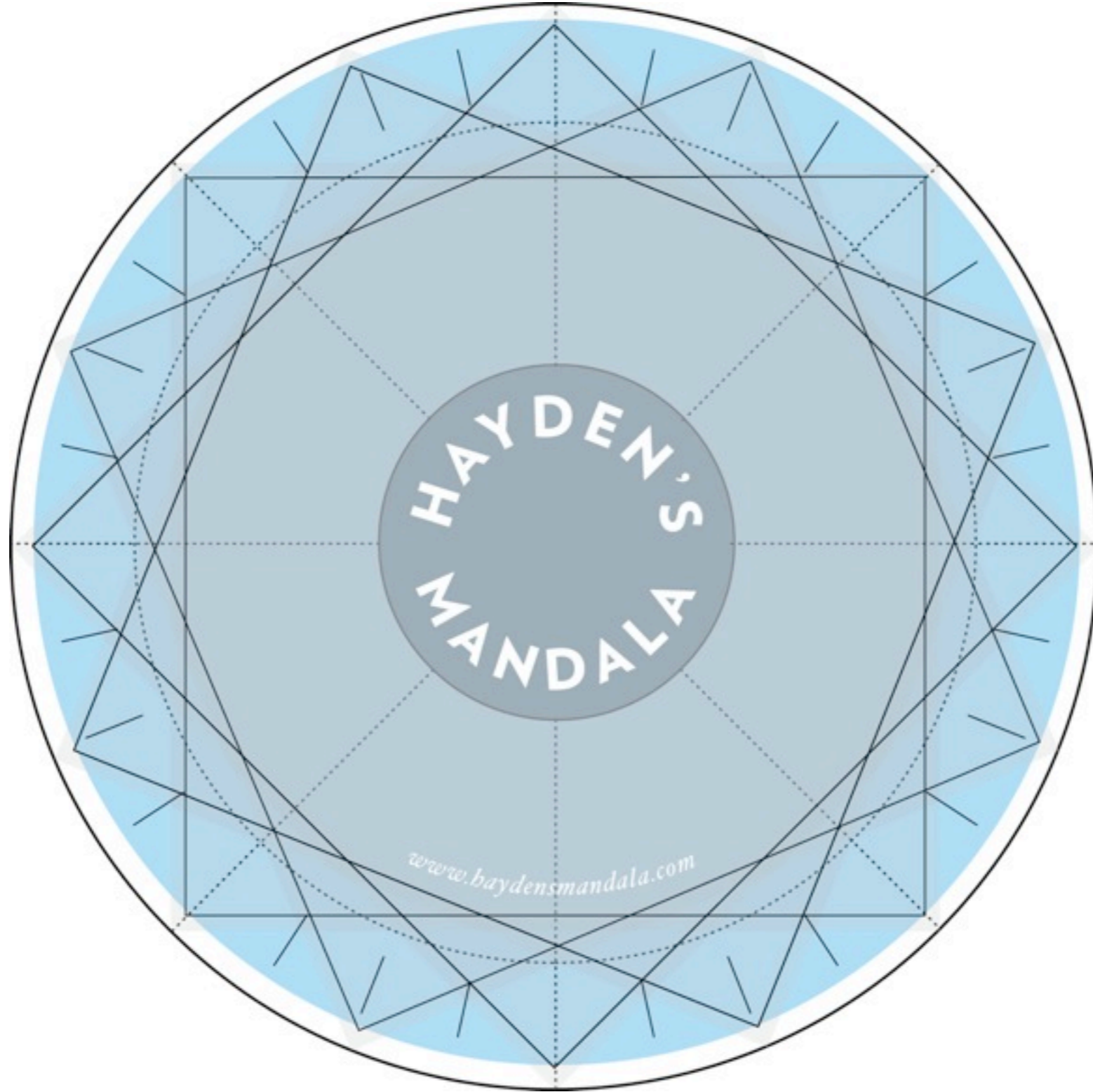
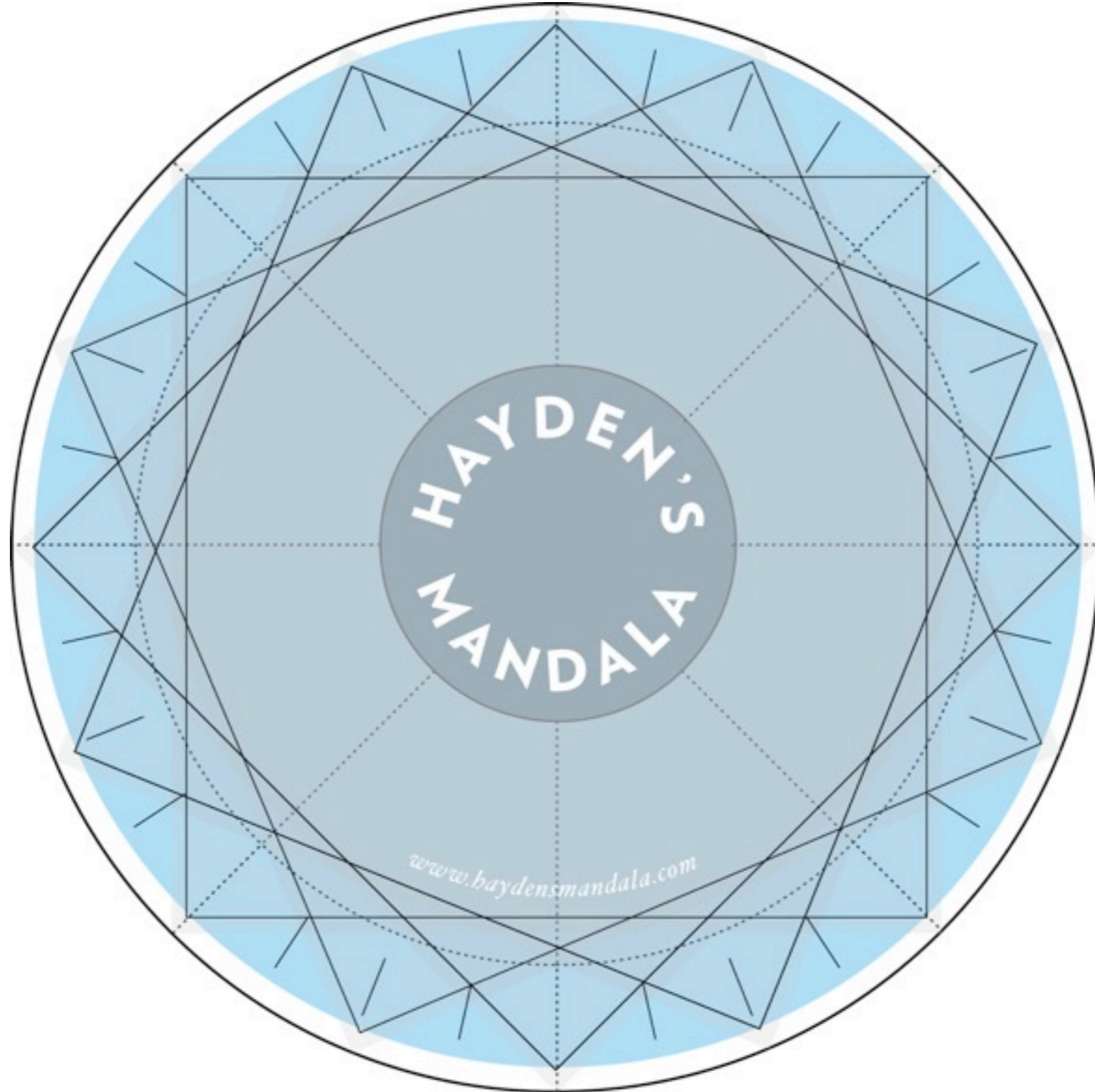


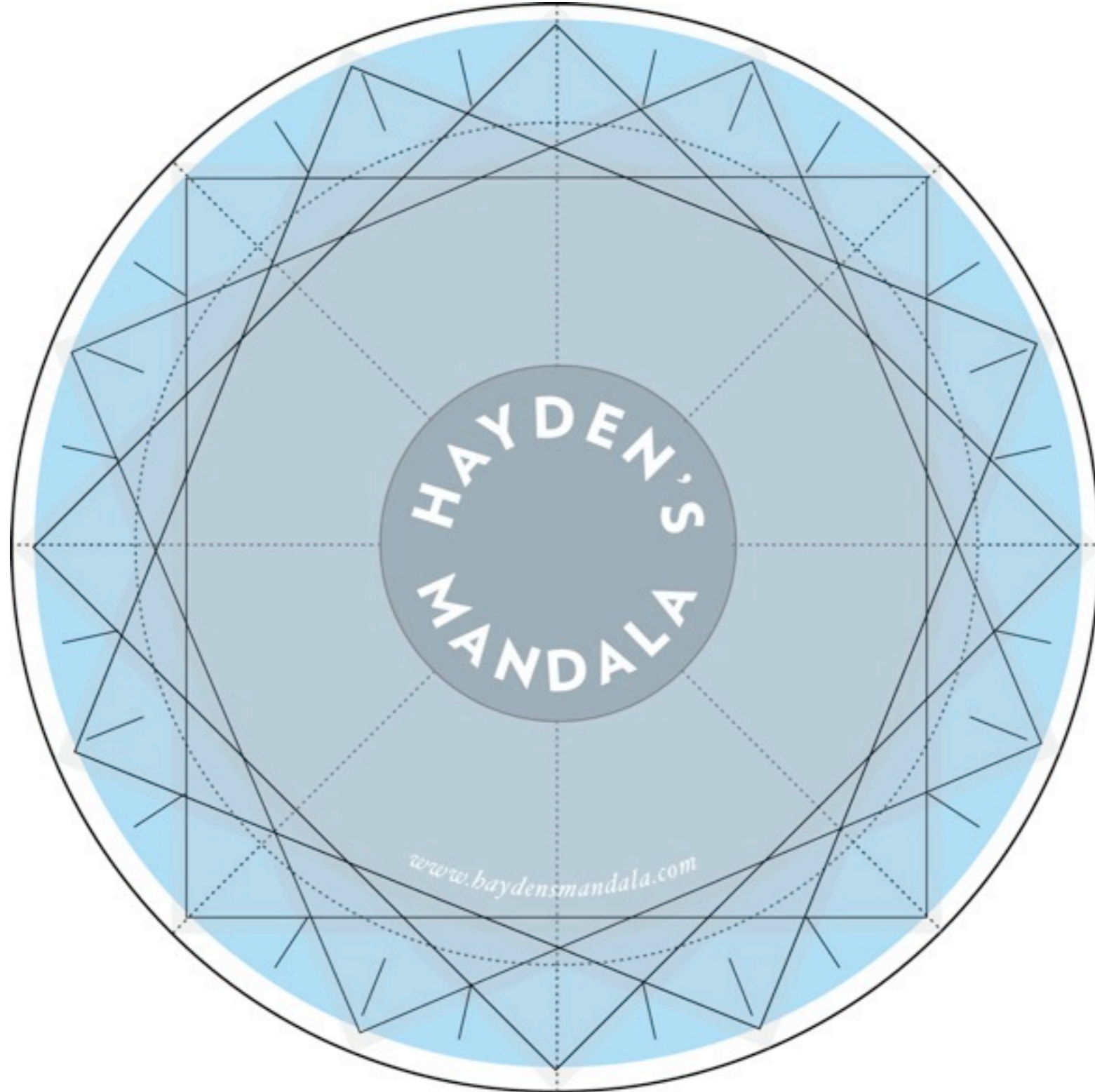
A behavioral framework I humbly hope
will be useful for redesigning the world.
In 3 days or less.

