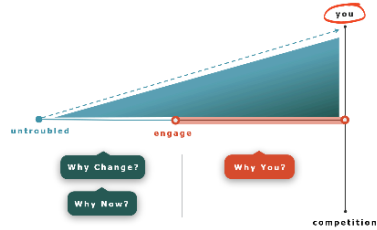
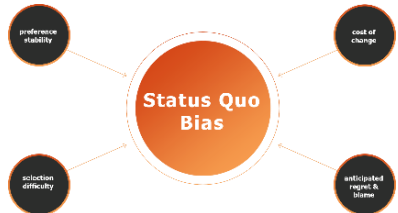
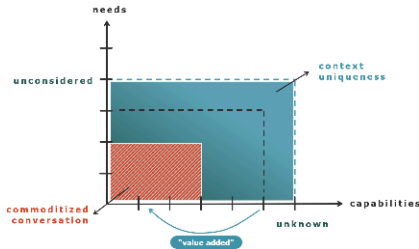

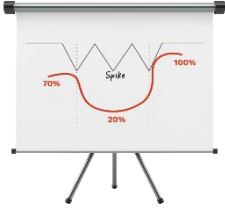






# Why Change Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<b>Why Change Introduction</b>		<p>Recognize human nature's inherent aversion to change and how to overcome it.</p>	<ul style="list-style-type: none"> <li>• Decision Avoidance</li> <li>• Why Change before Why You</li> <li>• Create the Need for Change</li> </ul>	<p>11 minutes</p>
<b>Status Quo Bias</b>		<p>Expose and overcome the hidden forces that drive your prospects to no decision.</p>	<ul style="list-style-type: none"> <li>• 40% No Decision</li> <li>• 4 Causes of Status Quo Bias</li> </ul>	<p>11 minutes</p>
<b>Leverage Unconsidered Needs</b>		<p>Avoid the trap of addressing known needs and commoditizing your sales conversations.</p>	<ul style="list-style-type: none"> <li>• Unconsidered Needs</li> <li>• Bank Study</li> </ul>	<p>9 minutes</p>
<b>Why Change Framework</b>		<p>Create a compelling message that persuades a prospect to question their status quo.</p>	<ul style="list-style-type: none"> <li>• Why Change Framework</li> <li>• Prospect Theory</li> </ul>	<p>14 minutes</p>

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<b>Visual Storytelling</b>		Employ visual storytelling techniques to make your POV message more compelling and more memorable.	<ul style="list-style-type: none"> <li>• Picture Superiority Effect</li> <li>• Impact of Whiteboard Visuals</li> <li>• Characteristics of Great Visuals</li> </ul>	10 minutes
<b>Grab Attention</b>		Use proven techniques to grab your audience's attention and make your message memorable.	<ul style="list-style-type: none"> <li>• The Hammock Effect</li> <li>• Words In Common</li> <li>• Number Play</li> <li>• 3D Props</li> <li>• Priming Slides</li> </ul>	14 minutes
<b>Compelling Dialogue</b>	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p><b>DATA</b></p> <p>External factor out of their control yet important to their business</p> </div> <div style="text-align: center;">  <p><b>INSIGHT</b></p> <p>Tell them a problem they didn't know they had that the data reveals</p> </div> <div style="text-align: center;">  <p><b>QUESTION</b></p> <p>Ask a provocative question that gets the audience to self-identify with the problem</p> </div> </div>	Create compelling dialogue that incorporates data and insight to generate the most favorable response.	<ul style="list-style-type: none"> <li>• Insight Research</li> <li>• Data—Insight—Question</li> <li>• Types of Questions</li> </ul>	11 minutes