

# Brainstorming Guide

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STRATEGY	Describe the approach you will take to overcome the challenge
TACTICS	Layout the specific tactics you will use as part of your strategy
<ul style="list-style-type: none"><li>• Tactic 1:</li><li>• Tactic 2:</li><li>• Tactic 3:</li></ul>	
GOAL	What does the end result look like and how will it be measured?

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