Steve Hayden
Vice Chair
Ogilvy & Mather Worldwide

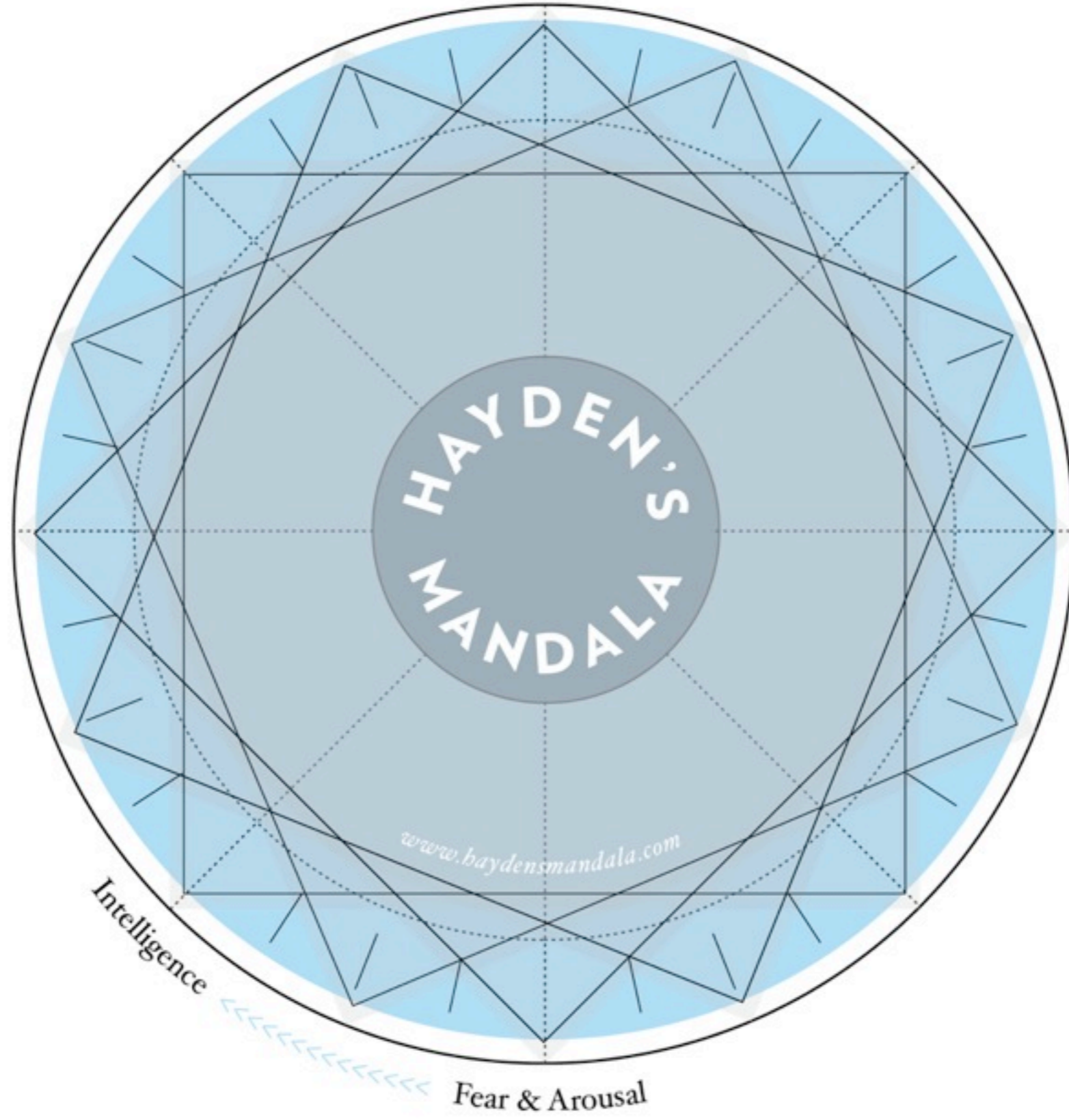




Fear



Fear & Arousal

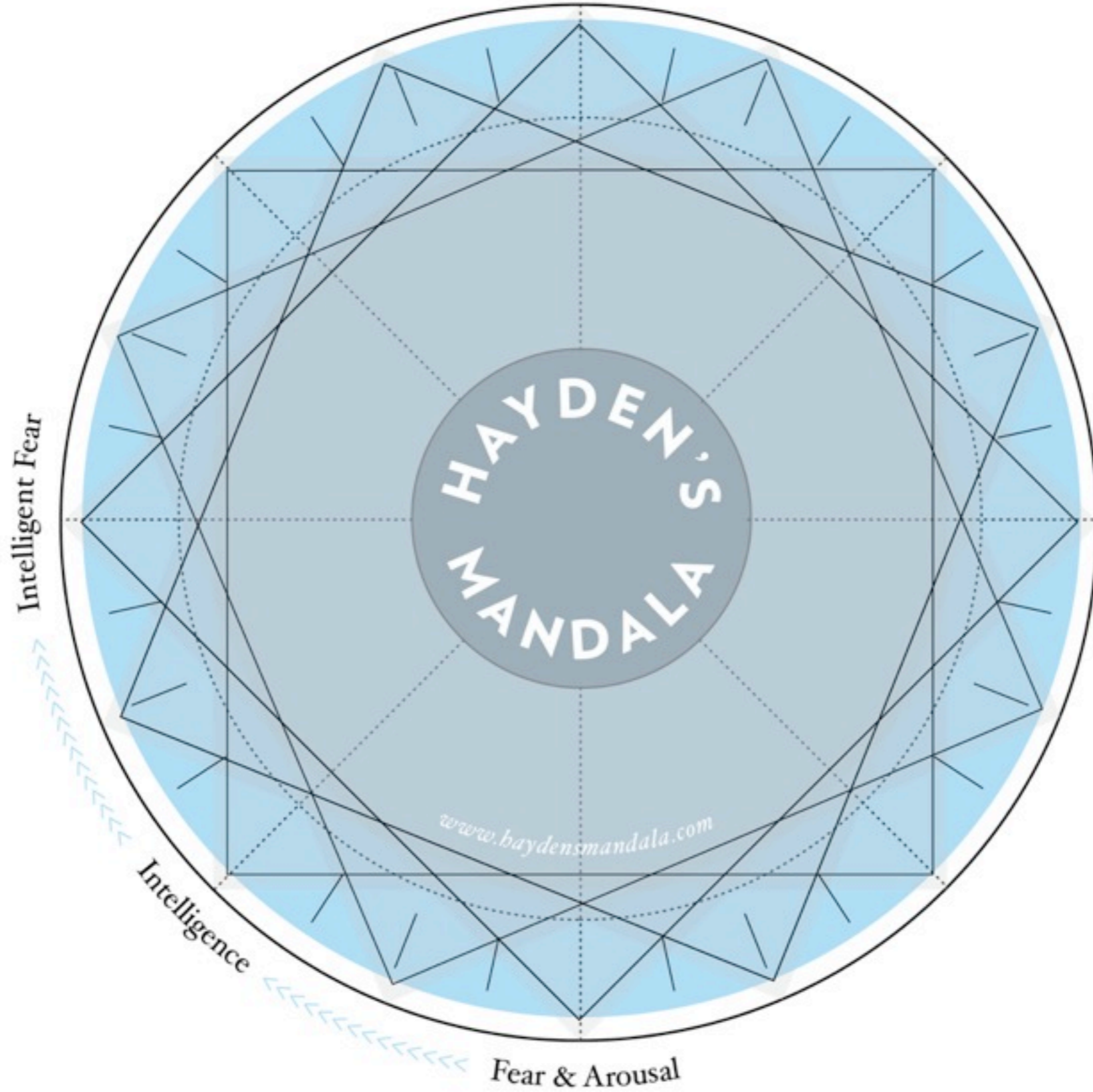


