

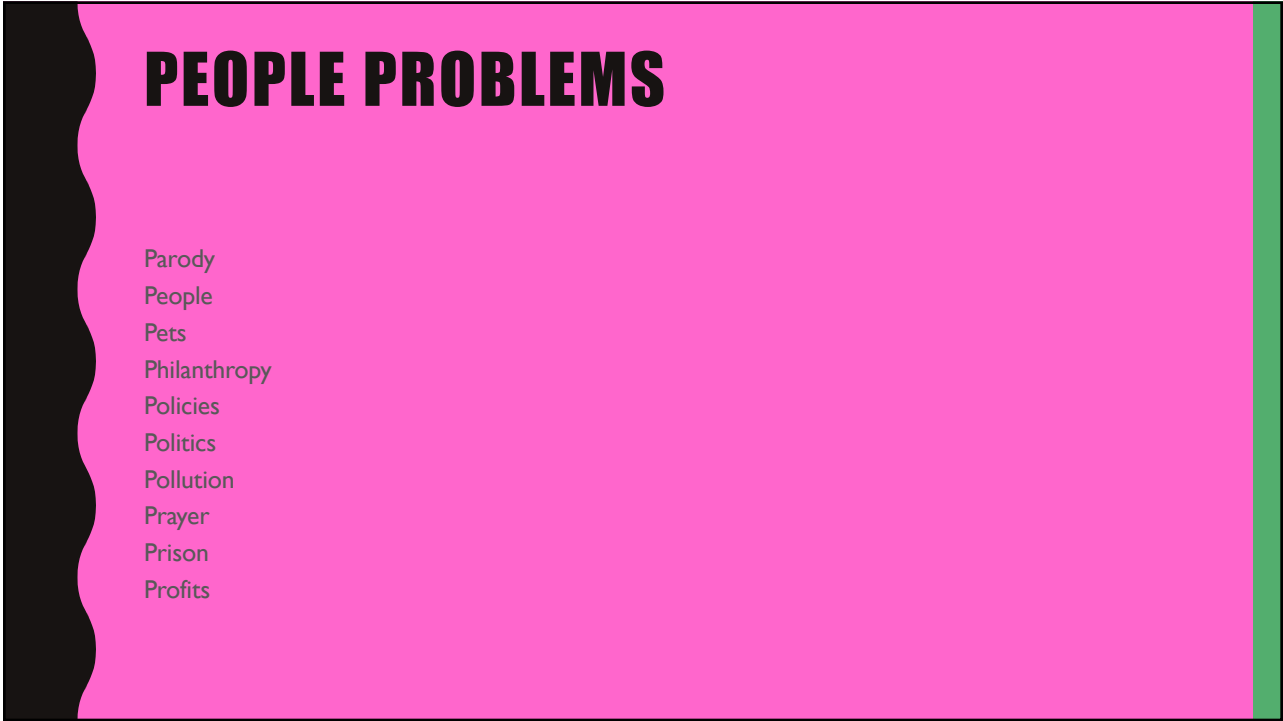


# THE FIVE FAULTS

- Rules & Regulations
- Data & Technology
- Social Exuberance
- Sexism & Diversity
- CEO & Celebrity Styles

# S.T.O.P.

STRATEGY  
TIMING  
OPPORTUNITY  
PROBLEM



**PEOPLE PROBLEMS**

- Parody
- People
- Pets
- Philanthropy
- Policies
- Politics
- Pollution
- Prayer
- Prison
- Profits



**RAPID  
RESPONSE**

TEAM  
TRAINING  
TRIAGE

**ACT NOW**

Regret  
Resolve  
Reform  
Restitution