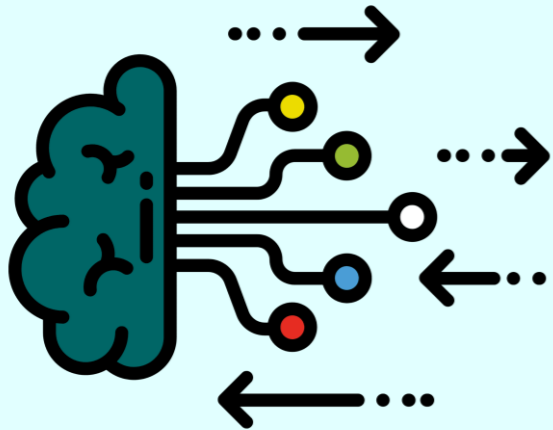
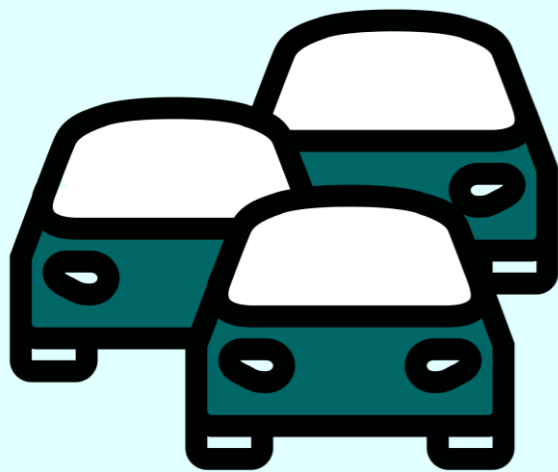


How Many Decisions Will You Make Today?



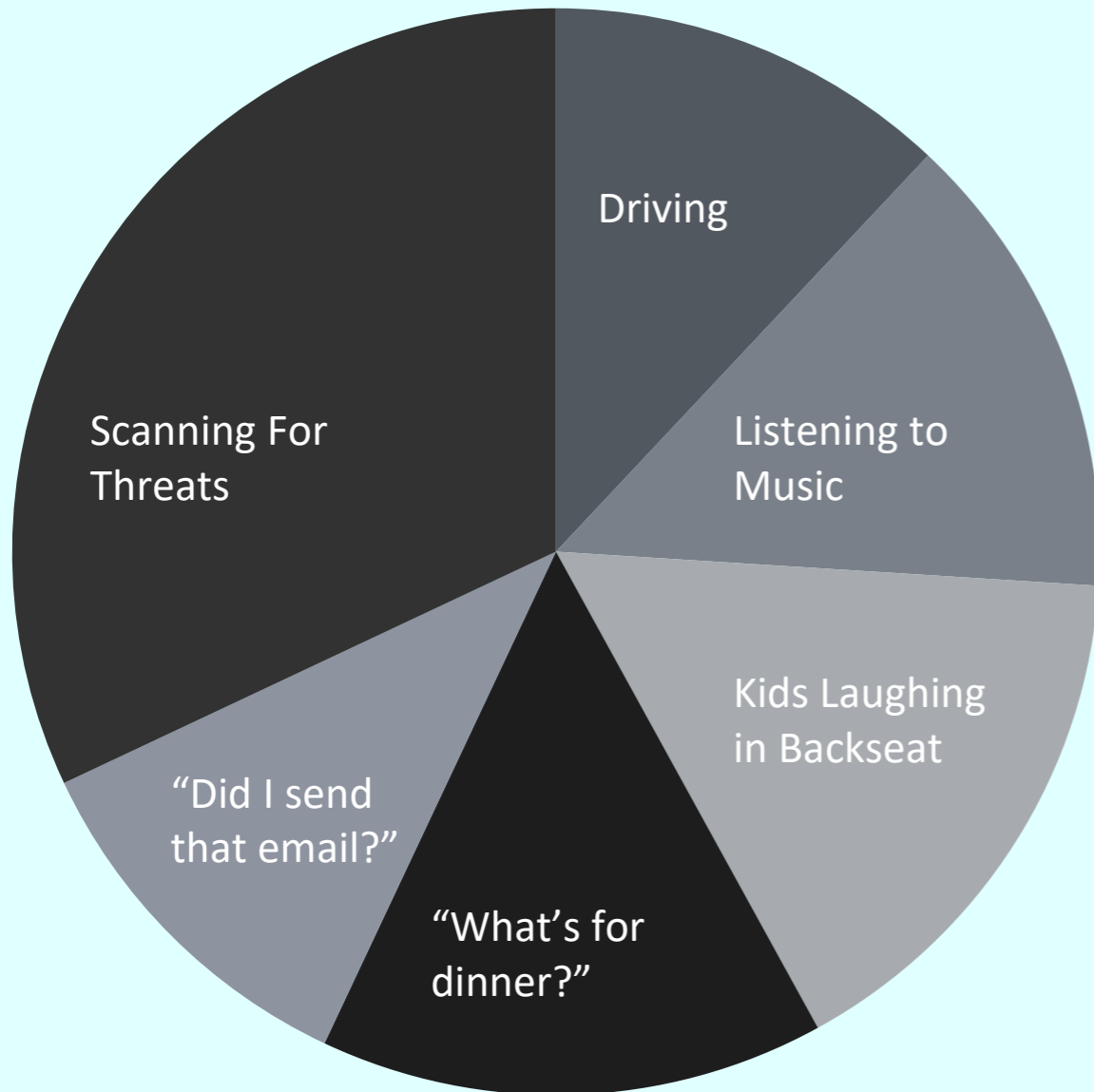
The average person makes 35,000 conscious, unconscious and semi-conscious decisions per day.



