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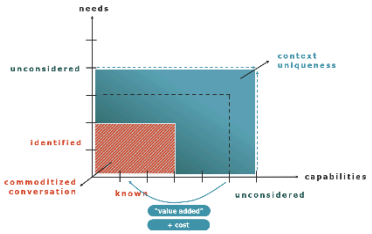
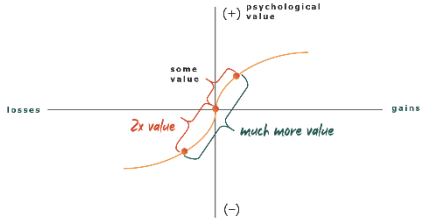
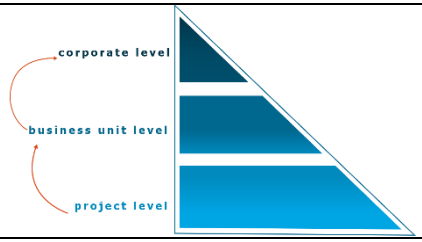
Why Now Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Leverage Unconsidered Needs		Avoid the commoditized conversations that happen when you only match known needs to known capabilities.	• Unconsidered Needs • Unconsidered Capabilities	9 minutes
Understand Executive Decision Making		Frame your message to appeal to both the rational and emotional components of the executive's brain.	• Prospect Theory • Loss Aversion • Systems 1 & 2	8 minutes
Create Executive Urgency		Drive executive urgency to buy now through proven & studied message framework.	• Why Now Message Framework • 4 Message elements	11 minutes
Identify Relevant Performance Metrics		Raise the specificity and credibility of your business case by identifying metrics that matter.	• Types of Business Metrics • Triple Metric • Identifying a Triple Metric	8 minutes

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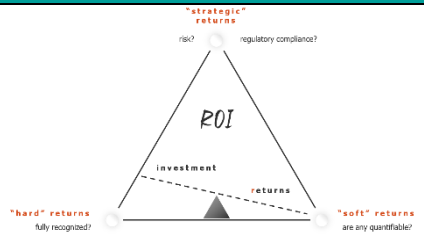
Use ROI and Economic Justification		Leverage multiple dimensions of Return on Investment (ROI) to differentiate your business case.	• Economic Justification Concept • ROI Formula • Customer ROI Methods	11 minutes
Match Conversations with Roles		Have the right conversation at the right executive altitude to drive urgency with the audience that matters.	• Know Me Before You Meet Me • Understanding Role Profiles	11 minutes

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