



Why Evolve 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 – 10:35

concept validation & skill practice

- Key learning review and discussion

10:35 – 10:50

break

10:50 – 11:05

Why Evolve

11:05 – 12:40

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

12:40 – 1:25

Lunch

1:25 – 2:15

business review meetings

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

2:15 – 2:55

customer stories with contrast

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

2:55 – 3:10

break

3:10 – 3:50

memorable visuals

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

3:50 – 4:05

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

4:05 – 4:50

Activity: Role play message coaching and feedback

4:50 – 5:00

- Wrap-up
- Activate Reinforcement

