



Day 1

Clarify Your Value

Complete e-learning

- Introduction
- Messaging Void
- Success Metrics

Practice One:
Clarify Your Value

Download and Open Your Workbook:
Part 1



Day 2

Craft Your Message

Complete e-learning

- Why Stay Framework
- Why Stay Message

Practice Two:
Building Why Stay

Open Your Workbook:
Part 2



Day 3

Prepare for Hard Conversations

Complete e-learning

- Communicate Price Increases
- Apologizing After a Major Service Failure

Practice Three:
Hard Conversations

Open Your Workbook:
Part 3



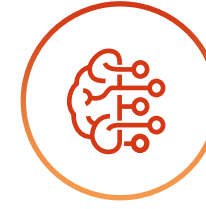
Day 4

Practice New Skills

Why Stay Simulation

Open Your Workbook:
Part 4

Peer Check-In
Complete your peer check-in to reinforce principles for your challenge.



Day 5

Challenge & Expert Feedback

Prepare to Record Your Why Stay Challenge

Review Your Why Stay Challenge Rubric

Submit Your Why Stay Challenge



Day 6

Craft Your Message

Complete e-learning

- Why Evolve Framework
- Why Evolve Message

Practice Two:

Building Why Evolve

Open Your Workbook:

Part 2



Day 7

Deliver Your Message

Complete e-learning

- Business Review Meetings
- Memorable Visuals

Practice Three:

Deliver Your Message

Open Your Workbook:

Part 3



Day 8

Practice New Skills

Why Evolve Simulation

Open Your Workbook:

Part 4

Peer Check-In

Complete your peer check-in to reinforce principles for your challenge.



Day 9

Challenge & Expert Feedback

Prepare to Record Your Why Evolve Challenge

Review Your Why Evolve Challenge Rubric

Submit Your Why Evolve Challenge

Post Training Skills Reinforcement

Participants activate their **reinforcement sequence**: a series of micro-learning lessons and resources to strengthen and sustain the skills they've learned. They also receive a shareable **eBadge** to demonstrate program completion.