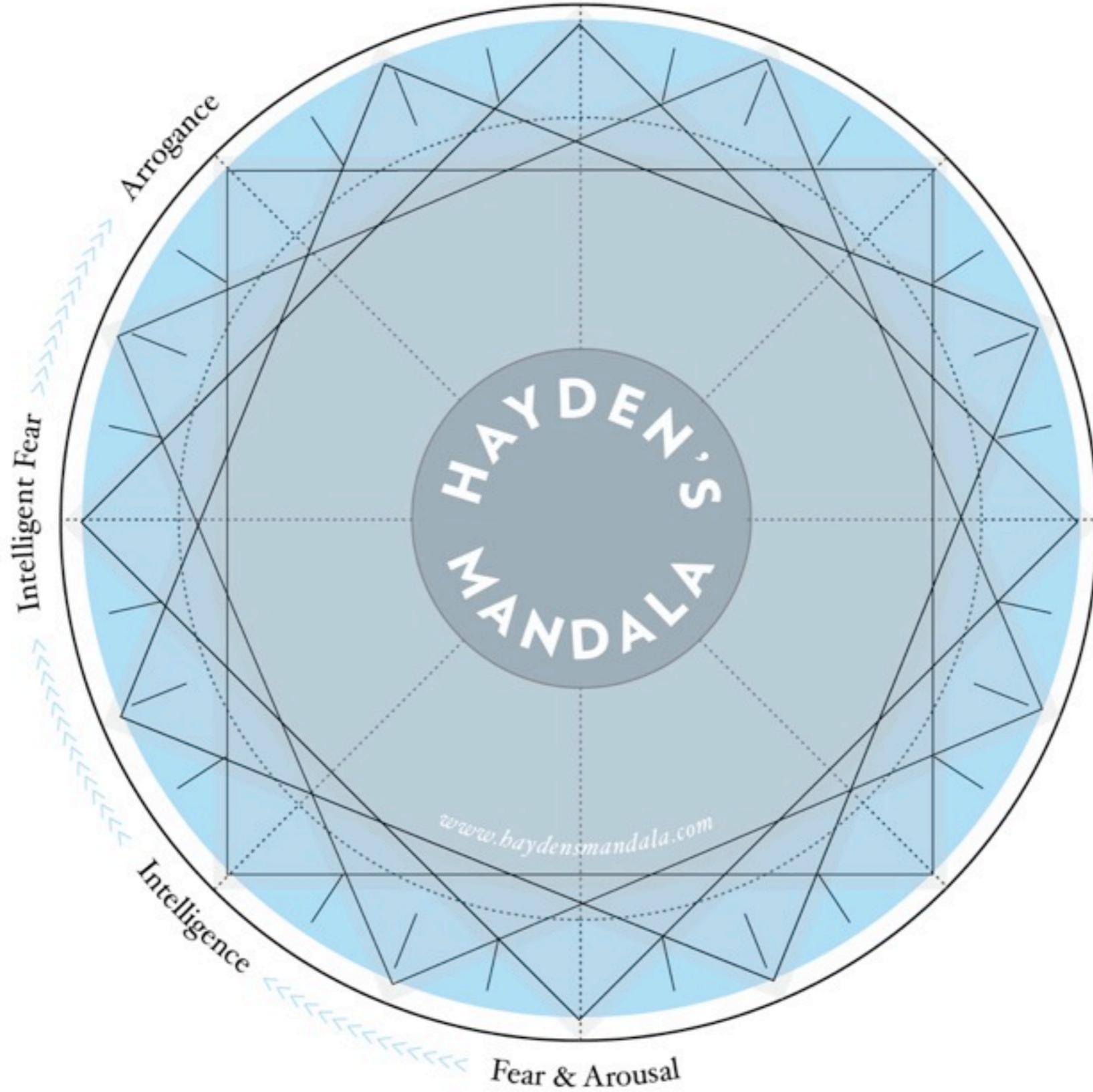
HAYDEN'S
MANDALA

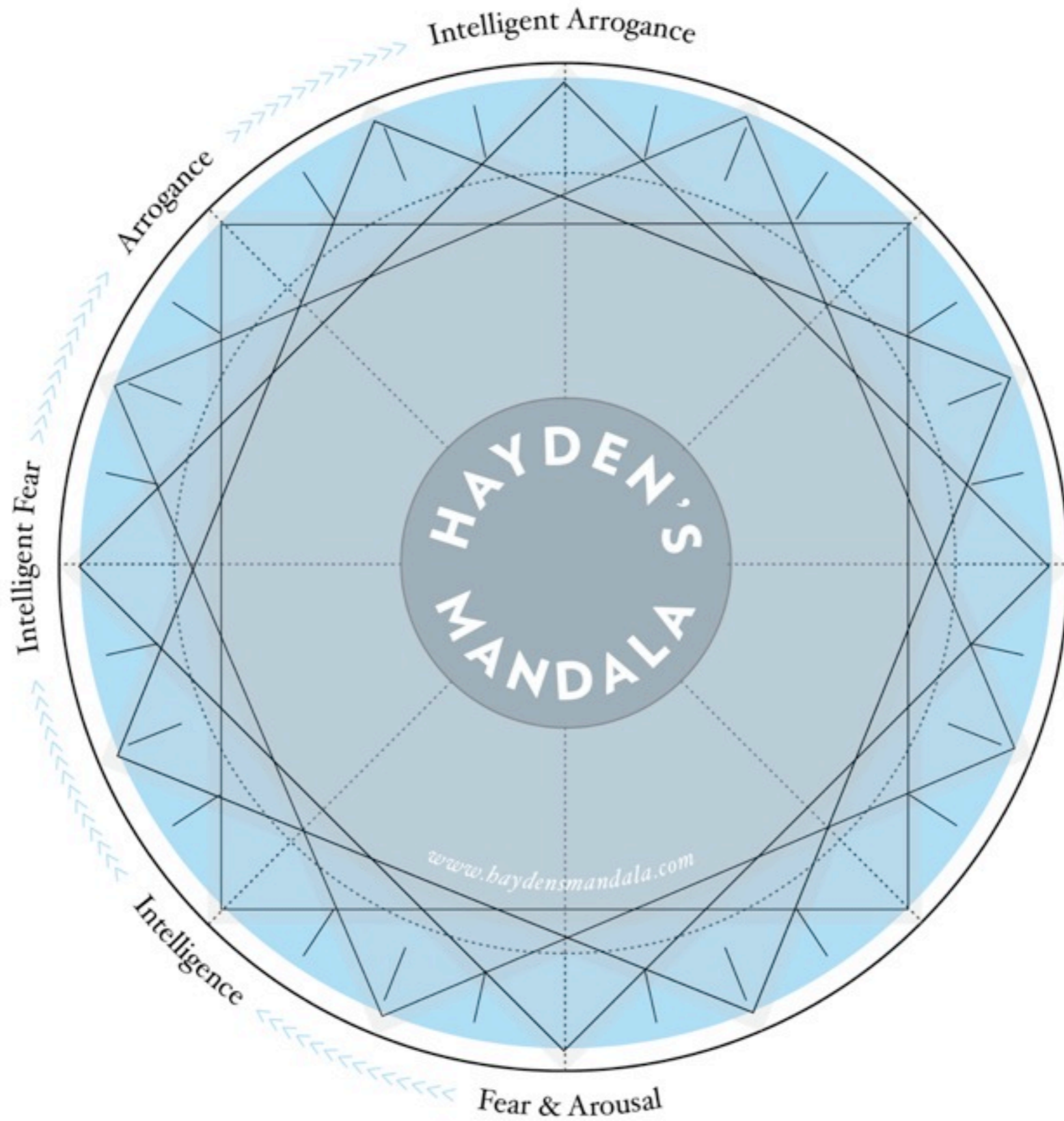
www.haydensmandala.com

