

HOW CENTER STAGE IMPROVES PRODUCT LAUNCHES



It's easy for you or your team to stumble when first introducing a new product or idea. There naturally is uncertainty, inexperience, and a lack of knowledge. Scripting isn't always the best solution. Why? Conflicts between the script and the speaker's personality--among other things. Center Stage bridges this gap by helping teams learn how to communicate with confidence, consistency, and in their own distinctive personalities.

EXAMPLE



When 3M rolled out a new medical device, the company used Center Stage as a tool to train doctors at the forefront of the introduction. The doctors came from all over the world. Each had a keen understanding of how their geographic regions would receive the new product information. The medical team also needed to adapt their message for highly diverse audiences--patients and medical professionals alike. Center Stage provided the team with the communication skills needed to align the corporate messaging with individual needs.

CENTER STAGE TIP

Team interaction and input are an integral part of product rollouts. These behaviors amplify the ability to identify and understand best communication practices for introducing new products and remaining true to each person's innate personality. In other words, the sum is far greater than the parts.