



Why Invest agenda

In-Person and Virtual Classic

AM

9:00-9:45

launch

- Business Value Gap
- **activity: Executive Encounter**

9:45-10:30

buyer's perspective

- Why Executive's Buy
- Data-Insight-Question

activity: Buyer's Perspective – complete a planner, role-play and coaching

10:30-10:45

break

10:45-12:15

return on research

- Unconsidered Needs

activity: Return on Research – update planner, role-play and coaching

12:15 – 1:00

lunch

PM

1:00 – 2:15

money flow

- Income Statement
- Balance Sheet

2:15 – 2:45

activity: Money Flow – financial trend analysis and readout

2:45 – 3:00

break

3:00 – 3:30

business change

- Executive emotion study
- Value lives in the contrast

3:30 – 4:45

activity: Business Change – create big picture and description for business change. Role-play with coaching

4:45 – 5:00

wrap-up & close





Why Now agenda

In-Person and Virtual Classic

AM

9:00-9:30

day 1 review

9:30-10:30

winning access

- Value Wedge
- Message Pyramid
- **activity: Access Message** – complete an access message, role-play and coaching

performance metrics

- Industry metrics
- Triple metric

10:30 – 10:45

break

10:45 – 12:15

economic justification

- ROI
- **activity: ROI Triangle** – complete an ROI triangle
- **activity: First 5 Minutes** – Role-play and coaching

PM

12:15 – 1:00

lunch

1:00 – 2:45

Why Now

- Research
- Framework

activity

- Prepare a complete Why Now conversation

2:45 – 3:00

break

3:00 – 4:30

activity

- Role-plays with coaching

4:30 – 5:00

wrap-up & close