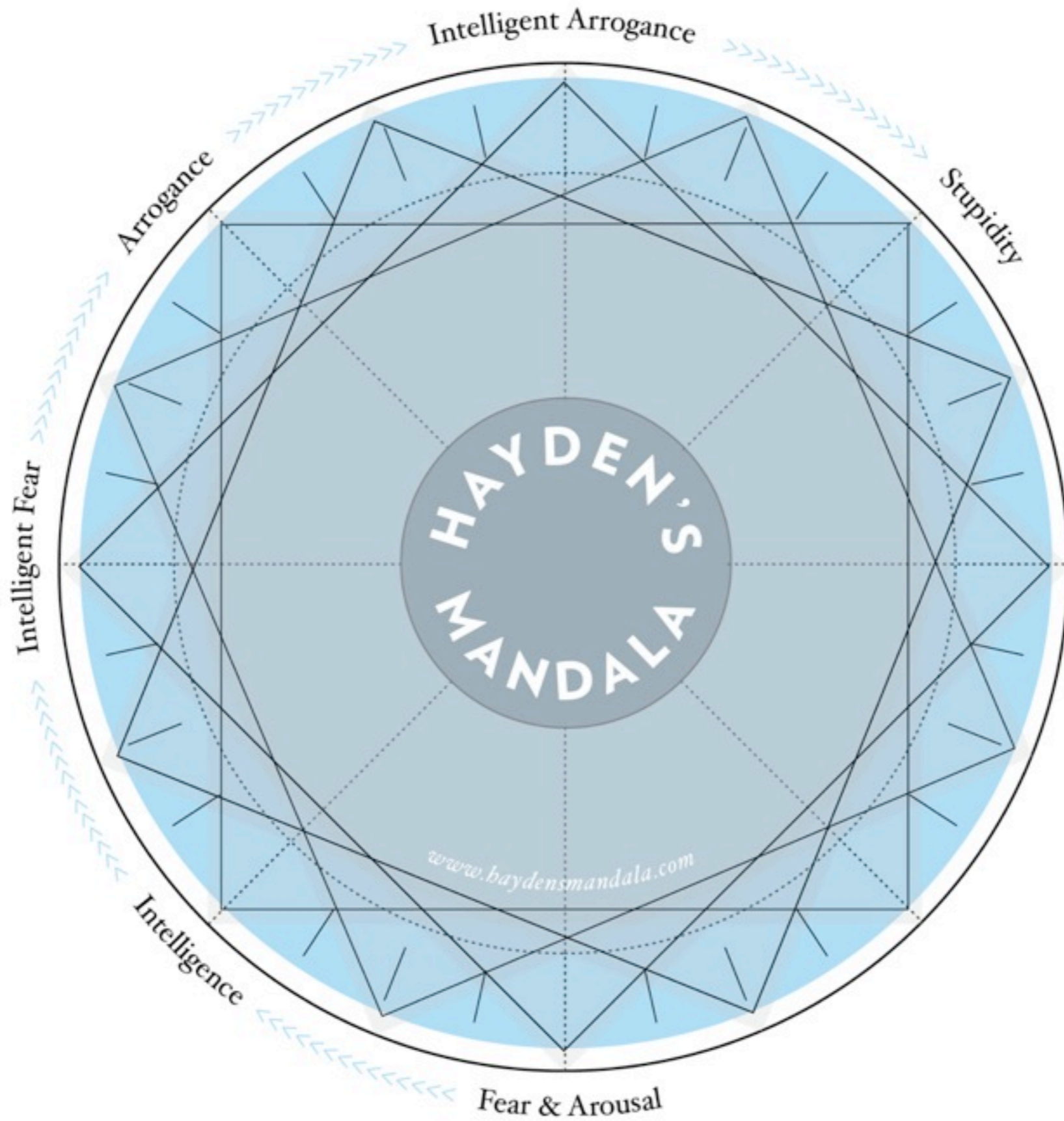
Intelligence

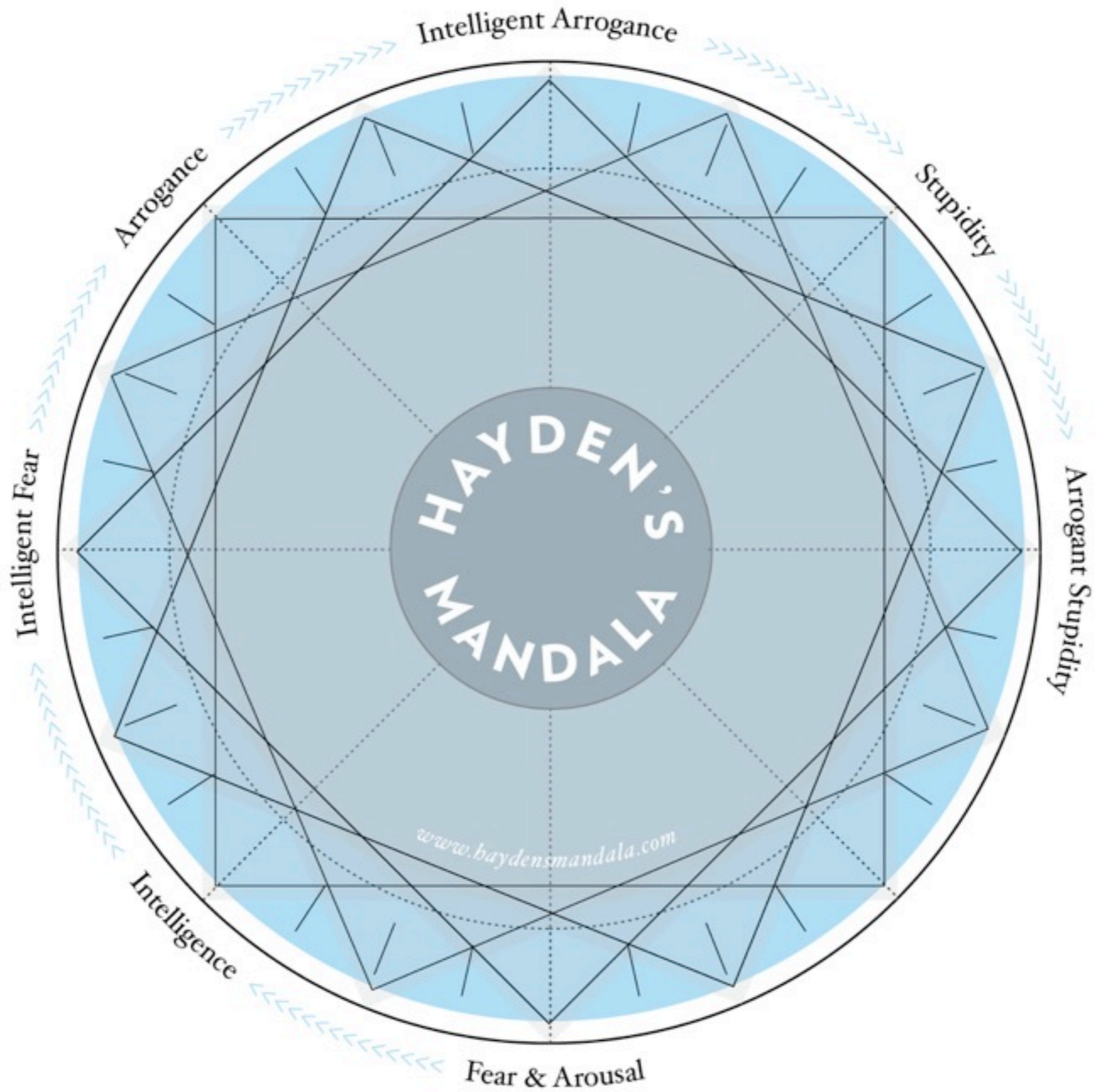
Fear & Arousal

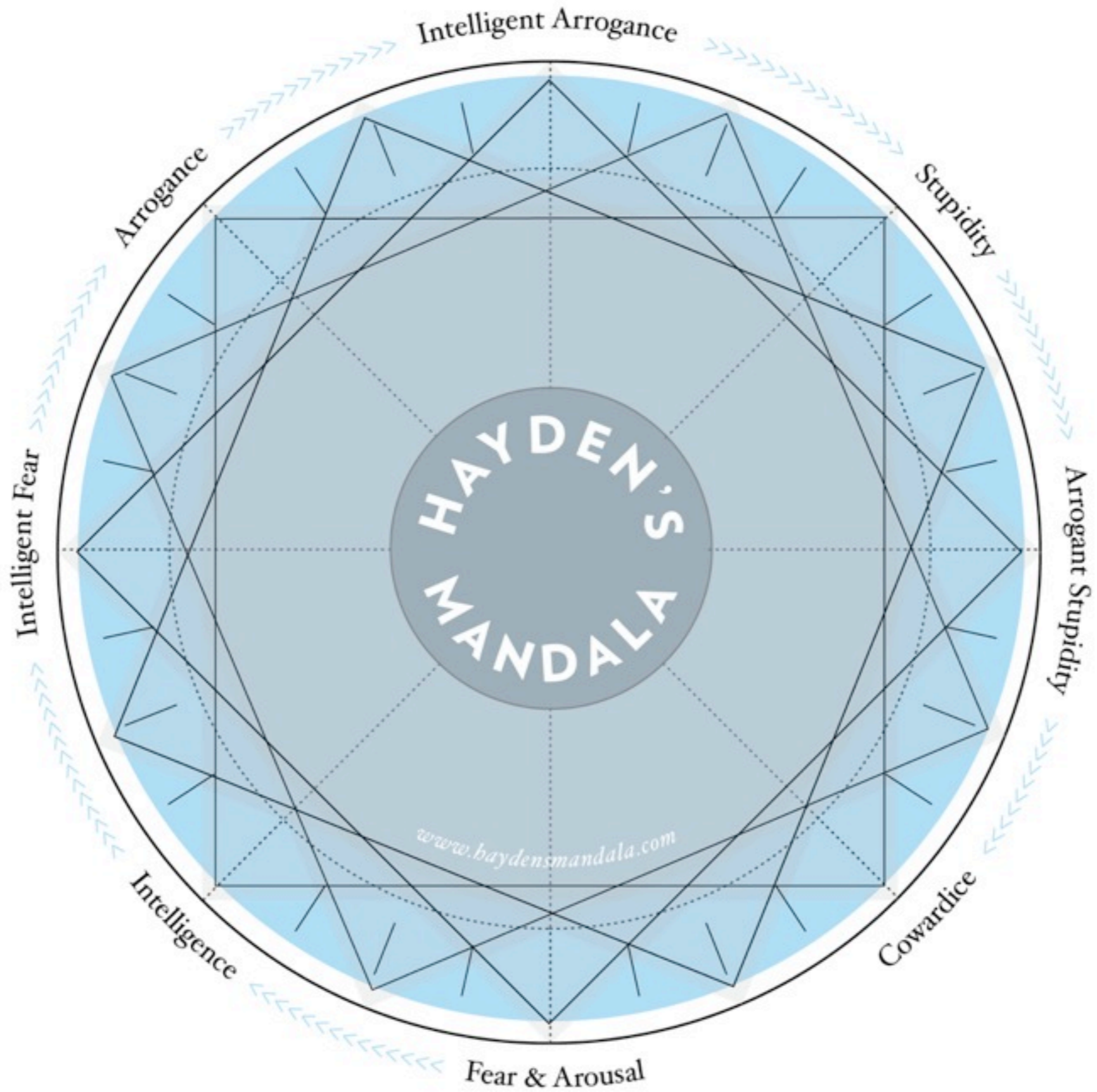


