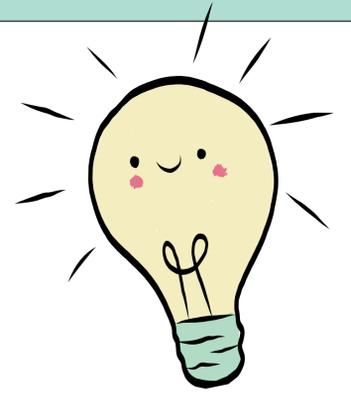


PURPOSE PRIMER

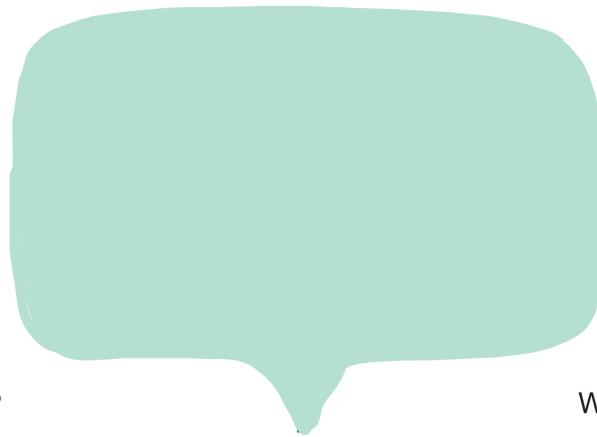


VISION

What are we aiming for?
What would our dream outcome look like?

IMPACT

If we deliver our vision what difference will we make?
What would the benefits be?



PEOPLE

Who do we need to involve?

CHALLENGES

What will we need to address?

