are challenged to use what they learned by video recording themselves presenting their Why Sign message.

Then, they receive personal coaching on the substance of their video's content and the quality of their delivery based on the grading rubric.

Post Training Skills Reinforcement

Participants register for the **Virtual Coach service**, a decision-specific library of guides designed to sustain skills adoption, and receive their sharable **eBadge** showing program completion.