- Have you ever driven to or from work only to forget how you got there?
- Now picture how many decisions you made during that commute.

"Paying Attention" →

Fact - you use 100% of your attention - 100% of the time. The only variable is how many things it's focused on.



Low-Load



High-Load

SPEED
LIMIT
80



*More companies die of
indigestion than starvation.*

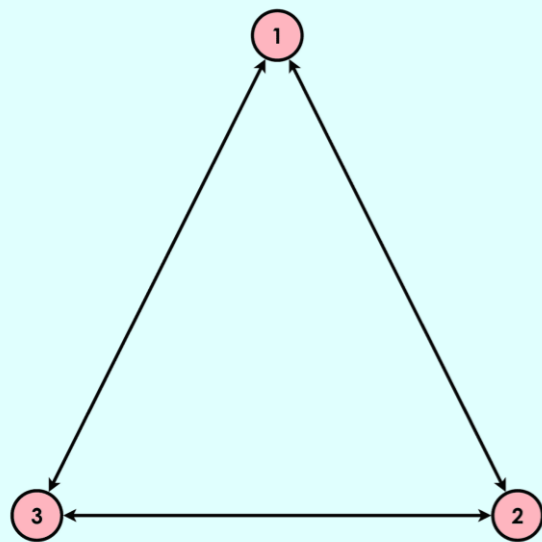
- Dave Packard - Hewlett Packard

According to McKinsey & Co: In 1958 the lifespan of the average S&P 500 firm was 61 years. Today it's less than 18. Three quarters of today's S&P 500 are projected to vanish by 2027.

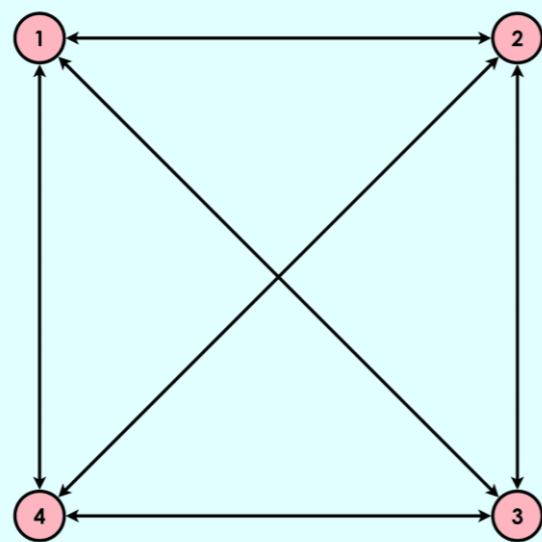
These firms have the easiest access to capital & talent. So what gives?

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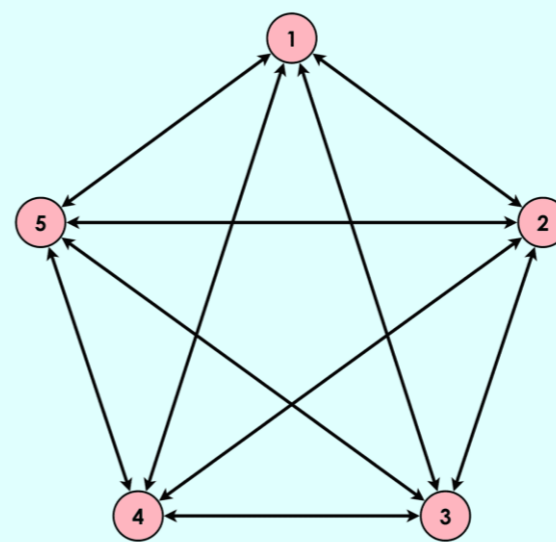
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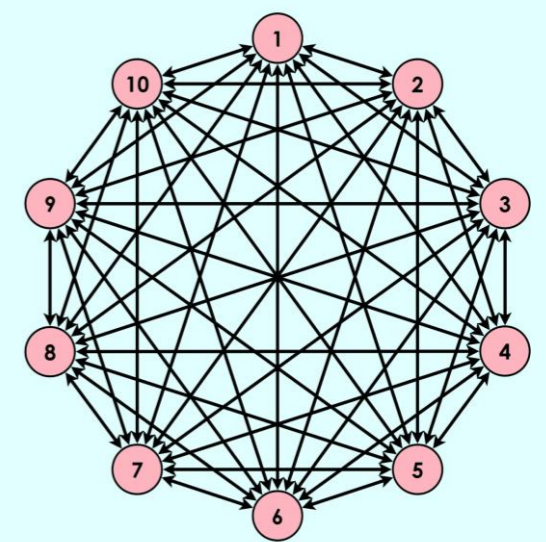
3 Degrees of Accountability



