



# Digital Presence

## AM

9:00 – 9:20

### Launch

**Activity:** Pairs create an intro email

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

9:20 – 10:20

**Activity:** Groups create a “get a meeting” cadence

10:20 – 10:30

- Personal video

10:30– 10:45

### Break

10:45 – 11:40

- Create a winning profile

**Activity:** Pairs review profiles using the checklist

- Grow your network

11:40 – 12:40

**Activity:** Individuals apply 4-pronged approach

- Social plays

**Activity:** Pairs craft social plays

12:40 – 1:25

### Lunch

## PM

1:25 – 1:35

- Share and create content

1:35 – 2:25

- Research your audience - SMART

**Activity:** Groups conduct SMART research on their account and target role

2:25 – 3:00

- Define Your Personalization Strategy – account makers

**Activity:** Class identifies account markers

**Activity:** Class identifies target roles

- Insight and alignment

3:00 – 3:15

### Break

3:15 – 3:55

**Activity:** Groups create a Messaging matrix, readout with coaching

3:55 – 4:50

- Craft a compelling message

**Activity:** Groups create a personalized email, readout with coaching

4:50 – 5:00

### Wrap up





# Digital Conversations

## AM

9:00 – 9:25

### Day 1 review

- Memory drives decisions
- Define your 10%

9:25 – 10:10

**Activity:** Groups select an account/presentation and create a 10% slide, receive coaching

10:10 – 10:55

- Avoid Monologues - DIQ

**Activity:** Groups create a Data, Insight, Question and receive coaching

10:55 – 11:10

### Break

11:00 – 11:45

- Amp up your language

**Activity:** Groups add one of the techniques to describe supporting point

11:45 – 12:30

### Lunch

## PM

12:30 – 12:45

- Control your focus

**Activity:** Individuals select a slide and techniques to apply

12:45 – 1:05

- Prime your audience

**Activity:** Groups identify where to insert priming

1:05 – 1:15

- Optimize your setup

1:15 – 2:00

- Engage your audience

**Activity:** Groups create a grabber

2:00 – 2:40

- Tell a visual story

**Activity:** Groups create a visual that they will draw and receive coaching

2:40 – 3:05

- Get your audience involved

**Activity:** Groups create drawing instructions for their visual and receive coaching

3:05 – 3:20

### Break

3:20 – 4:50

**Activity:** Groups refine their presentations then deliver key components and receive coaching

4:50 – 5:00

### Wrap up

