Introduction

Duration	Topic
3 mins	• Hot Open: Number Play
15 mins	• Fishbowl Activity: One-Minute Conversation Opener
4 mins	• Key Topic: The Customer Lifecycle
5 mins	• Key Topic: The Why Evolve Model
3 mins	• 10% Message and Competency Overview
30 mins	

Skill: Uncover Opportunity Drivers

Duration	Topic
3 mins	• Hot Open: Number Play
3 mins	• Reflection & Discussion: How You Uncover Opportunities Today
4 mins	• Key Topic: Buyers Value Insights
15 mins	• Key Topic: External Factors as Opportunity Drivers
20 mins	• Group Activity: Identify External Factors
5 mins	• Key Topic: Business Initiatives Respond to External Factors
10 mins	• Key Topic: Identifying Business Initiatives and Metrics
25 mins	• Group Activity: Identify New or Changed Initiatives
5 mins	• Reflection and closing
90 mins	

Skill: Position Expansion as Low Risk Progress

Duration	Topic
8 mins	• Reflection & Discussion: Describe the Value Your Solution Has Delivered
25 mins	• Key Topic: The Why Evolve Framework
7 mins	• Individual Activity: Build Your Message: Document Results
7 mins	• Individual Activity: Build Your Message: Upside Opportunity
7 mins	• Individual Activity: Build Your Message: Evolving Pressures
7 mins	• Individual Activity: Build Your Message: Hard Truths and Risk of No Change
25 mins	• Group Activity: Share Your Why Evolve Story
4 mins	• Reflection and closing
90 mins	