6 Degrees of Accountability



10 Degrees of Accountability



45 Degrees of Accountability

**Do You
Speed?**

**SPEED
LIMIT
80**

**How Do We
Get You To Be
More
Accountable?**

Accountability (APA): The degree to which a person is willing to be answerable to others for their choices.

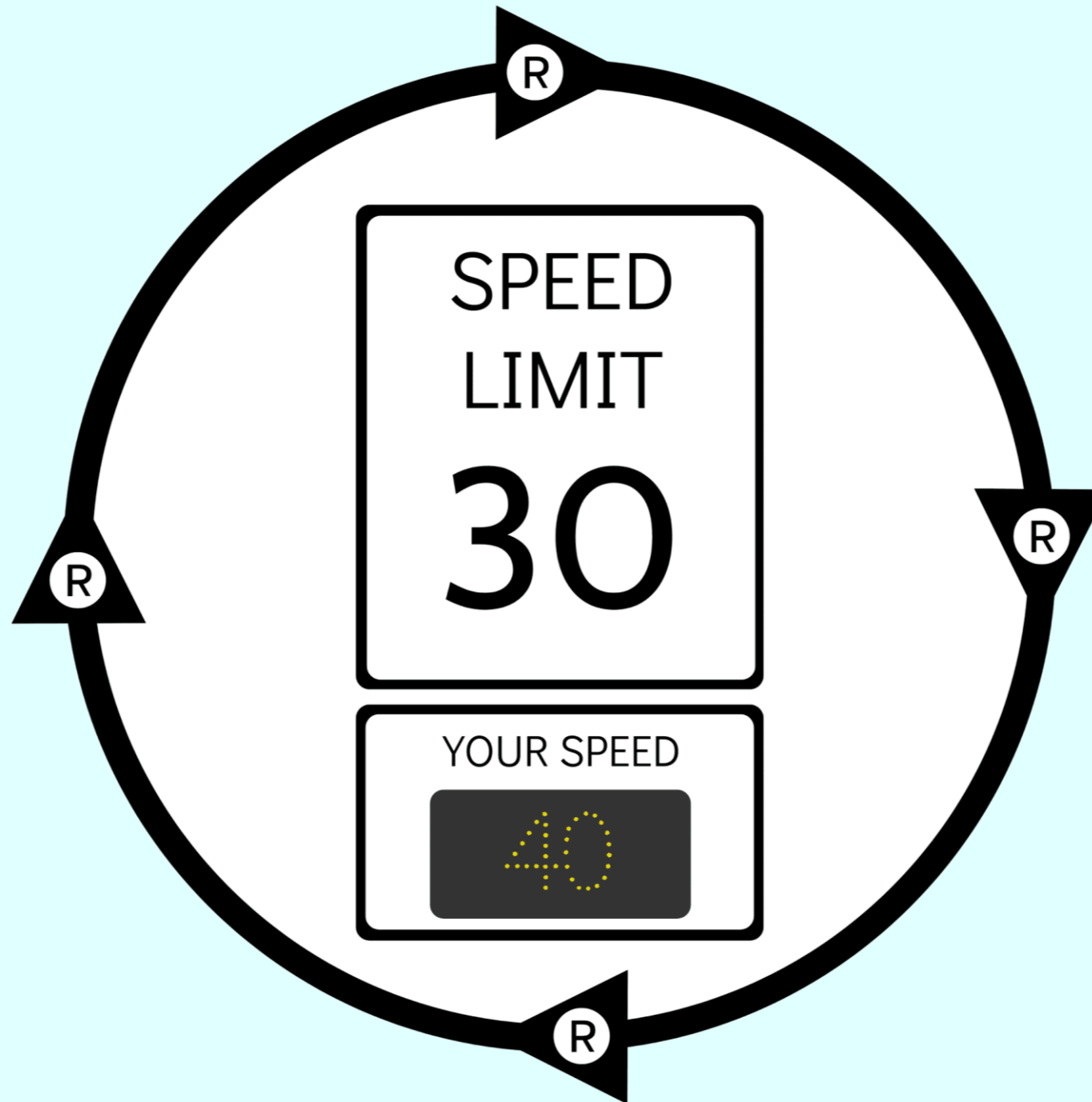
STOP: Holding People Accountable To Outcomes.

