

Expand Success Why Stay

AM

- 9:00 – 9:30**
- launch**
- Acquisition ≠ Expansion
 - Status Quo Bias
 - Messaging Void
- 9:30 – 10:45**
- success metrics**
- Triple Metric
 - **Activity:** Brainstorm triple metric
 - **Activity:** Groups create triple metric linkages with review and feedback
- 10:45 – 11:00**
- break**
- 11:00 – 12:25**
- Why Stay message**
- **Activity:** Groups create Why Stay message Part 1
 - **Activity:** Groups create Why Stay message Part 2
 - **Activity:** Groups create Why Stay message Part 3
- 12:25 – 1:10**
- lunch**

PM

- 1:10 – 2:10**
- Why Stay message**
- **Activity:** Role play Why Stay message with coaching and feedback
- 2:10 – 3:00**
- Why Pay More**
- **Activity:** Groups add Why Pay More to a Why Stay message with review and feedback
- 3:00 – 3:15**
- break**
- 3:15 – 4:50**
- Why Forgive**
- **Activity:** Groups create a Why Forgive message and role play with coaching and feedback
- 4:50 – 5:00**
- 2:2:2 wrap up**



Expand Success Why Evolve

AM

9:00 – 9:30

launch

- Day 1 concept review

9:20 – 9:35

Why Evolve

9:35 – 10:05

- **Activity:** Groups Document Results for a Why Evolve message

10:05 – 10:25

break

10:25 – 12:00

- **Activity:** Groups describe the Upside Opportunity
- **Activity:** Groups identify Evolving Pressures
- **Activity:** Groups define Hard Truths & Risk of No Change
- **Activity:** Groups Role play message coaching and feedback

12:00 – 12:45

Lunch

PM

12:45– 1:35

manage business reviews

- **Activity:** Groups create a Business Review Agenda review with coaching

1:35 – 2:25

customer story with contrast

- **Activity:** Groups create a customer story with contrast review with coaching

2:25 – 2:40

break

2:40 – 3:30

memorable visuals

- **Activity:** Groups create a visual with contrast with coaching and feedback

3:30 – 4:45

managing tension in customer partnerships

- Self Interest Behaviors
- **Activity:** Group behavior skill practice and receive coaching
- Relationship Behaviors
- **Activity:** Group behavior skill practice and receive coaching

4:45 – 5:00

- Wrap-up
- Activate Reinforcement