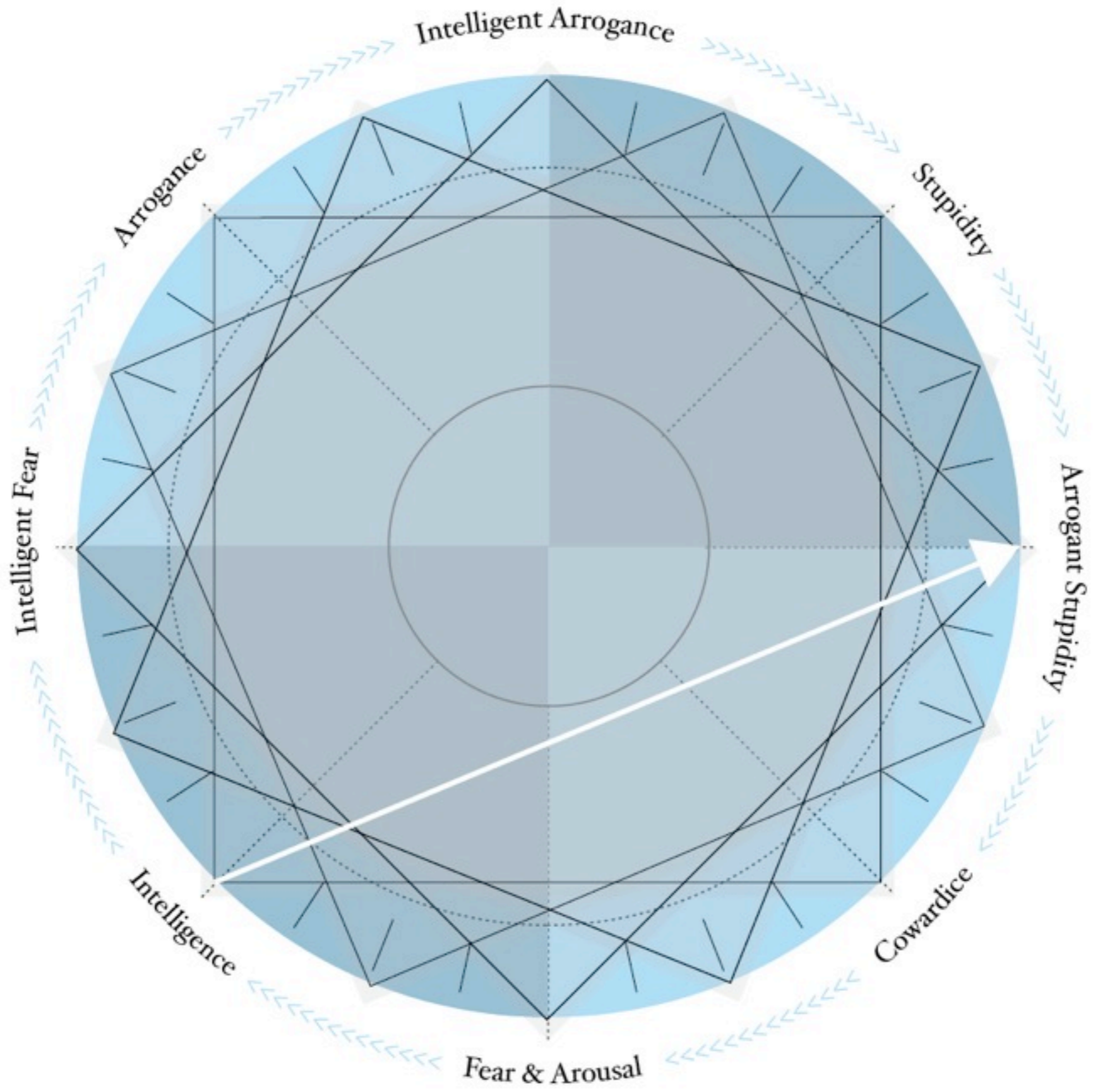


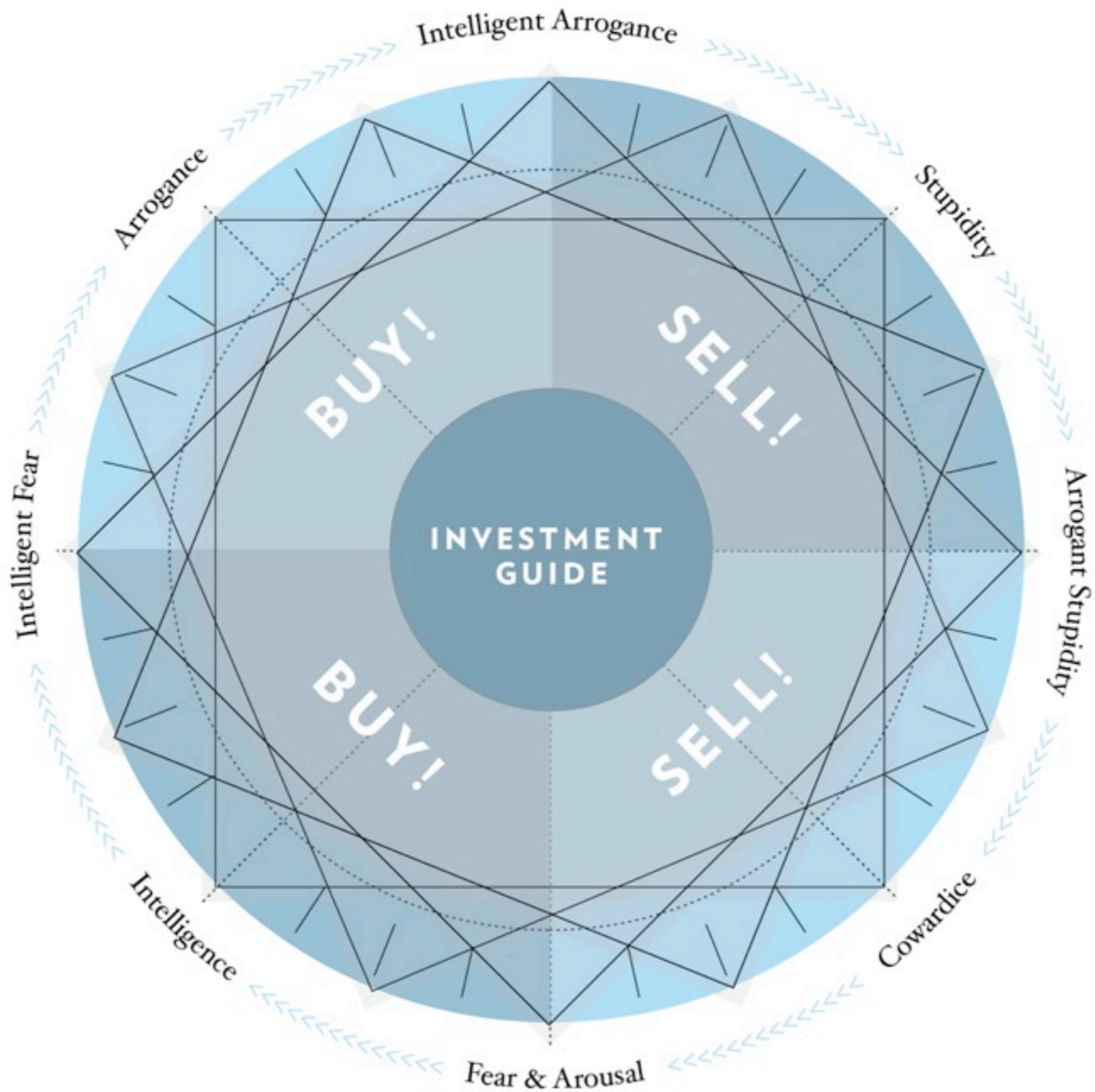


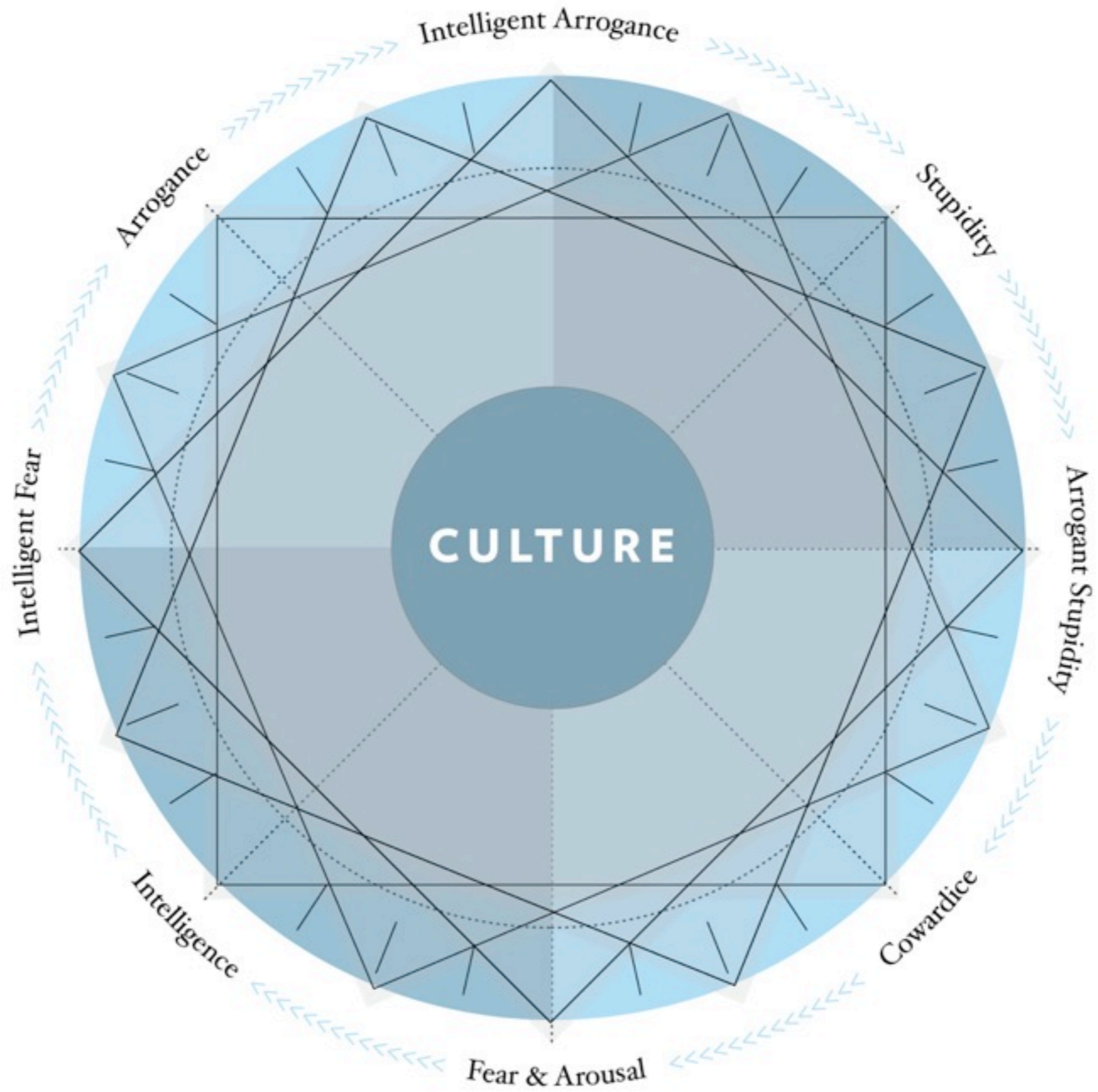


