

SAY YES MORE

HONESTY

Have a clear manifesto



CHALLENGE

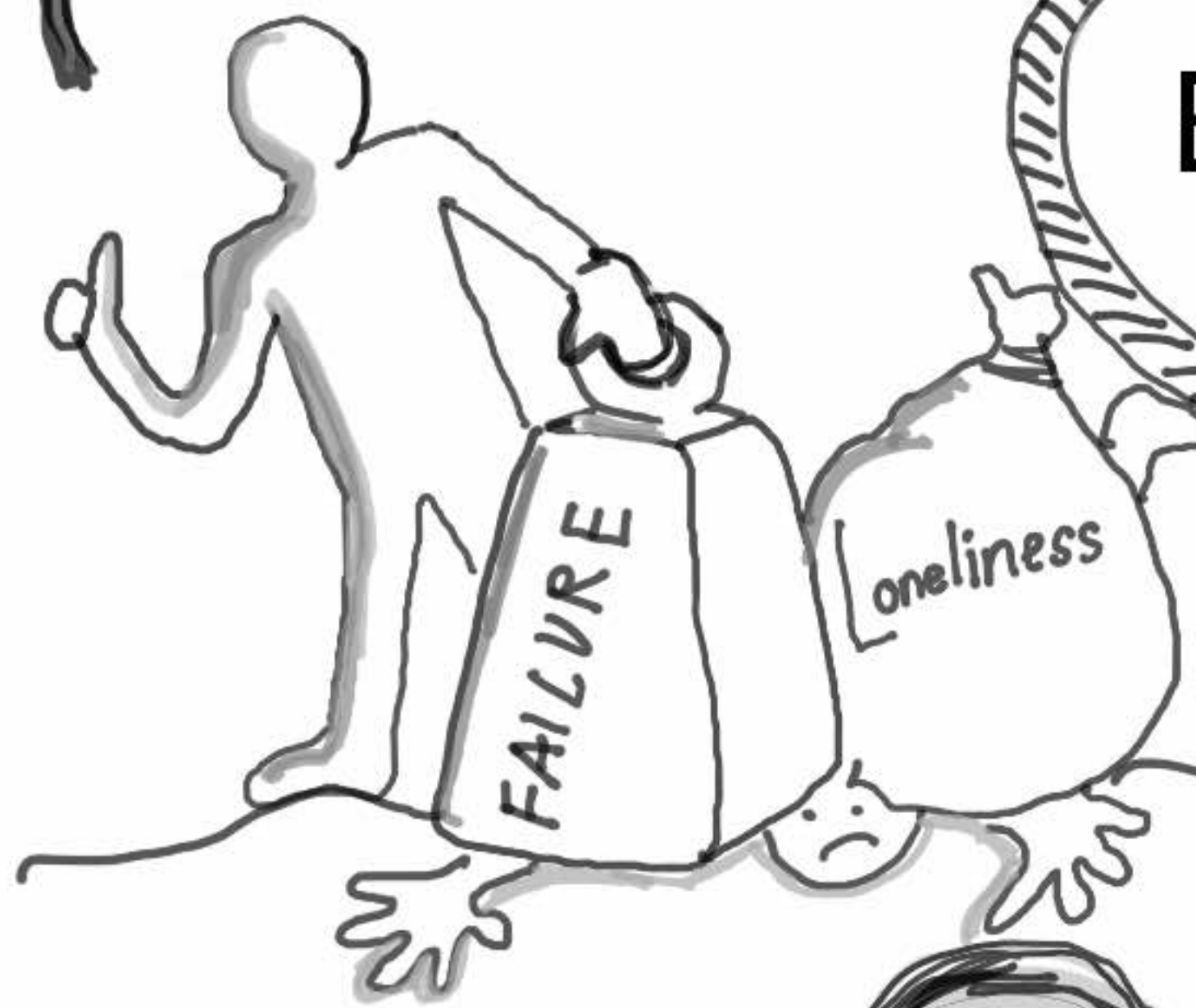
MANIFESTO

3
Manifesto
Conviction

CHARACTER

Experience

Moral fibre



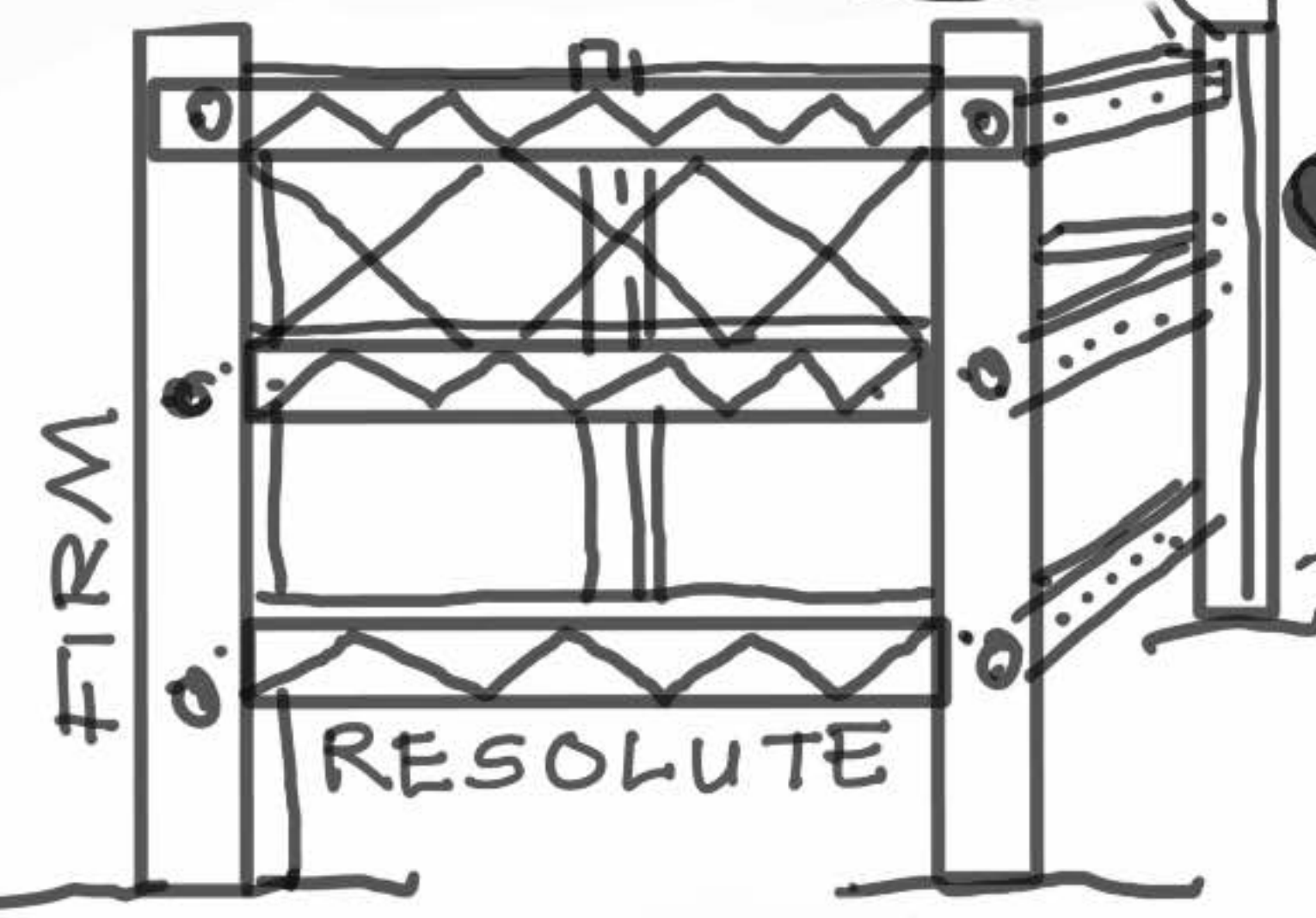
Assurance

CHARACTER
HABITS
ACTIONS
FEELINGS



Driven By the Need

4
moral fibre



HABIT
Start with my thinking
ACTIONS

- See the need
- Respond to the need
- Be driven by the need

2

Have Integrity