













Vision

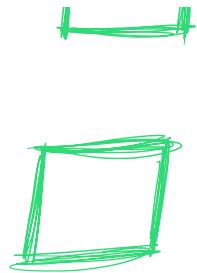
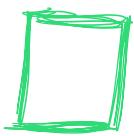
Examples

Analogies

Speak their language/jargon.

✓ ✓





→ best performance



*make the company more money.*

