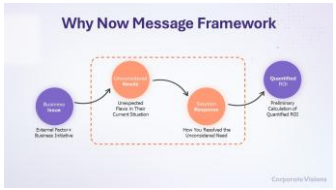
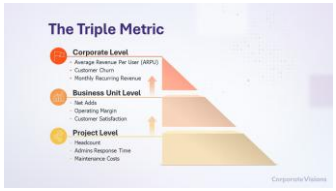
Help Justify Decisions

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Help Justify Decisions		Create urgency with a strong business case that shows executives why they need to act now.	• The Why Now framework • Drive executive urgency • Loss aversion • The dual process of decision making	25 minutes
Create Executive Urgency		Drive executive action by highlighting Business Issues and Unconsidered Needs.	• Business issues • Unconsidered needs	25 minutes

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Provide Economic Justification	 	Present a robust business case, grounded in the customer's metrics.	• The triple metric • 3D ROI	35 minutes
Gain Executive Access		Secure a meeting with an executive buyer.	• The four steps to success • Leveraging sponsors	25 minutes

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Establish Business Relevance		Engage the right executives at the right time to create urgency.	• Five key questions
			• Bringing it all together
			  • Why Now message
			  • Business issue
			  • Unconsidered need
			  • Relevant metrics
			  • Economic justification
				15 minutes

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