Introduction

Duration	Topic
4 mins	• Hot Open
8 mins	• Activity: Analyze Two Retention Pitches
4 mins	• Key Topic: The Role of Status Quo Bias
2 mins	• Corporate Visions' Research Into Retention Messaging
4 mins	• When To Have Retention Conversations
6 mins	• Pairs Discussion Activity: Timing Your Renewal Conversations
2 mins	• 10% Message and Competency Overview
30 mins	

Skill: Deliver a Retention Message

Duration	Topic
4 mins	• Hot Open
25 mins	• The Why Stay Framework, including Group Discussion Activity on risks and costs
30 mins	• Practice Activity: Build Your Why Stay Message
6 mins	• Delivering Your Why Stay Message
20 mins	• Group Activity: Flex Your Why Stay Message
5 mins	• Reflection and closing
90 mins	

Skill: Deliver a Price Increase Message

Duration	Topic
5 mins	• Hot Open, including Group Discussion about Price Increase Conversations
2 mins	• Corporate Visions' Research Into Price Increase Messaging
2 mins	• Recap of the Why Stay Message Framework
6 mins	• The Why Pay More Message Framework
20 mins	• Practice Activity: Build Your Why Pay More Message
7 mins	• Reflection and closing
45 mins	