

Participant Guide
Session 12: Gross Margin Gems

*Use this to engage more fully as you listen to this session. Pause the video.
Answer these questions as the session unfolds. Dig in.*

1. Before you watch this session, what does Gross Margin mean to you?

2. Now that you've watched the session, what does Gross Margin mean? What is significant about this?

3. What stood out the most to you from Gerry's personal story?
What does this inspire you to do?