START: Helping People Account For Their Choices.

Account-Ability: Increasing People's Ability To Make Better Choices.

Records Without Bias

**Respects
You To
Choose
To Slow
Down**

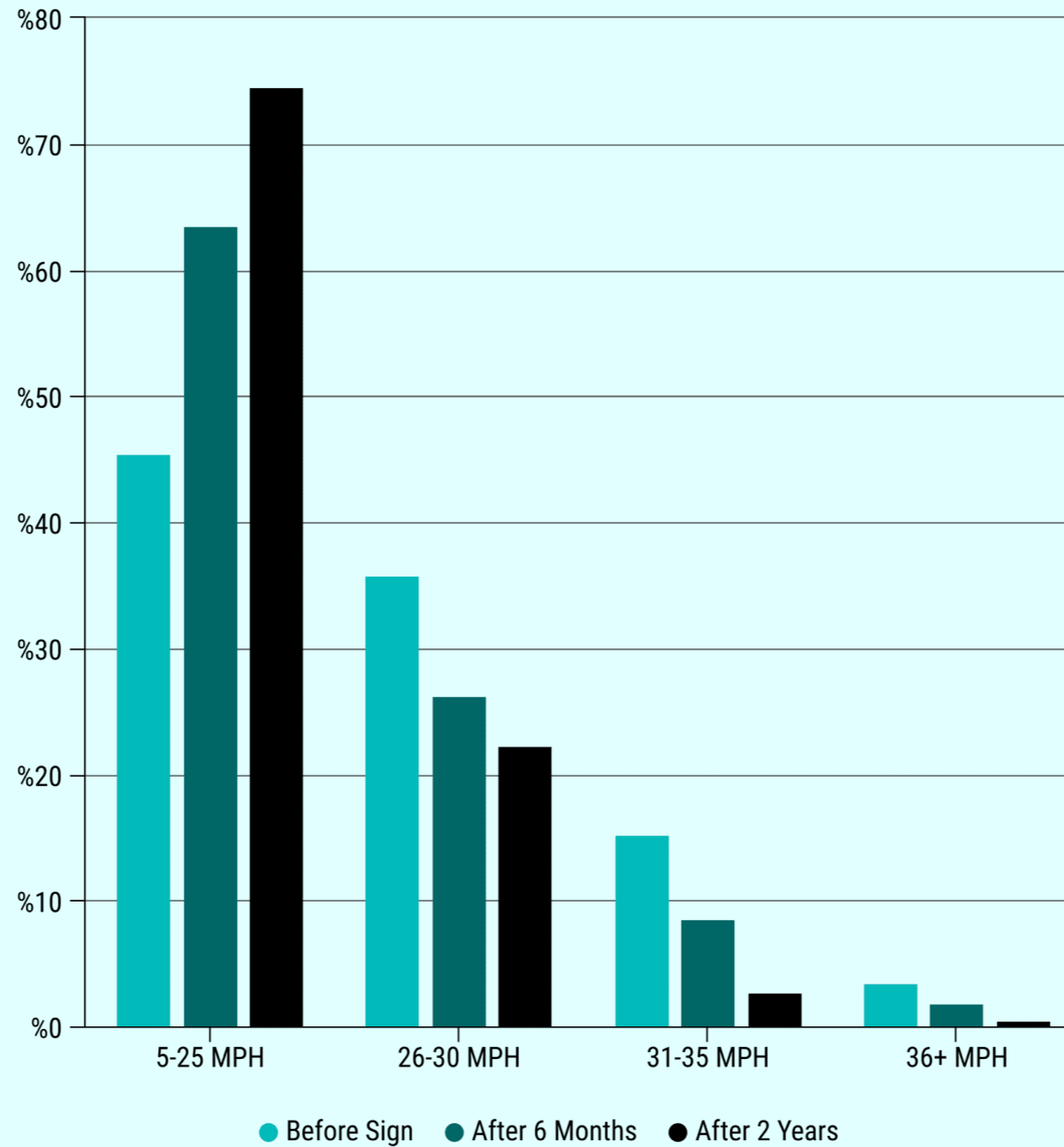


**Reports
Without
Judging**

Reminds You of The Standard



Regular Commuters = Habit



Other Drivers = Keeping Up With Traffic

