

Creating Urgency


**Continuing Education
March 2010**

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Learning Objectives

Understand why urgency is critical to our students



Discuss best practices on building urgency



Review effective ways to set deadlines

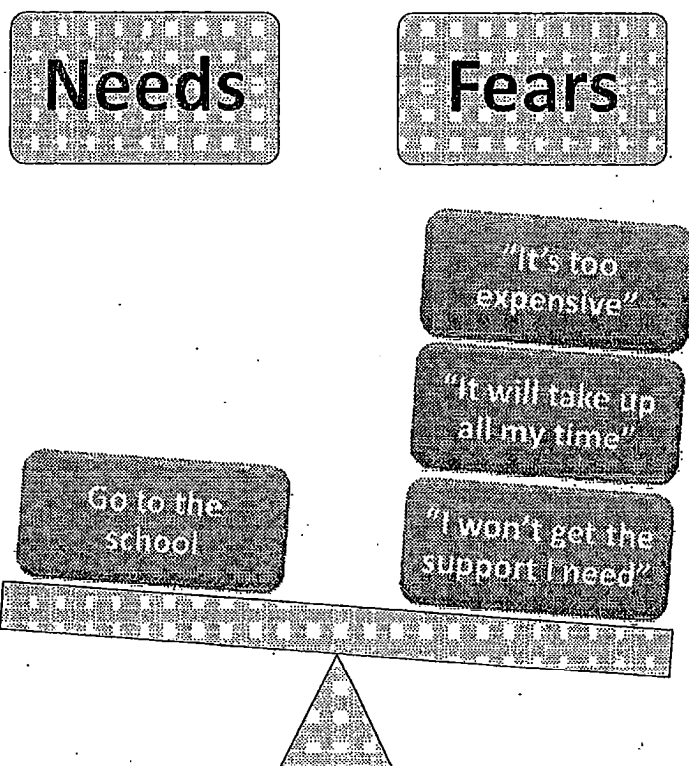


Display the ability to set deadlines effectively

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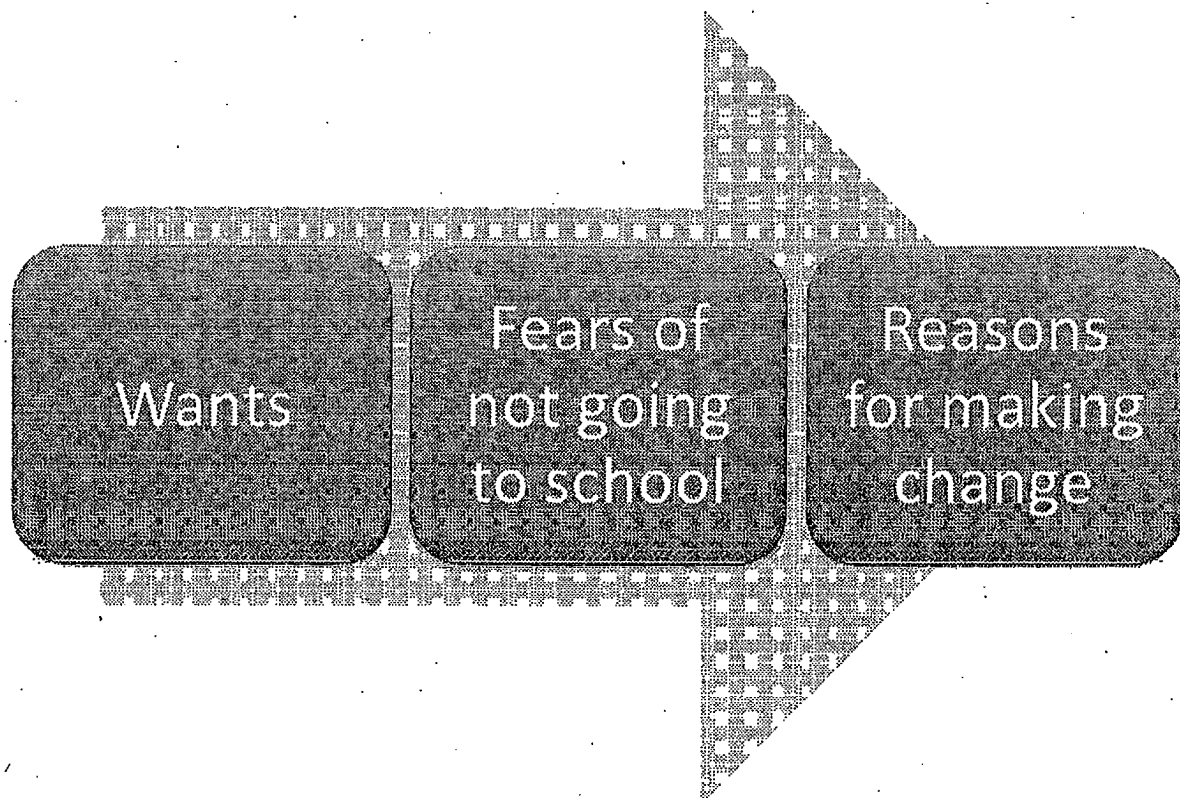
Which matters more???



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We need to find out...



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Why urgency???

The longer the timeframe between your interview and the enrollment, the more the student will remember the fears of going to school!!!

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Setting Deadlines

What are some effective ways to set deadlines?

What are some things we can use as incentives for meeting deadlines?

How can we use deadlines after the student has enrolled?

What do you do when a student misses a deadline?

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Review

Setting the urgency is critical to our student's success

There are many ways to build urgency

Setting effective deadlines is a very important part of establishing urgency