Introduction

Duration	Topic
6 mins	• Hot Open
12 mins	• Activity: 30 Second 'Why You' Pitch and Debrief
7 mins	• Key Topic: The Sideways T
5 mins	• Competency Overview
30 mins	

Skill: Define Your Unique Value

Duration	Topic
3 mins	• Kick-off
5 mins	• Key Topic: The Three Deadly Sins of Messaging
11 mins	• Key Topic: The Value Wedge
68 mins	• Practice Activity: Define Your Unique Value
3 mins	• Review, Reflection and Closing
90 mins	

Skill: Create A Differentiation Message

Duration	Topic
11 mins	• Kick-off; review of and segue from The Value Wedge
8 mins	• Key Topic: The 'Why You' Message Framework (PROBLEM & DO)
3 mins	• Group Discussion: Compare Two 'Why You' Messages
3 mins	• Key Topic: The 'Why You' Framework (DO statements)
8 mins	• Activity: Craft Two DO statements
4 mins	• Key Topics: The 'Why You' Framework (MEANS & IS); You Phrasing
43 mins	• Practice Activity: Build Your 'Why You' Message; Tip: Multiple 'Why You' Messages
10 mins	• Reflection and Closing
90 mins	

Skill: Amplify Your Differentiation

Duration	Topic
1 min	• Kick-off
15 mins	• Telling Details (Intro, Research, How To, Example)
30 mins	• Practice Activity: Add Telling Details to a 'Why You' Message
2 min	• Tip: What If You Can't Use Telling Details?
11 mins	• Key Topic: Customer Stories With Contrast (Research, How To, Example)
25 mins	• Practice Activity: Create A Customer Story With Contrast
6 mins	• Reflection and Closing
90 mins	