



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



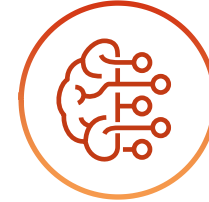
Day 4

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.