

5 Step Rehearsal Process

Table Read	Read the script out loud
Content Mapping	Go through text and mark up
Blocking	Plan physical movement on stage
Improvisation and re-write	Edit content
Rehearsal (Invited, Open, Tech)	

Make Your Case

The Goal	What's the Shared Goal?	e.g., Grow Market Share
The Problem	What's the REAL obstacle / challenge that we need to overcome	e.g., Increased competition and market fatigue
The Idea	What's the new way of seeing things, the concept we need to understand in order to move forward?	e.g., We are pioneers in this area
The Change	The shift we need to make	e.g., Renewed emphasis on maintaining our patient base
The Actions	The action steps to make bring the change to life	e.g., Lead, Execute and maintain consistency



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