



Day 1

Defeat Status Quo Bias

Complete e-learning

- Introduction
- Status Quo Bias

Practice One:
Status Quo Bias

Download and Open Your Workbook:
Part 1

Day 2

Defeat Status Quo Bias (Cont.)

Complete e-learning

- Leverage Unconsidered Needs
- Why Change Framework

Practice Two:
Building Why Change

Open Your Workbook:
Part 2

Day 3

Make it Memorable

Complete e-learning

- Visual Storytelling
- Grab Attention
- Compelling Dialogue

Practice Three:
Memorability

Open Your Workbook:
Part 3

Day 4

Practice New Skills

Why Change 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 Change Challenge

Review Your Why Change Challenge Rubric

Submit Your Why Change 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 1

Differentiate Your Solutions

Complete e-learning

- Introduction
- Value Wedge

Practice One:
Differentiation

Download and Open Your Workbook:
Part 1

Day 2

Differentiate Your Solutions (Cont.)

Complete e-learning

- Message Pyramid
- Telling Details

Practice Two:
Building Why You

Open Your Workbook:
Part 2

Day 3

Beat Your Competition

Complete e-learning

- Power of Story
- Objection Reframes
- Decision Making

Practice Three:
Beat Your Competition

Open Your Workbook:
Part 3

Day 4

Practice New Skills

Why You Simulation

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Part 4

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