

### 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

<b>The Goal</b>	What's the Shared Goal?	e.g., Grow Market Share
<b>The Problem</b>	What's the REAL obstacle / challenge that we need to overcome	e.g., Increased competition and market fatigue
<b>The Idea</b>	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
<b>The Change</b>	The shift we need to make	e.g., Renewed emphasis on maintaining our patient base
<b>The Actions</b>	The action steps to make bring the change to life	e.g., Lead, Execute and maintain consistency



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