



# Why Evolve

## 1-Day Instructor-led Workshop



## Expand Value Skills

### AM

9:00 – 9:20

#### Launch

- Day 1 Concept Review

9:20 – 9:55

#### Why Evolve

- **Activity:** Groups Document Results for a Why Evolve message
- Consultant feedback

9:55 – 10:10

#### Break

10:10 – 11:50

- **Activity:** Groups create a Why Evolve message for a current customer
- Consultant feedback

11:50 – 12:35

#### Lunch

### PM

12:35 – 1:25

#### Manage Business Reviews

- **Activity:** Groups create a Business Review Agenda
- Consultant feedback

1:25 – 2:15

#### Customer Story with Contrast

- **Activity:** Groups create a customer story with contrast
- Consultant feedback

2:15 – 2:30

#### Break

2:30 – 3:20

#### Memorable Visuals

- **Activity:** Groups create a visual with contrast
- Consultant feedback

3:20 – 4:50

- **Activity:** Groups consolidate their Why Evolve (or Stay) message with a customer story and visual
- Role play message coaching and feedback

4:50 – 5:00

- Wrap-up
- Activate Reinforcement