Introduction

Duration	Topic
2 mins	• Kick-off and Intro
10 mins	• Warm-Up Activity: Onboarding Conversation
5 mins	• Discussion: Onboarding Conversation
3 mins	• Key Topic: The Customer Lifecycle
2 mins	• Competency Overview
2 mins	• Key Topic: Status Quo Bias
2 mins	• Key Topic: Your Why Change Message
2 mins	• Key Topic: Secure Agreement
2 mins	• Close
30 mins	

Accelerate Change and Adoption

Skill: Overcome Barriers to Change

Duration	Topic
6 mins	• Kick-off and Introduction to Overcome Barriers to Change
13 mins	• Key Topic: The Four Causes of Status Quo Bias
15 mins	• Practice Activity: Identify The Causes of Status Quo Bias
15 mins	• Key Topic: The Why Change Framework
3 mins	• Tool: The Why Change Planner
35 mins	• Practice Activity: Create a Why Change Story
3 mins	• Close
90 mins	

Accelerate Change and Adoption

Skill: Drive Adoption

Duration	Topic
4 mins	• Kick-off and Introduction to Drive Adoption
8 mins	• Key Topic: Identify What You Need to Get From Your Customer
10 mins	• Practice Activity: Identify Your “Gets”
5 mins	• Key Topic: Identify Your Stakeholders
25 mins	• Practice Activity: Identify Your Stakeholders
2 mins	• Key Topic: Negotiables
5 mins	• Practice Activity: Brainstorm Negotiables
2 mins	• Key Topic: High Value and Low Cost Negotiables
25 mins	• Practice Activity: Sort and Map Your Negotiables
4 mins	• Close
90 mins	