



# Why Change agenda

## AM

9:00 – 9:55	<b>launch</b> <ul style="list-style-type: none"><li>• Why Change</li><li>• Unconsidered Needs</li><li>• Why Change Framework</li></ul>
9:55– 10:30	<b>activity</b> <ul style="list-style-type: none"><li>• Create a Why Change message</li></ul>
10:30 – 10:45	<b>break</b>
10:45 – 11:25	<b>activity</b> <ul style="list-style-type: none"><li>• Role-play Why Change message with coaching</li></ul>
11:25 – 11:35	<b>visual storytelling</b> <ul style="list-style-type: none"><li>• The Hammock</li><li>• Whiteboard Superiority</li></ul>
11:35 – 12:10	<b>activity</b> <ul style="list-style-type: none"><li>• Create a big picture for your Why You message</li><li>• Receive coaching</li></ul>
12:10 – 1:00	<b>lunch</b>

## PM

1:00 – 1:15	<b>grabbers</b>
1:15 – 1:55	<b>activity</b> <ul style="list-style-type: none"><li>• Create a grabber for Why Change</li></ul>
1:55 – 2:05	<b>data—insight—question</b> <ul style="list-style-type: none"><li>• DIQ</li><li>• Types of Questions</li></ul>
2:05 – 2:40	<b>activity</b> <ul style="list-style-type: none"><li>• Create a DIQ series</li><li>• Role-play with coaching</li></ul>
2:40 – 3:00	<b>break</b>
3:00 – 4:50	<b>account application assignment</b> <ul style="list-style-type: none"><li>• Each group creates a Why Change message</li><li>• Practice Why Change message using message review guidelines</li></ul>
4:50 – 5:00	<b>wrap-up &amp; close</b>





# Why You agenda

## AM

- 9:00 – 9:20** **day 1 review**  
• Teach back activity
- 9:20 – 9:25** **launch**
- 9:25 – 9:35** **value wedge**
- 9:35 – 9:55** **activity**  
• Create your Value Wedge
- 9:55 – 10:05** **message pyramid**
- 10:05 – 10:50** **activity**  
• Create a Why You story
- 10:50 – 11:05** **break**
- 11:05 – 11:40** **power of story**
- 11:40 – 12:15** **activity**  
• Create a story, practice with coaching
- 12:15 – 1:00** **lunch**

## PM

- 1:00 – 1:05** **making decisions**  
• 7 techniques
- 1:05 – 1:15** **stories as grabbers**  
• Customer Stories with Contrast
- 1:15 – 1:55** **activity**  
• Create and practice a customer story with contrast
- 1:55 – 2:05** **Objection Reframes**  
• Responding to rational objections  
• Reframing emotional objections
- 2:05 – 2:50** **activity**  
• Create an objection reframe, practice with coaching
- 2:50 – 3:05** **break**
- 3:05 – 4:50** **Create Value capstone**  
• Create a full Why Change and Why You message  
• Role-play with coaching
- 4:50– 5:00** **wrap-up & close**

