



Why Change

Digital Course



Create Value Skills



Part 1

Defeat Status Quo Bias

Complete e-learning

- Introduction
- Status Quo Bias

Practice One:
Status Quo Bias

Download and Open Your Workbook



Part 2

Defeat Status Quo Bias (Cont.)

Complete e-learning

- Leverage Unconsidered Needs
- Why Change Framework

Practice Two:
Building Why Change



Part 3

Make it Memorable

Complete e-learning

- Visual Storytelling
- Grab Attention
- Compelling Dialogue

Practice Three:
Memorability



Part 4

Fluency Coach AI Challenge

Practice and receive instant, actionable feedback

Post-Training Skills Reinforcement

Participants are given access to a set of reinforcement assets designed to refresh their skills on key concepts. They receive a sharable **eBadge** showing program completion.



Why You

Digital Course



Create Value Skills



Part 1

Differentiate Your Solutions

Complete e-learning

- Introduction
- Value Wedge

Practice One:
Differentiation

Download and Open Your Workbook



Part 2

Differentiate Your Solutions (Cont.)

Complete e-learning

- Message Pyramid
- Telling Details

Practice Two:
Building Why You



Part 3

Beat Your Competition

Complete e-learning

- Power of Story
- Objection Reframes
- Decision Making

Practice Three:
Beat Your Competition



Part 4

Fluency Coach AI Challenge

Practice and receive instant, actionable feedback

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