



Why Change agenda

In-Person

AM

9:00 – 10:30

launch

- Creating the Buying Vision
- Unconsidered Needs
- Why Change framework
- **Group Activity:** Create a Why Change story for a current prospective customer

10:30 – 10:45

break

10:45 – 12:15

Why Change

- Consultant feedback

Big Pictures

- **Group Activity:** Create a Big Picture for your Why Change story
- Consultant feedback

12:15 – 1:00

lunch

PM

1:00 - 2:35

Hammock and grabber

- **Group Activity:** Create a grabber for your Why Change story
- Consultant feedback

Reaction questions

- **Group Activity:** Generate questions for client interactions
- Consultant feedback

2:35 – 3:10

account application assignment

- Each group selects a new account
- Complete a Why Change Planner for group account
- Practice Why Change message using message review guidelines

3:10 – 3:25

break

3:25 – 4:45

practice & coaching webinar

- **Activity:** Why Change group role plays with coaching
- Wrap-up

