



Day 1

Message for the Moment

Complete e-learning

- Introduction
- Messaging Void
- Success Metrics

Practice One:

Message for the Moment

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

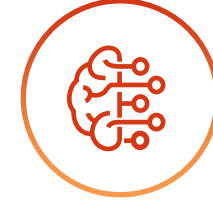
Why Stay Simulation

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 the timed **reinforcement service**, a decision-specific series of **Mini-boosters** designed to refresh your skills on key concepts, and receive their sharable **eBadge** showing program completion.



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

Evolve Your Partnership

Complete e-learning

- Business Review Meetings
- Manage Tension
- Memorable Visuals

Practice Three:

Evolve Your Partnership

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 the timed **reinforcement service**, a decision-specific series of **Mini-boosters** designed to refresh your skills on key concepts, and receive their sharable **eBadge** showing program completion.