THE CASE STUDY BUILDER

	PERSON	PROBLEM	IMPACT
FRUSTRATION	Who are they? What do they do? *Help reader connect to client here	*They had an initiative to do x, but didn't *They wanted to improve, but couldn't with existing tech *They weren't as productive as they could have been	What impact would this problem have made on the org if it continued...
	FRAMEWORK	**ACTIONS**	**OUTCOMES**
FIX	What was your proposed solution? Your ideas?	Details about solution **High level bullets	What was the org able to achieve by implementing solution?
	LESSONS	**PRESCRIPTIONS**	**RESOURCES**
FUTURE	What can the reader learn from this story?	What would you recommend? How can your company help?	**Downloadable resources **Website **Calendar - "Strategy Session"

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