



Why Change

1-Day Instructor-led Workshop



Create Value Skills

AM

9:00 – 10:30

Launch

- Creating the Buying Vision
- Unconsidered Needs
- Why Change framework
- **Group Activity:** Create a Why Change story for a current prospective customer

10:30 – 10:45

Break

10:45 – 12:10

Why Change

- Consultant feedback

Big Pictures

- **Group Activity:** Create a Big Picture for your Why Change story
- Consultant feedback

12:10 – 1:00

Lunch

PM

1:00 – 2:40

Hammock and Grabber

- **Group Activity:** Create a grabber for your Why Change story
- Consultant feedback

D-I-Q

- **Group Activity:** Generate questions for client interactions
- Consultant feedback

2:40 – 3:00

Break

3:00 – 3:35

Account Application Assignment

- Each group selects a new account
- Complete a Why Change Planner for group account
- Practice Why Change message using message review guidelines

3:35 – 5:00

Practice & Coaching

- **Activity:** Why Change group role plays with coaching
- Wrap-up