



Why Stay agenda

AM

PM

9:00 – 9:30

launch

Activity: Retention conversation role plays

- Acquisition ≠ Expansion
- Status Quo Bias

9:30 – 10:15

self-paced e-learning modules

1. Messaging Void
2. Success Metrics

10:15 – 10:45

concept validation & skill practice

- Key learning review and discussion

10:45 – 11:00

break

11:00 – 12:00

- **Activity:** Class brainstorms triple metric
- **Activity:** Groups create triple metric & linkages
- **Activity:** Group review and feedback

12:00 – 12:45

lunch

12:45 – 1:00

Why Stay

1:00 – 2:30

- **Activity:** Groups create Why Stay message
- **Activity:** Role play message with coaching and feedback

2:30 – 2:45

break

2:45 – 3:35

Why Pay More

- **Activity:** Groups add Why Pay More to a Why Stay message
- **Activity:** Groups review and feedback

3:35 – 4:40

apologizing

- **Activity:** Groups create a Why Forgive message
- **Activity:** Groups review and feedback

4:40 – 4:50

- Wrap-up
- Assign Why Stay simulation





Why Evolve agenda

AM

9:00 – 9:20

launch

- Day 1 concept review – Why Stay Simulation

9:20 – 10:05

self-paced e-learning modules

1. Why Evolve Framework
2. Business Review Meetings

10:05 – 10:35

concept validation & skill practice

- Key learning review and discussion

10:35 – 10:50

break

10:50 – 12:05

- **Activity:** Groups Create a Why Evolve Message
- **Activity:** Groups review and feedback

12:05 – 12:50

Lunch

PM

12:50 – 1:25

business review meetings

- **Activity:** Groups create a Business Review Agenda
- **Activity:** Groups readout and feedback

1:25 – 2:15

customer story with contrast

- **Activity:** Groups create a customer story with contrast
- **Activity:** Groups readout and feedback

2:15 – 2:30

break

2:30 – 3:20

memorable visuals

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

3:20 – 3:50

Activity: Groups update a Why Evolve (or Why Stay) message and add a customer story with contrast or a big picture

3:50 – 4:50

Activity: Role play message coaching and feedback

4:50 – 5:00

- Wrap-up
- Activate Reinforcement