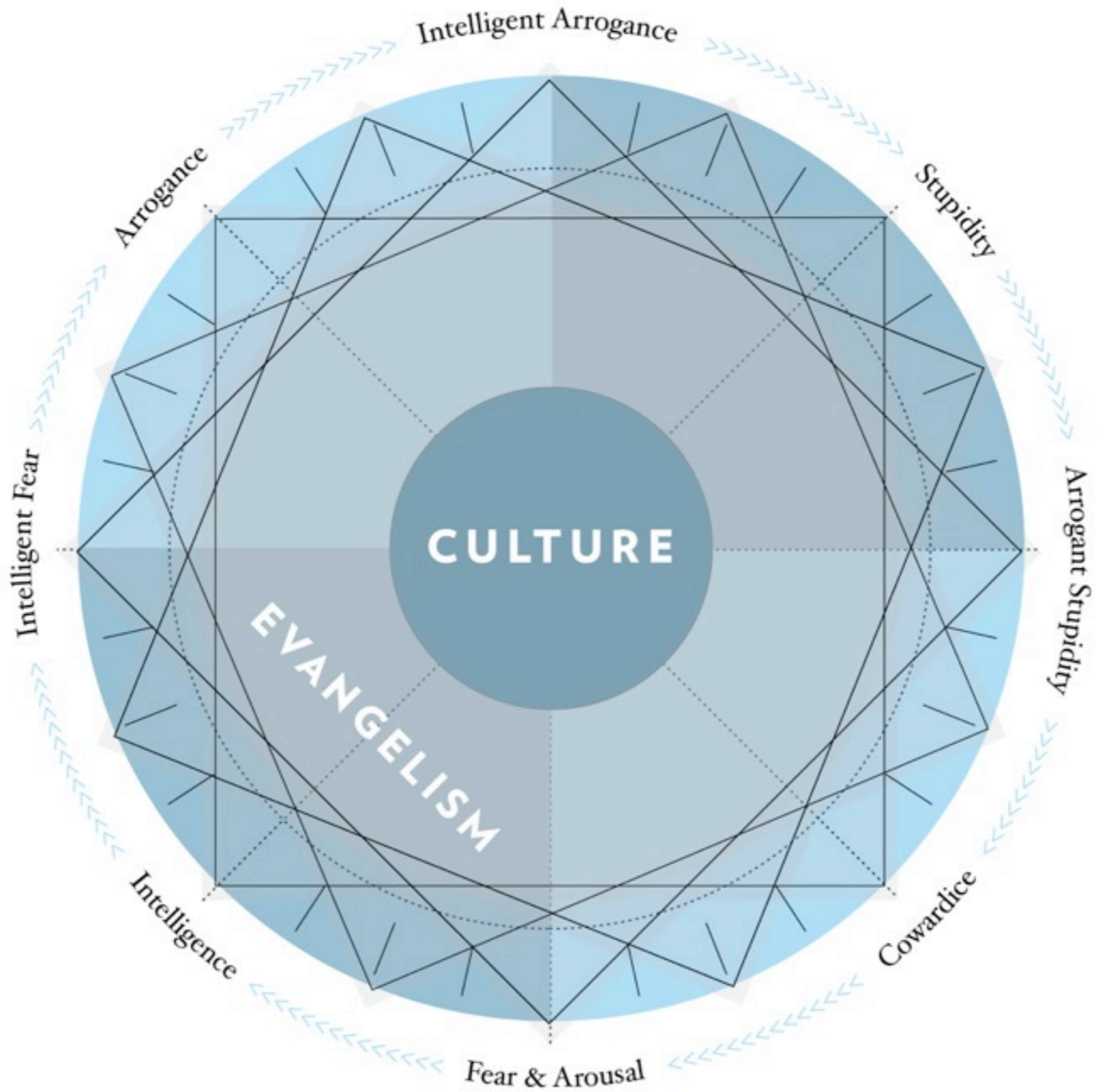


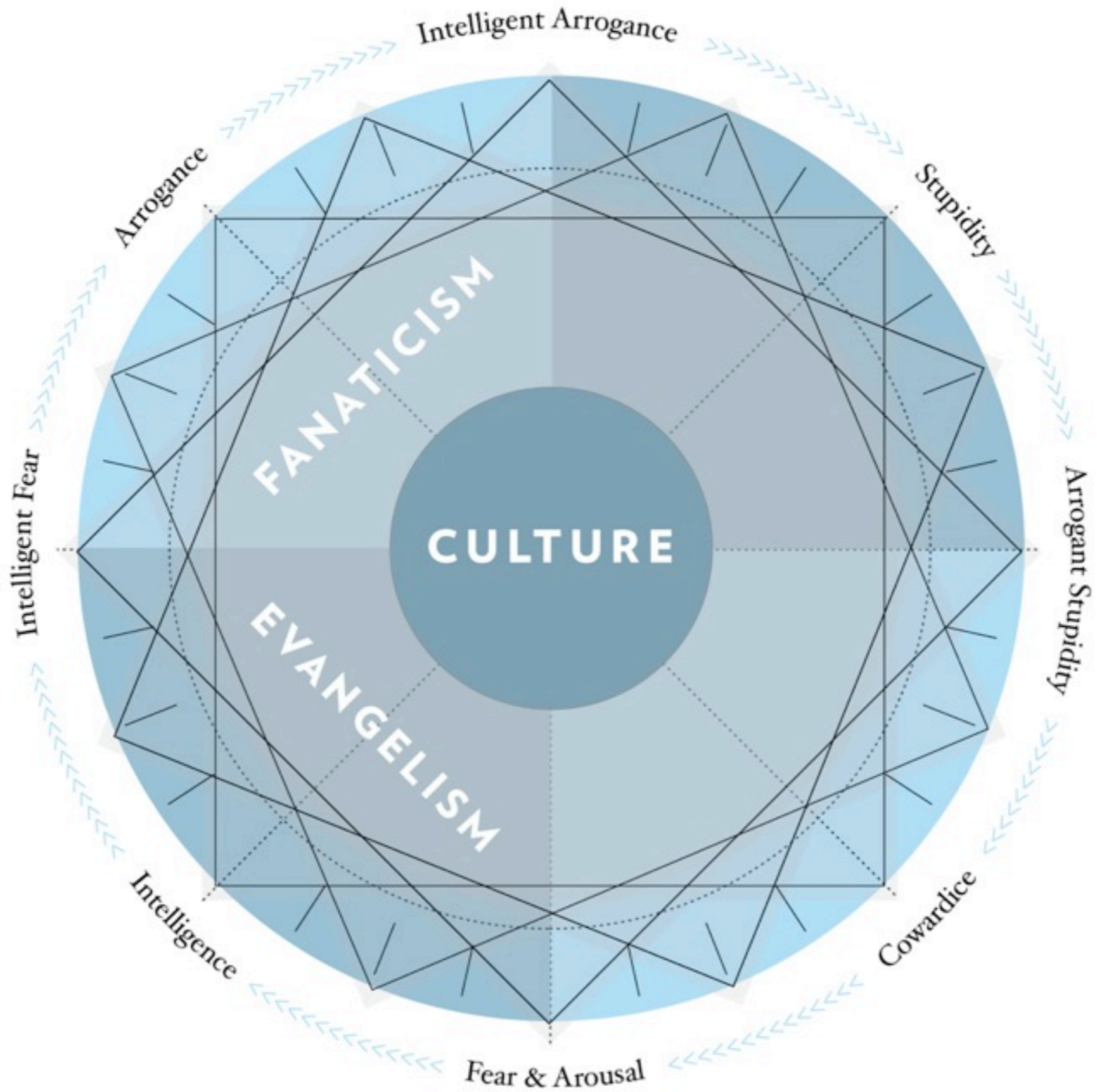


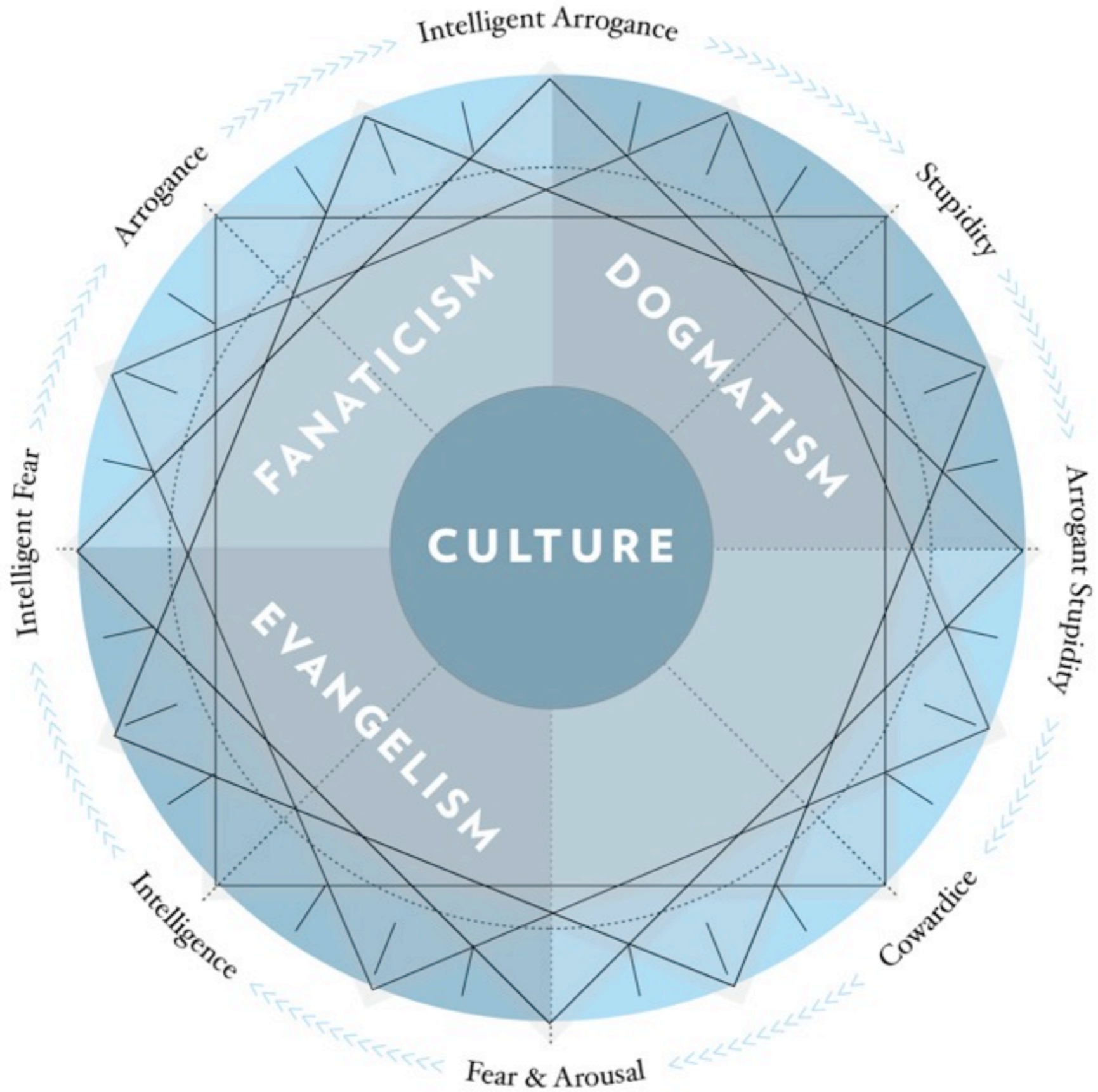


