**SE ROI/Benefits Mapping Training**

**Module 2:** SE presents their straw man to a panel of SE judges (Principal SEs) where they must defend their assumptions and proscribed solution (Classic internal straw-man challenge)

**Pre-Work for Module 2:** SE meets with their managers to strategize and engage in Solution Challenge with colleagues to ask interactive questions on architectural design for straw man to be presented within 1-3 weeks time as part of Module 2 exercise

**Outcome:** SE is now certified on ROI/Benefit Mapping Training

Pass/Fail

**Start:** SE is assigned target company name & heat-point/ category for pre-work discovery & discussion points likely to be key to the customer

**Module 1:** SE delivers CIO-ready PPT in role play with 1 judge, emphasizing EMC expertise and drawing out customer information to build ROI discussion

**Module 3:** SE will build and or compile a “leave-behind” customer facing package of supporting documentation outlining total solution- to be judged (by Principal SEs) on thoroughness and creativity

Pass/Fail

Pass/Fail

**Corrective Work-** Video & documentation study on Discovery, Value, & Benefit Mapping