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| *1. Background: What is our opportunity and why?* |
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| *2. Current Conditions: Where do things stand now?* |
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| *3. Goal: What specific outcome is required?* |
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| *4. Analysis: Why does the problem or need exist? What are the root causes?* |
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| *5. Recommendations: What do you propose and why?* |
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| *6. Plan: How will you implement?* |
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| *7. Follow Up: How will you ensure ongoing execution?* |
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