



Day 1

Think digital first

Complete e-learning Part 1:

- Cut through the noise
- Use digital tools
- Leverage cadences

Practice 1:

- Think digital first

Download your workbook: Part 1



Day 2

Build credibility & reach

Complete e-learning Part 2:

- Use social media effectively
- Create a winning profile
- Grow your network

Practice 2:

- Build credibility and reach

Open your workbook: Part 2



Day 3

Personalize your interactions

Complete e-learning Part 3:

- Research your audience
- Define your personalization strategy
- Craft a compelling message

Practice 3:

- Personalize your interactions

Open your workbook: Part 3



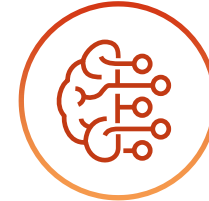
Day 4

Practice new skills e-learning resource

- AI for Digital Presence

Peer check-in:

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



Day 5

Challenge & expert feedback

Submit your LinkedIn profile for expert review

Create a personalized message

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

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.