

PR Play 6-3

**Add punch to your strategies
with these “action verbs”**

accomplish	enlist	negotiate
achieve	establish	organize
adapt	evaluate	oversee
administer	examine	persuade
advertise	execute	plan
advise	expand	prepare
analyze	facilitate	present
approach	familiarize	produce
assess	forecast	promote
assemble	formulate	propose
assist	generate	provide
attain	gentrify	publicize
bolster	hire	raise
build	identify	redesign
calculate	implement	renew
collaborate	improve	reorganize
communicate	increase	research
compile	influence	resolve
conduct	inform	review
coordinate	initiate	revise
counsel	innovate	select
create	integrate	solve
demonstrate	maintain	stimulate
design	manage	summarize
develop	manipulate	supervise
distribute	modify	teach
employ	monitor	train
encourage	motivate	verbalize

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