



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.