



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**

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.