Introduction

Duration	Topic
5 mins	• Kick-off and Intro
5 mins	• Key Topic: Status Quo Bias
10 mins	• Practice Activity: Identify Status Quo Bias in Your Deals
5 mins	• Key Topic: Why Change vs. Why You
5 mins	• Competency Overview
30 mins	

Skill: Disrupt the Status Quo

Duration	Topic
5 mins	• Kick-off and Intro
5 mins	• Key Topic: Unconsidered Needs
15 mins	• Practice Activity: Unconsidered Needs
10 mins	• Key Topic: Why Change Framework Part 1
10 mins	• Practice Activity: Goals and Changes
15 mins	• Key Topic: Why Change Part 2 and Prospect Theory
20 mins	• Practice Activity: Why Change Framework
10 mins	• Review, Reflection and Closing
90 mins	

Skill: Create a Buying Vision

Duration	Topic
6 mins	• Kick-off and Intro
5 mins	• Activity: Create a Positive Vision for Change
8 mins	• Key Topic: The Power of Contrast
8 mins	• Key Topic: The New Way
8 mins	• Key Topic: Likely Outcomes
25 min	• Activity: Revisit your Prospect to Review and Refine your Why Change Message
25 mins	• Activity: Share your Why Change Message
5 mins	• Reflection and Closing
90 mins	