



**Day 1**

**Sharpen your message**

**Complete e-learning Part 1:**

- Find your 10% message
- Avoid monologues
- Amp up your language

**Practice 1:**

- Sharpen your message

**Download your workbook:**  
Part 1



**Day 2**

**Prepare to engage**

**Complete e-learning Part 2:**

- Control focus
- Prime your audience
- Optimize your set-up

**Practice 2:**

- Prepare to engage

**Open your workbook:**  
Part 2



**Day 3**

**Deliver with impact**

**Complete e-learning Part 3:**

- Engage your audience
- Tell a visual story
- Get your audience involved

**Practice 3:**

- Deliver with impact

**Open your workbook:**  
Part 3



**Day 4**

**Practice new skills**

**e-learning resource**

- AI for Digital Conversations

**Peer check-in:**

Complete your peer check-in to reinforce principles for your challenge.



**Day 5**

**Challenge & expert feedback**

Record a presentation of your solution with a clear 10% message and using techniques to capture audience attention and build memory

**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.