
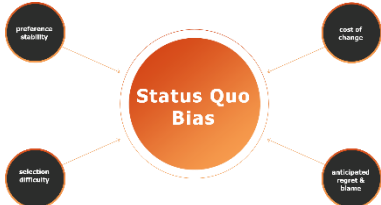
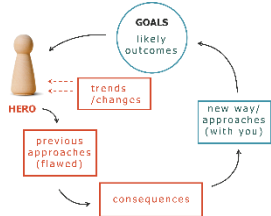
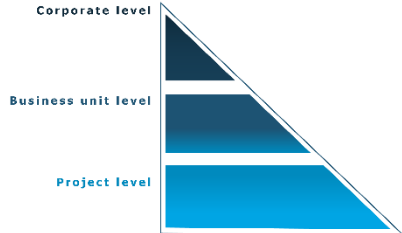

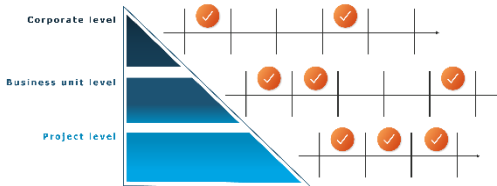


## Create Success Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<b>Introduction</b>		Create the foundation for a profitable long-term partnership.	<ul style="list-style-type: none"> <li>The role of customer success</li> <li>The importance of customer onboarding</li> </ul>	9 minutes
<b>Be a Catalyst For Change</b>		Secure buy-in from key stakeholders to deliver on the vision of change.	<ul style="list-style-type: none"> <li>Reactance</li> <li>Overcoming reactance</li> <li>Defeating Status Quo Bias</li> </ul>	21 minutes
<b>Why Change Story</b>		Promote the Why Change story that motivated your customer to invest in your solution.	<ul style="list-style-type: none"> <li>Why Change framework</li> <li>Contrast the previous approach with the new approach</li> <li>Personalize your Why Change story</li> </ul>	14 minutes
<b>Partnership Metrics</b>		Establish the metrics and outcomes by which stakeholders at every level in your customer's organization will measure partnership success.	<ul style="list-style-type: none"> <li>Triple Metric Model</li> <li>Agreeing on metrics for each level</li> <li>Triple Metric linkages</li> </ul>	16 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Partnership Planning		Lead a compelling meeting with senior customer stakeholders to define the goals of the partnership.	<ul style="list-style-type: none"> <li>• Purpose of Partnership Planning</li> <li>• Who to invite</li> <li>• Partnership Planning Agenda</li> </ul>	9 minutes
Secure Pivotal Agreements		Identify and execute a planned series of pivotal agreements designed to speed implementation and advance customer partnership.	<ul style="list-style-type: none"> <li>• Characteristics of a Pivotal Agreement</li> <li>• Agreements critical to onboarding and partnership success</li> <li>• Align agreements to stakeholders at all levels</li> <li>• Proactively address any resistance to a pivotal agreement</li> </ul>	15 minutes