



Day 1

Convey Competence

Complete e-learning

- The Buyer's Perspective
- Return On Research

Practice One:  
Competence

Download and Open Your  
Workbook:  
Part 1



Day 2

Convey Competence

Complete e-learning

- Money Flow
- Analyze Financials to Find Opportunities

Practice Two:  
Competence

Open Your Workbook:  
Part 2



Day 3

Make It Compelling

Complete e-learning

- Insight Driven Conversations
- Win Access
- Communicate Business Change

Practice Three:  
Compelling

Open Your Workbook:  
Part 3



Day 4

Practice New Skills

Why Invest Simulation

Open Your Workbook:  
Part 4

Peer Check-In  
Complete your peer check-in to reinforce principles for your challenge.



Day 5

Challenge &  
Executive Feedback

Prepare to Record Your  
Why Invest Challenge

Review Your Why Invest  
Challenge Rubric

Submit Your Why Invest  
Challenge

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.



**Day 1**

**Drive Urgency**

**Complete e-learning**

- Leverage Unconsidered Needs

**Practice One:**  
Urgency

**Download and Open Your Workbook:**  
Part 1

**Day 2**

**Drive Urgency**

**Complete e-learning**

- Understand Executive Decision-Making
- Create Executive Urgency

**Practice Two:**  
Urgency

**Open Your Workbook:**  
Part 2

**Day 3**

**Provide Justification**

**Complete e-learning**

- Identify Relevant Performance Metrics
- Use ROI and Economic Justification
- Match Conversations with Roles

**Practice Three:**  
Justification

**Open Your Workbook:**  
Part 3

**Day 4**

**Practice New Skills**

**Why Now Executive Simulation**

**Open Your Workbook:**  
Part 4

**Peer Check-In**  
Complete your peer check-in to reinforce principles for your challenge.

**Day 5**

**Challenge & Executive Feedback**

**Prepare to Record Your Why Now Challenge**

**Review Your Why Now Challenge Rubric**

**Submit Your Why Now Challenge**

**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.