



Why Evolve agenda

AM

9:00 – 9:30

launch

- **Activity: Retention Role Plays**

9:30 – 10:00

- Acquisition ≠ Expansion
- Status Quo Bias
- Messaging Void

10:00 – 10:15

break

10:15 – 10:30

Why Evolve

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

12:30 – 1:15

lunch

PM

1:15 – 2:05

manage business reviews

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

2:05 – 2:50

customer story with contrast

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

2:50 – 3:05

break

3:05 – 3:50

memorable visuals

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

3:50 – 3:50

Activity: Groups consolidate their Why Evolve message with a customer story or visual

3:50 – 4:50

Role play message coaching and feedback

4:50 – 5:00

- Wrap-up
- Activate Reinforcement

