



Why Stay

Digital Course



Expand Value Skills



Part 1

Clarify Your Value

Complete e-learning

- Introduction
- Messaging Void
- Success Metrics

Practice One:

Clarify Your Value

Download and Open Your Workbook



Part 2

Craft Your Message

Complete e-learning

- Why Stay Framework
- Why Stay Message

Practice Two:

Building Why Stay



Part 3

Prepare for Hard Conversations

Complete e-learning

- Communicate Price Increases
- Apologizing After a Major
- Service Failure

Practice Three:

Hard Conversations



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.