

PINNACLE HEALTH

Module 1 Script

"The Mandate"

Track: Leadership Track · Character Focus: Marcus Webb

Narrator: Dr. Simone Bridges · Learning & Transformation Consultant

Brown Creatives · Strategy Meets Creativity

Prepared for: Healthy R U · March 2026

DR. SIMONE BRIDGES — SYNTHESIA PRODUCTION SPECS

AVATAR APPEARANCE

Avatar: Select Black female avatar (recommended: Amara, Naomi, or closest match in Synthesia library)

Clothing prompt: Deep plum structured blazer, crisp white shirt underneath, small gold stud earrings, natural hair styled professionally – locs, twist-out, or neat natural updo

Skin tone: Deep warm brown

Expression: Warm, confident, direct – the energy of someone who has seen this before and knows how it ends

BACKGROUND — SYNTHESIA SCENE PROMPT

Background prompt: Pinnacle Health office interior, modern conference room, frosted glass partition visible, soft warm lighting, blurred background suggesting mid-size corporate office, subtle depth of field, professional setting – NOT sterile, NOT glamorous. A real workplace.

Overlay: Subtle Brown Creatives lower third graphic – deep plum bar, pink accent line, white text

LOWER THIRD GRAPHIC SPECS

Name: Dr. Simone Bridges

Title: Learning & Transformation Consultant

Font: Match Brown Creatives brand – bold sans-serif, white on plum

Accent: Pink horizontal line above the name card

Duration: Lower third appears for first 4 seconds of each narrator segment, then fades

TRANSITION INTO NARRATOR SEGMENT

Cut from scene to black – hold 1 second

Fade up on Dr. Simone Bridges – already in frame, settled, looking directly at camera

Lower third animates in on first word of dialogue

Tone: Warm but purposeful – she has something specific to say and she's going to say it

PART ONE — PINNACLE HEALTH SCENE

INT. PINNACLE HEALTH — MARCUS'S OFFICE — MORNING

Marcus sits at his desk reviewing an email draft. He reads it once more, then clicks SEND. Leans back, satisfied.

MARCUS

(to himself) Done.

His assistant DIANE appears in the doorway.

DIANE

Morning, Marcus. The AI mandate just hit everyone's inbox.

MARCUS

Good. That's what we need – momentum.

DIANE

Quick question – which tools are we actually rolling out? People are already asking.

A beat. Marcus turns back to his screen.

MARCUS

That's what the training is for, Diane. That's the whole point.

DIANE

Right. And who's running the training?

Another beat. Slightly longer.

MARCUS

We're working on it. Close the door on your way out.

Diane leaves. Marcus stares at the closed door. Then opens a private browser window and types slowly.

Screen reads: "what is artificial intelligence" – he hits enter. Stares at the results. Scrolls slowly.

Camera holds on his face.

PART TWO — DR. SIMONE BRIDGES

[CUT TO BLACK — 1 second — FADE UP on Dr. Simone Bridges — lower third animates in]

DR. SIMONE BRIDGES

Marcus just did something that takes more courage than it looks like.

DR. SIMONE BRIDGES

He hit send on a mandate he doesn't fully understand yet. And then — alone, with no audience — he admitted that to himself and started looking for answers.

DR. SIMONE BRIDGES

That's not weakness. That's actually the first step every effective leader takes. They just rarely do it in private.

DR. SIMONE BRIDGES

I've worked with organizations through dozens of technology transitions. And the ones that succeed always have one thing in common — a leader who was willing to learn out loud.

DR. SIMONE BRIDGES

Marcus isn't there yet. But he opened a browser. That counts.

PART THREE — LEARNING CONTENT

[Transition to instructional slides — Dr. Simone Bridges continues as on-screen guide]

KEY LEARNING POINTS — MODULE 1

[Display Point 1]

DR. SIMONE BRIDGES

Let's talk about what it actually means to lead an AI initiative — versus simply announcing one. Because those are two very different things, and your team knows the difference immediately.

[Display Point 2]

DR. SIMONE BRIDGES

A mandate tells people what to do. A strategy tells them why it matters, what support they'll have, and what success looks like. One creates compliance. The other creates commitment.

[Display Point 3]

DR. SIMONE BRIDGES

And finally — how do you build your own AI foundation so you can lead with credibility? I'm going to give you a starting framework that takes less than thirty minutes a week. Because the goal isn't expertise. The goal is informed leadership.

DR. SIMONE BRIDGES

You can't lead people somewhere you haven't been willing to go yourself. Let's start going.

[Transition to interactive content — AI Vision & Strategy activities]