

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Leverage Unconsidered Needs	Unconsidered Unconsidered Unconsidered Unconsidered Unconsidered Unconsidered Unconsidered Unconsidered Unconsidered	Avoid the commoditized conversations that happen when you only match known needs to known capabilities.	Unconsidered NeedsUnconsidered Capabilities	9 minutes
Understand Executive Decision Making	(+) Psychological (e) Psychological value Value Value Much more value (-)	Frame your message to appeal to both the rational and emotional components of the executive's brain.	Prospect TheoryLoss AversionSystems 1 & 2	8 minutes



Create Executive Urgency	Unconsolved Reads Unopected Fire in Ther Shadon Shadon Shadon How You Resolved the Unconsidered Need Business Initiative	Drive executive urgency to buy now through proven & studied message framework.	 Why Now Message Framework 4 Message elements 	11 minutes
Identify Relevant Performance Metrics	Corporate Level Average Revenue Fer User (ARPU) Monthly Recurring Revenue Business Unit Level Net Adds Operating Nergin Cusiomer Salidedrin Project Level Hedwount Admins Response Time Maintenance Costs	Raise the specificity and credibility of your business case by identifying metrics that matter.	 Types of Business Metrics Triple Metric Identifying a Triple Metric 	8 minutes
Use ROI and Economic Justification	"Strategio" Returns MOI Department Whard Returns Are requested Are requested Are requested.	Leverage multiple dimensions of Return on Investment (ROI) to differentiate your business case.	 Economic Justification Concept ROI Formula Customer ROI Methods 	11 minutes



Match Conversations with Roles



Have the right conversation at the right executive altitude to drive urgency with the audience that matters.

- Know Me Before You Meet Me
- Understanding Role Profiles

11 minutes