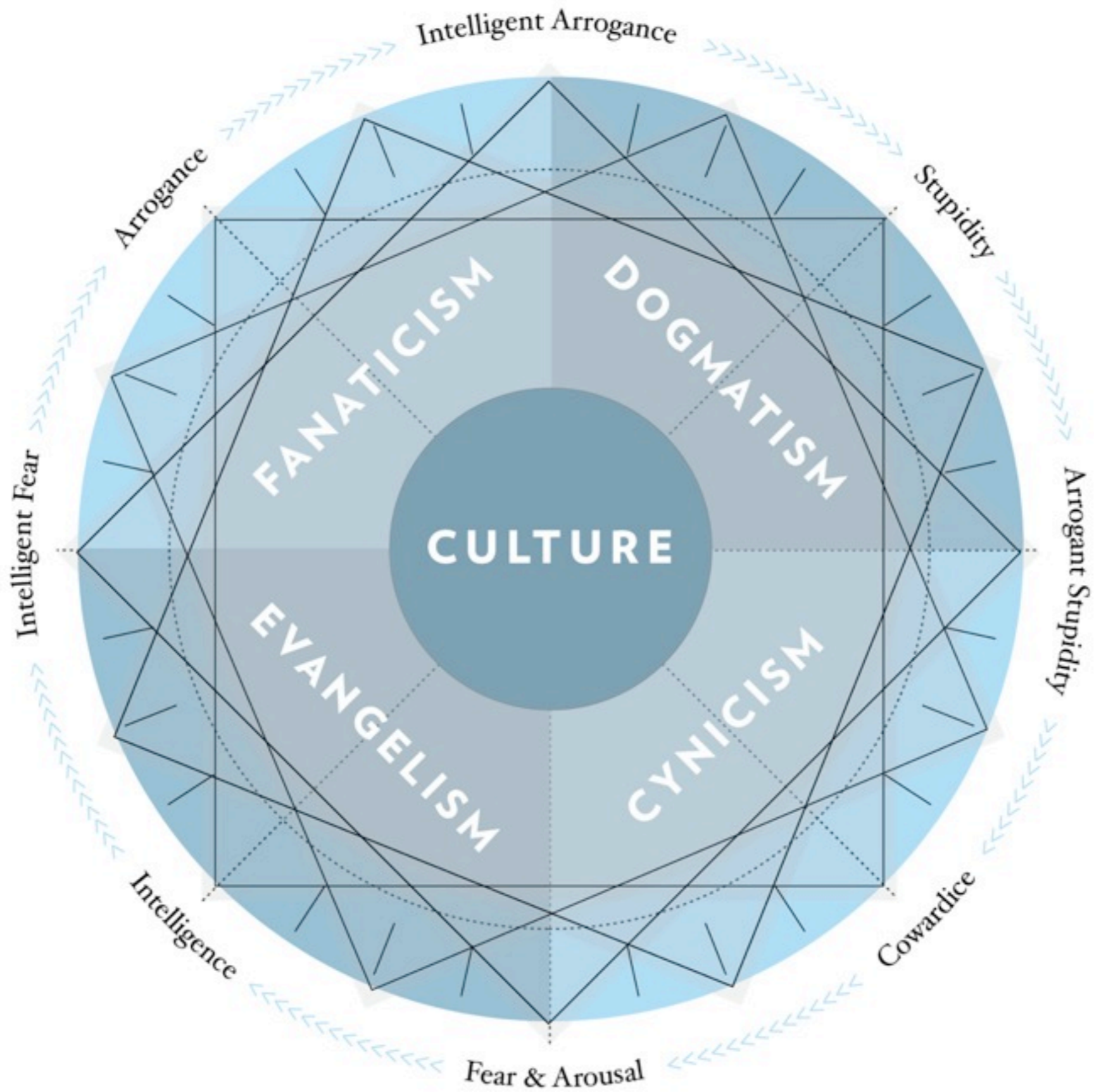


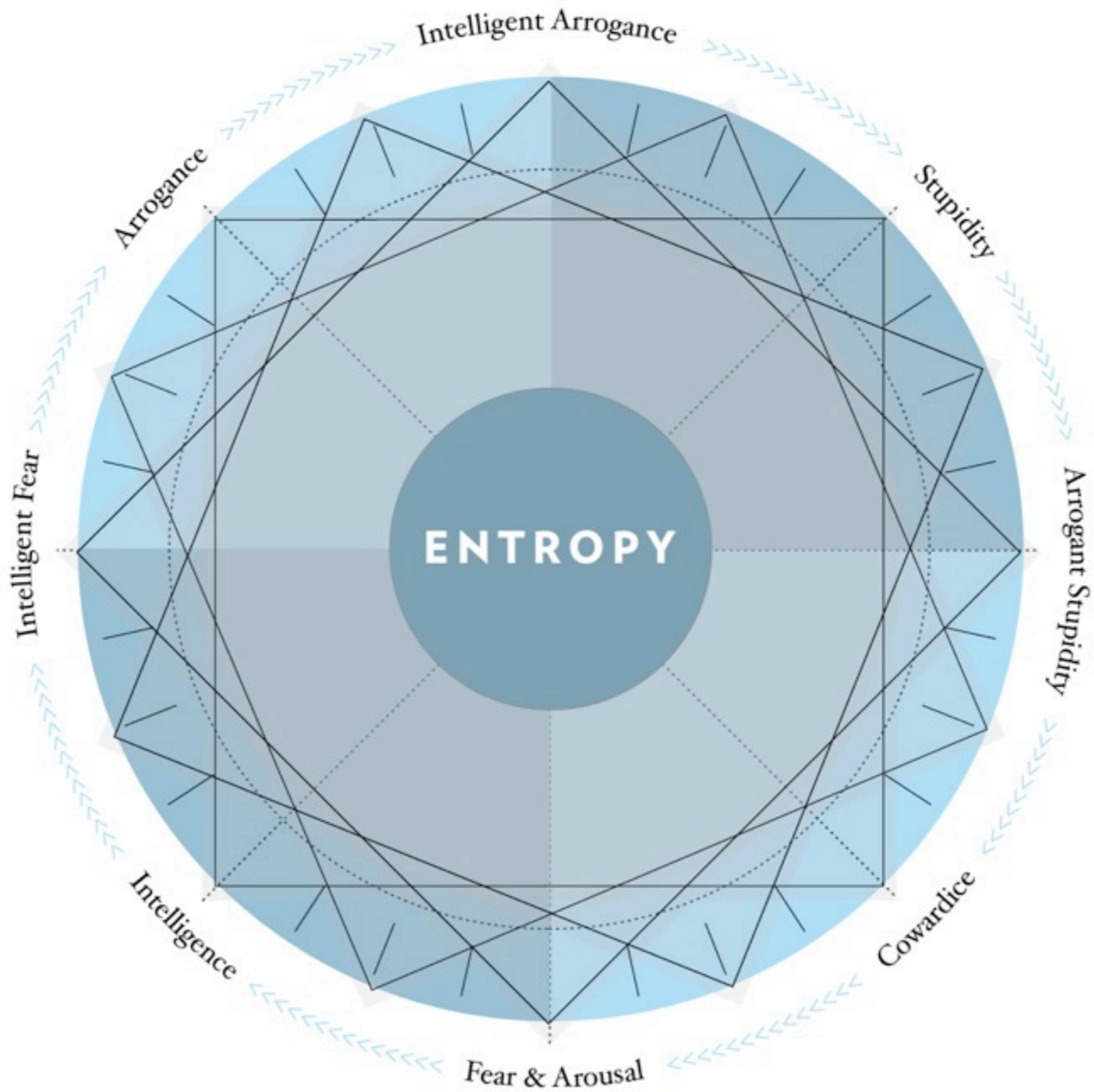


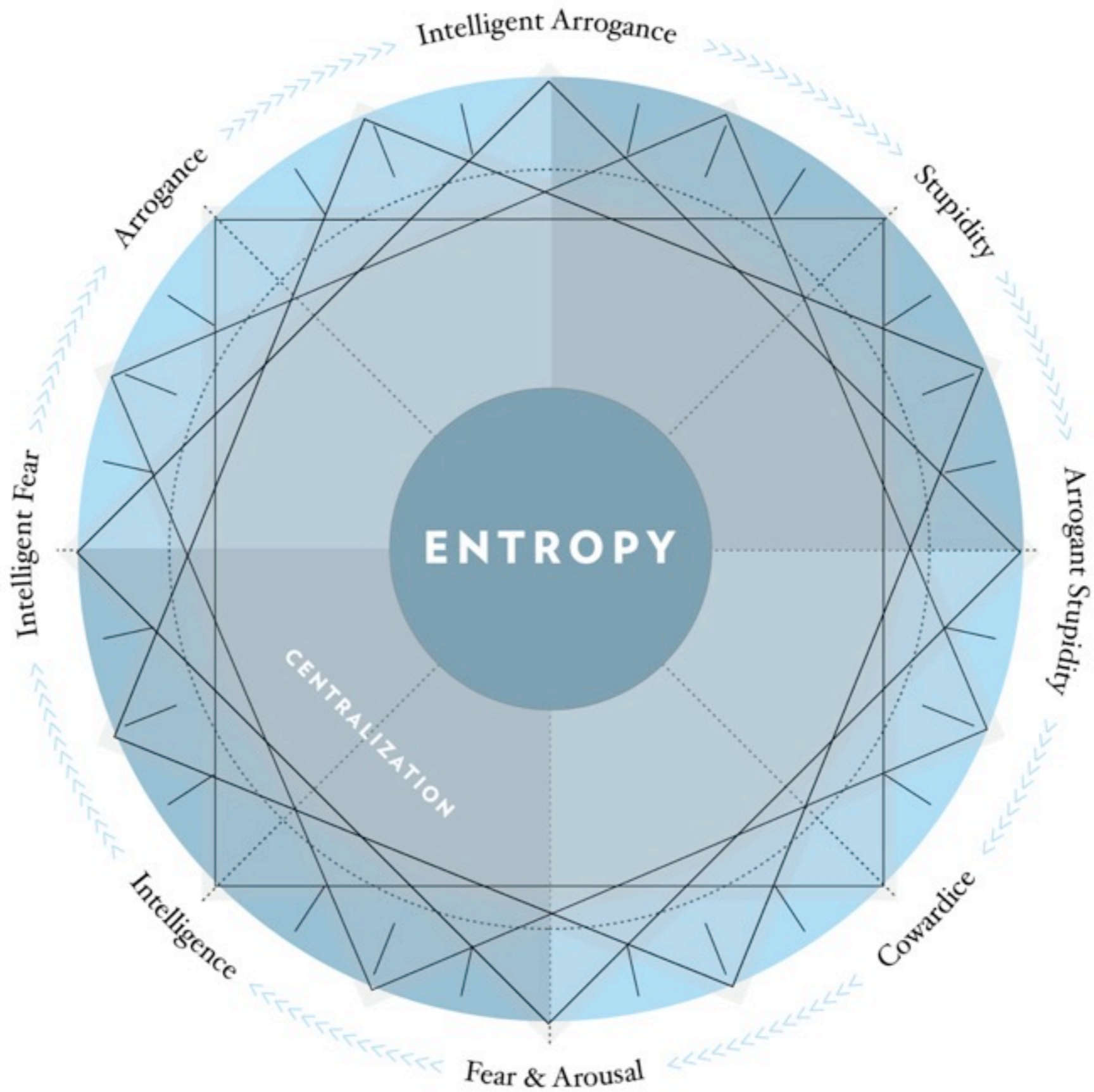


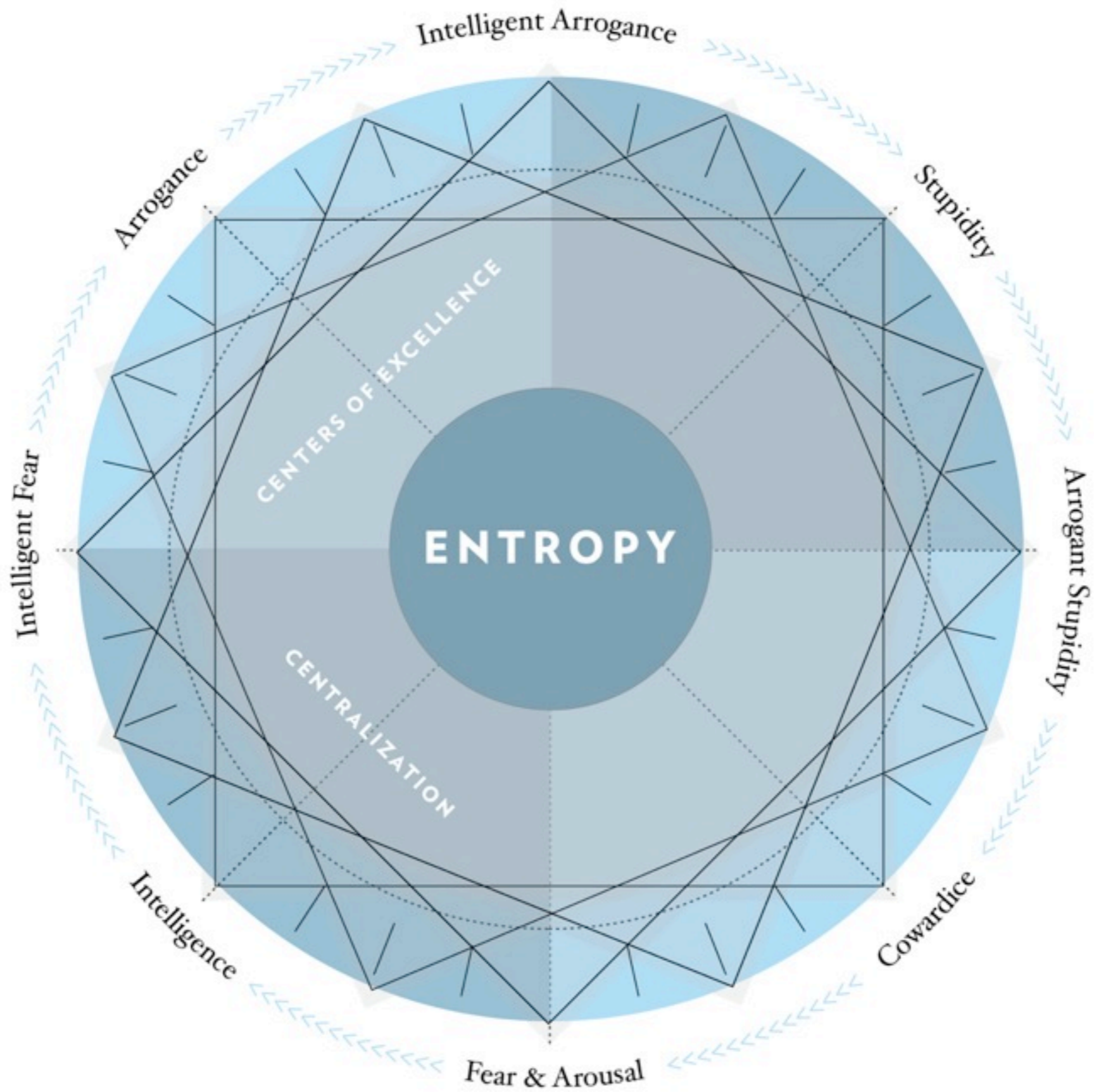


