Introduction

Duration	Topic
2 mins	• Kick-off: “The Mystery Dashboard”
7 mins	• Group Activity: The Metrics You Use Today
3 mins	• Key Topic: Why Metrics Are Your Commercial Compass
2 mins	• Key Topic: Competency Overview
2 mins	• Key Topic: Why One Metric Isn’t Enough
2 mins	• Key Topic: Partnership Planning: Where Metrics Get Locked In
2 mins	• Key Topic: Securing Data & Access Commitments
6 mins	• Close
27 mins	

Skill: Agree on Metrics at Multiple Levels

Duration	Topic
18 mins	• Kick-off and Introduction to the Triple Metric
15 mins	• Group Activity: Create a Triple Metric
6 mins	• Key Topic: Linking Metrics Together
3 mins	• Key Topic: Make Your Triple Metric Relevant
10 mins	• Practice Activity: Triple Metric Strength Test
25 mins	• Group Activity: Develop Your Metrics
8 mins	• Discussion: The Challenges of Linkages
3 mins	• Key Topic: Triple Metric Across the Customer Lifecycle
2 mins	• Wrap-Up and Commit
1 hr 30 mins	

Skill: Plan for Partnership Success

Duration	Topic
14 mins	• Kick-off and Introduction to the Partnership Planning Meeting
9 mins	• Key Topic: Identify the Right Stakeholders & Getting Executives to the Table
15 mins	• Practice Activities: Make Your Case
11 mins	• Key Topic: Set the Agenda
6 mins	• Key Topic: Identify Additional Success Factors
12 mins	• Practice Activity: What's at Risk?
7 mins	• Key Topic: Document & Confirm, and Transition to Ongoing Reviews
20 mins	• Practice Activity: Map Out Your Next Partnership Planning Meeting
2 mins	• Review and Closing
1 hr 36 mins	