BOLD



Overcome fear through courage.

What it's about; what it does for us...

...fearing danger or the unknown, we overcome fear; it spurs us to take risks.

We feel this when...

...we have a new opportunity or need to take up a risky challenge, or we are being evaluated and we overcome our fear.

It makes us...

...confront the danger, face the unknown or the pain. It functions like a turbo charged confidence.



