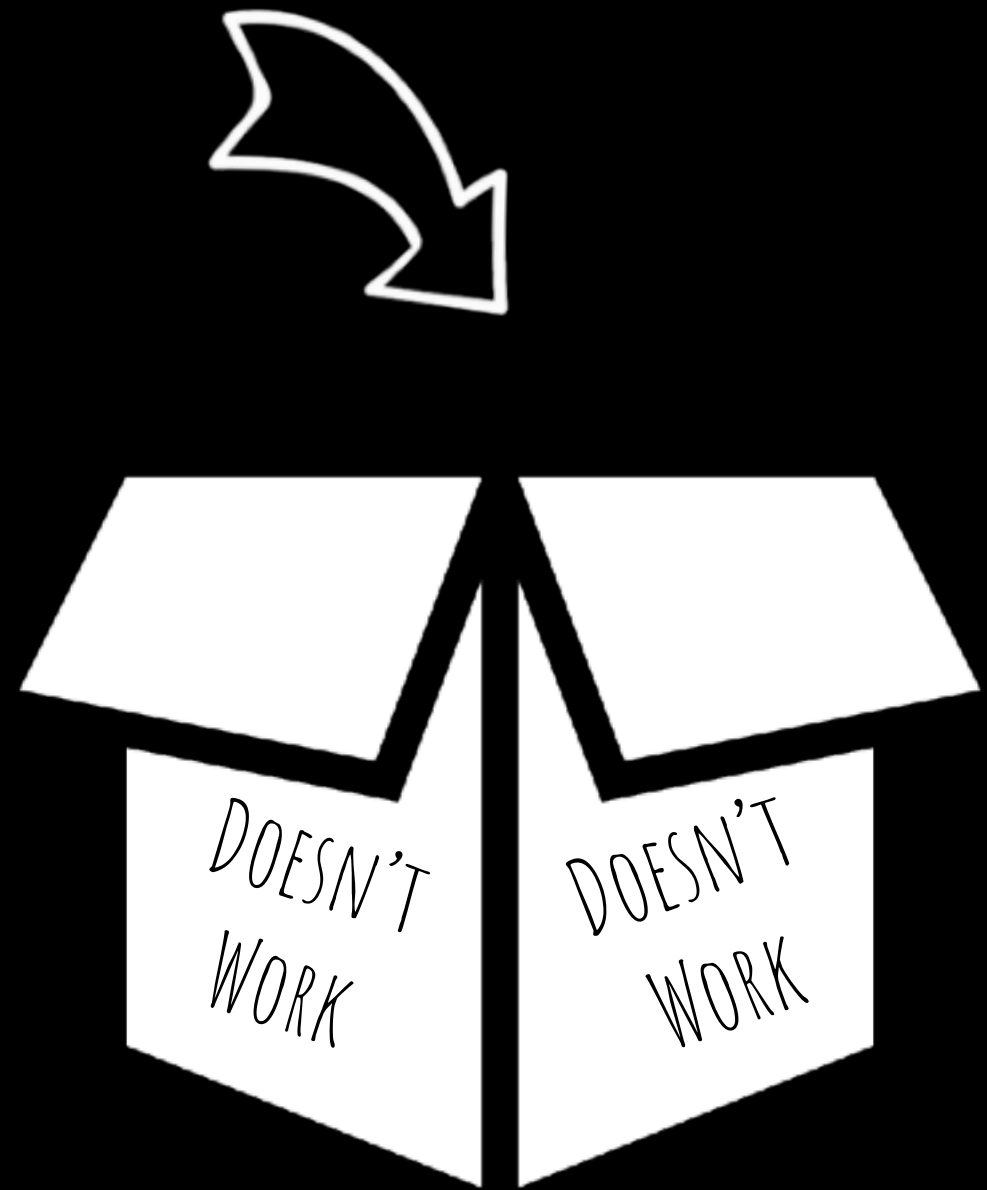


WE HAVE TO INVEST
SIGNIFICANT ENERGY
IN MAKING SURE
NOTHING WE DO EVER
ENDS UP IN THE
WRONG BOX.



THE BOX MINDSET
STIFLES CREATIVITY,
DISCOURAGES RISK-
TAKING, AND
INCREASES IMPOSTER
SYNDROME.

