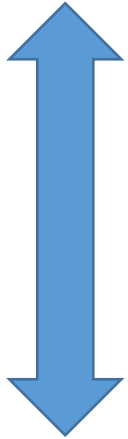


WHAT WE THINK
and SAY
WE "BELIEVE"/"VALUE"

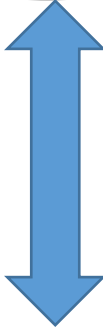


THE GAP
TRAP

WHAT WE DO:
WHAT WE REALLY
BELIEVE/VALUE



"PROFESS"



OUR
PERCEPTION
OF HOW WE
ARE DOING



"PRACTICE"

THE
REALITY OF
OUR LIVES