



# Why Invest

## 1-Day Instructor-led Workshop



Elevate Value Skills

### AM

8:00 – 9:00

#### Launch

- Business Value Gap
- **Activity: Executive Encounter**

9:00 – 10:00

#### Adopts a Buyer's Perspective

- Why Executive's Buy
- **Activity: Opening Minute** – One-minute Conversation Role-play with coaching

10:00 – 10:15

#### Break

10:15 – 12:00

#### Gain Customer Insight

- Return On Research
- Unconsidered Needs
- Data Insight Questions
- **Activity: Data Insight Question** – Identify an unconsidered need and create a data insight question series, Role-play with coaching

12:00 – 1:00

#### Lunch

### PM

1:00 – 2:45

#### Demonstrate Financial Impact

- Income Statement
- Balance Sheet
- **Activity: Money Flow** – Identify how your solution impacts revenue, costs, and asset utilization

2:45 – 3:00

#### Break

3:00 – 4:45

#### Communicate Business Change

- Current Situation
- Business Change
- Value lives in the contrast
- **Activity: Business Change** – Create big picture and description for business change. Role-play with coaching

4:45 – 5:00

#### Wrap Up