





PREVIOUS PHASE:

— THE CREATIVE SOLUTIONS PHASE™ —
IDENTIFYING SOLUTIONS TO ACHIEVE THE DESIRED RESULTS

THE STRATEGY DEPLOYMENT PHASE™

Turning decisions into results.

TEAM BRIEFING

Briefs the Core Team regarding each strategy selected in The Creative Solution Phase.

**STRATEGY DEPLOYMENT
TEAM ASSIGNMENTS**

Each strategy is assigned to a Strategy Deployment Team for implementation.

STRATEGY DEPLOYMENT PROTOCOL

Each strategy Deployment Team creates a protocol outlining the steps for effective implementation.

**STRATEGY MODIFICATIONS
OR REFINEMENTS**

Deployment Teams identify strategy modifications, if any, that are necessary for effective implementation.

CLIENT BRIEFING

The Implementation Protocol for each strategy is reviewed prior to final deployment. The strategy is either approved for deployment or returned to the team for further consideration.

STRATEGY DEPLOYMENT

Each approved strategy is implemented.

NEXT PHASE:

— THE RESULTS MANAGEMENT PHASE™ —
MAXIMIZING CONFIDENCE BY MANAGING RESULTS

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