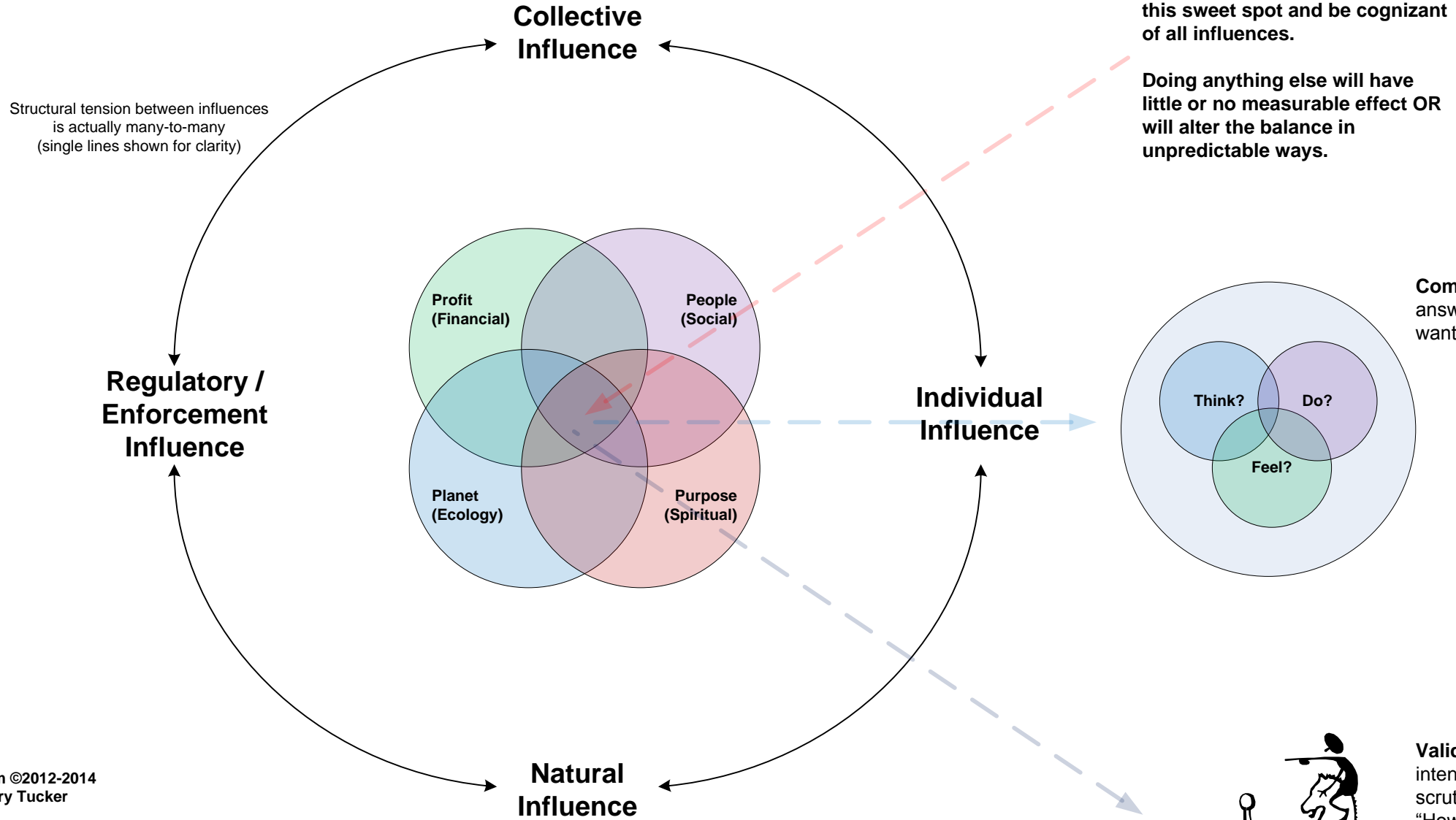


Changing Our Collective Direction A Strategy



Strategic, measurable action and tactical roadmaps must touch this sweet spot and be cognizant of all influences.

Doing anything else will have little or no measurable effect OR will alter the balance in unpredictable ways.

Communication: Filter message answering the question "What do I want the message consumer to"

Validation: Make sure intention stands up to scrutiny of "Why" and "How do I know?"

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