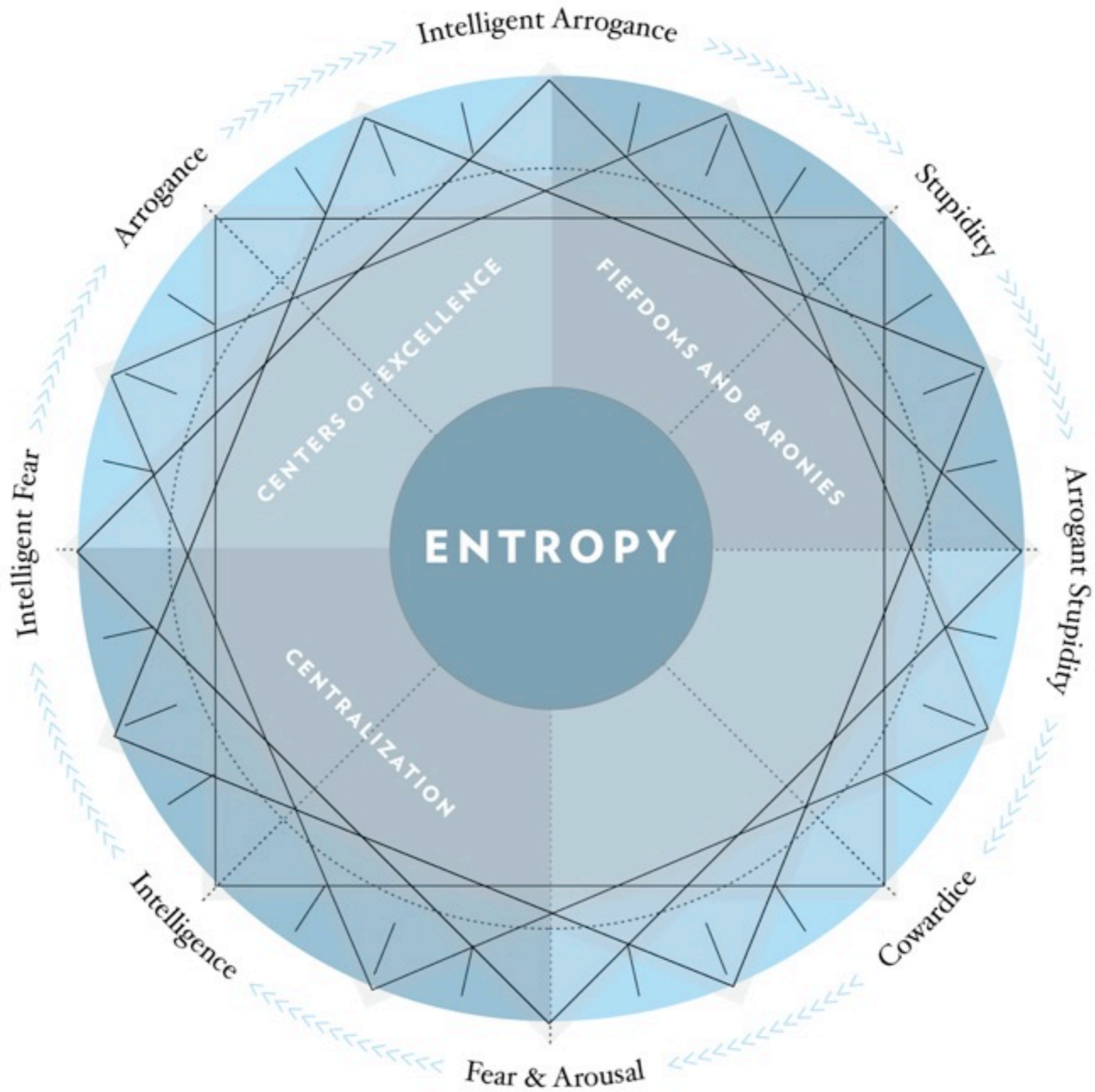


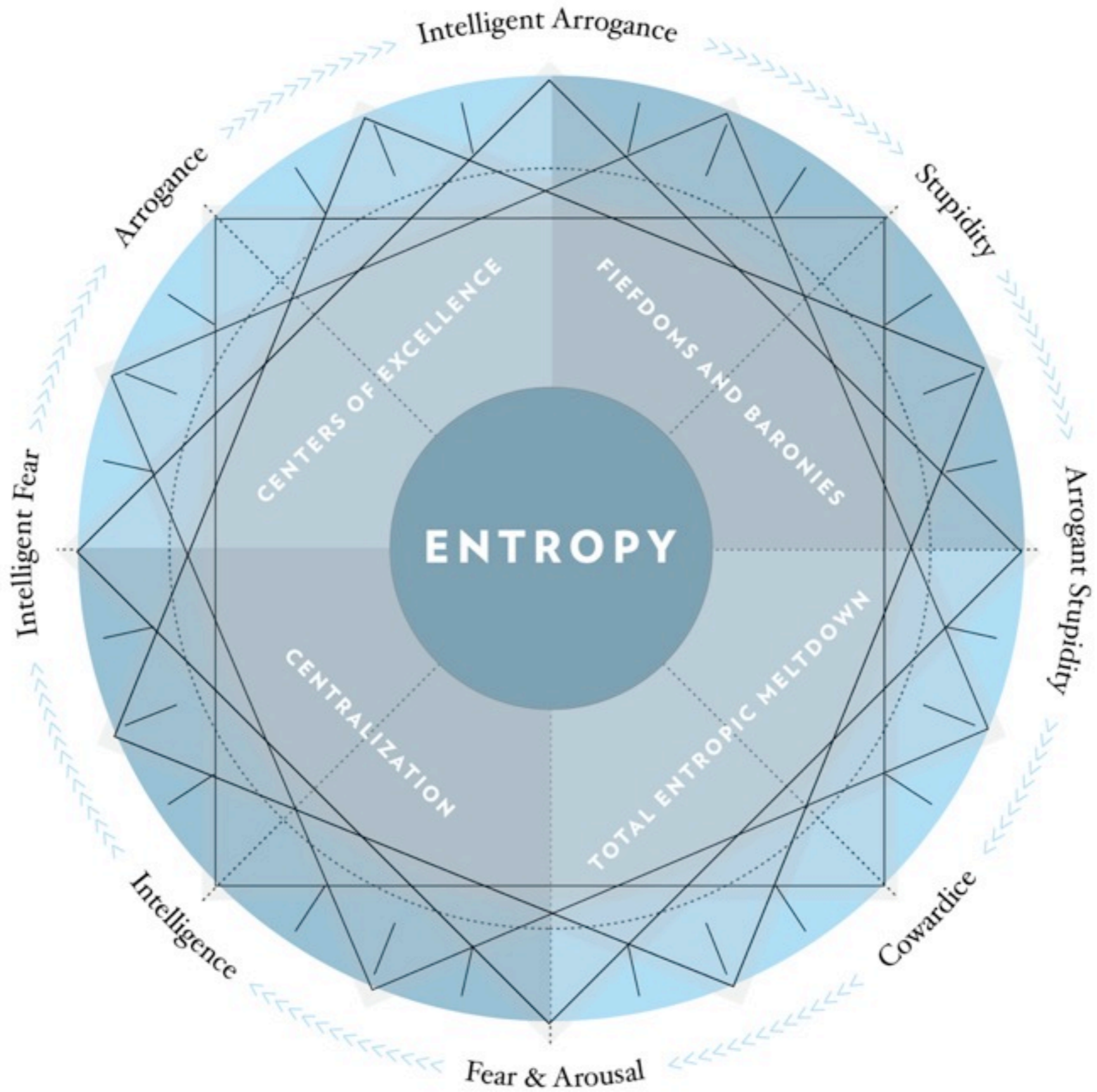


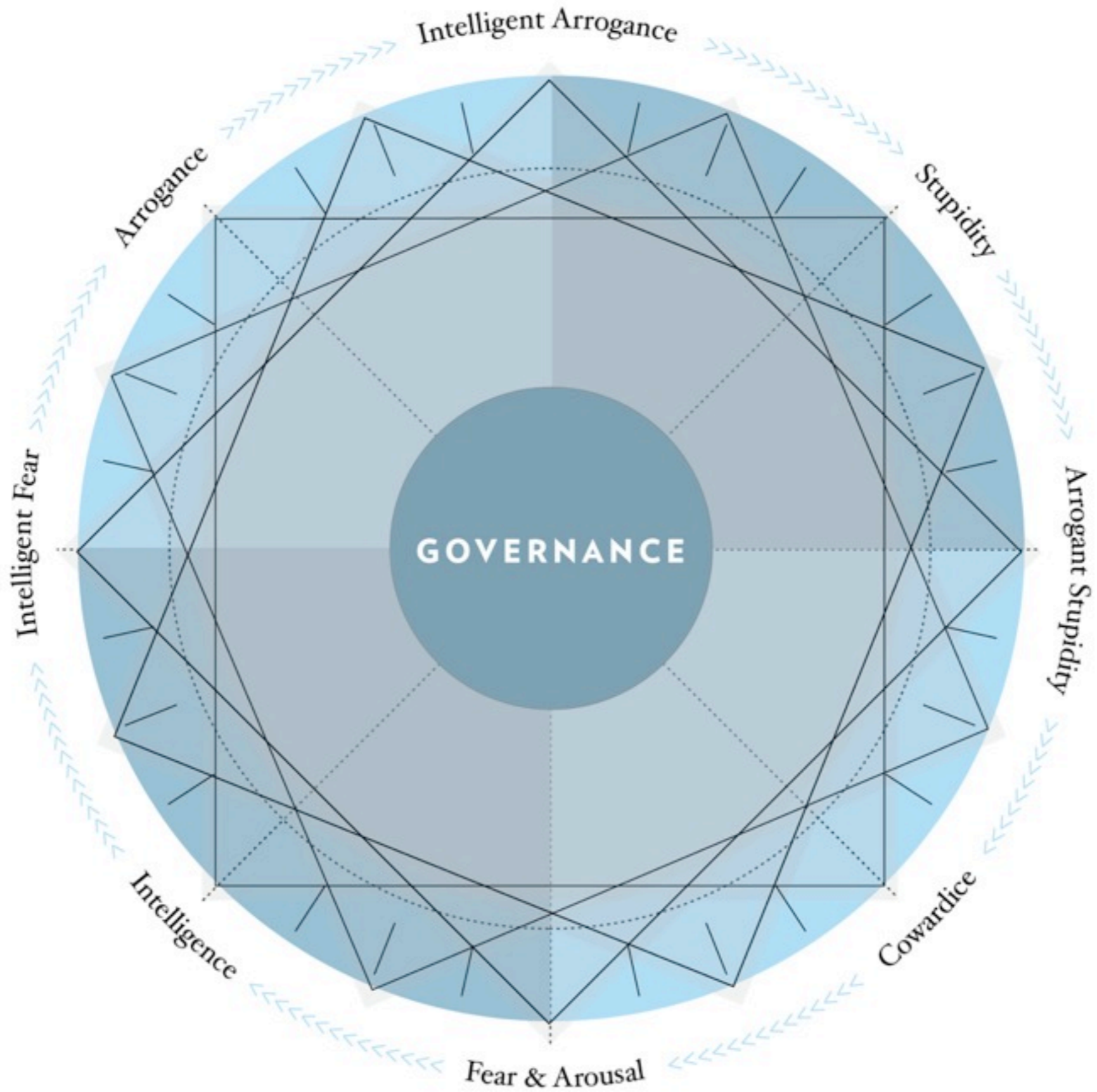


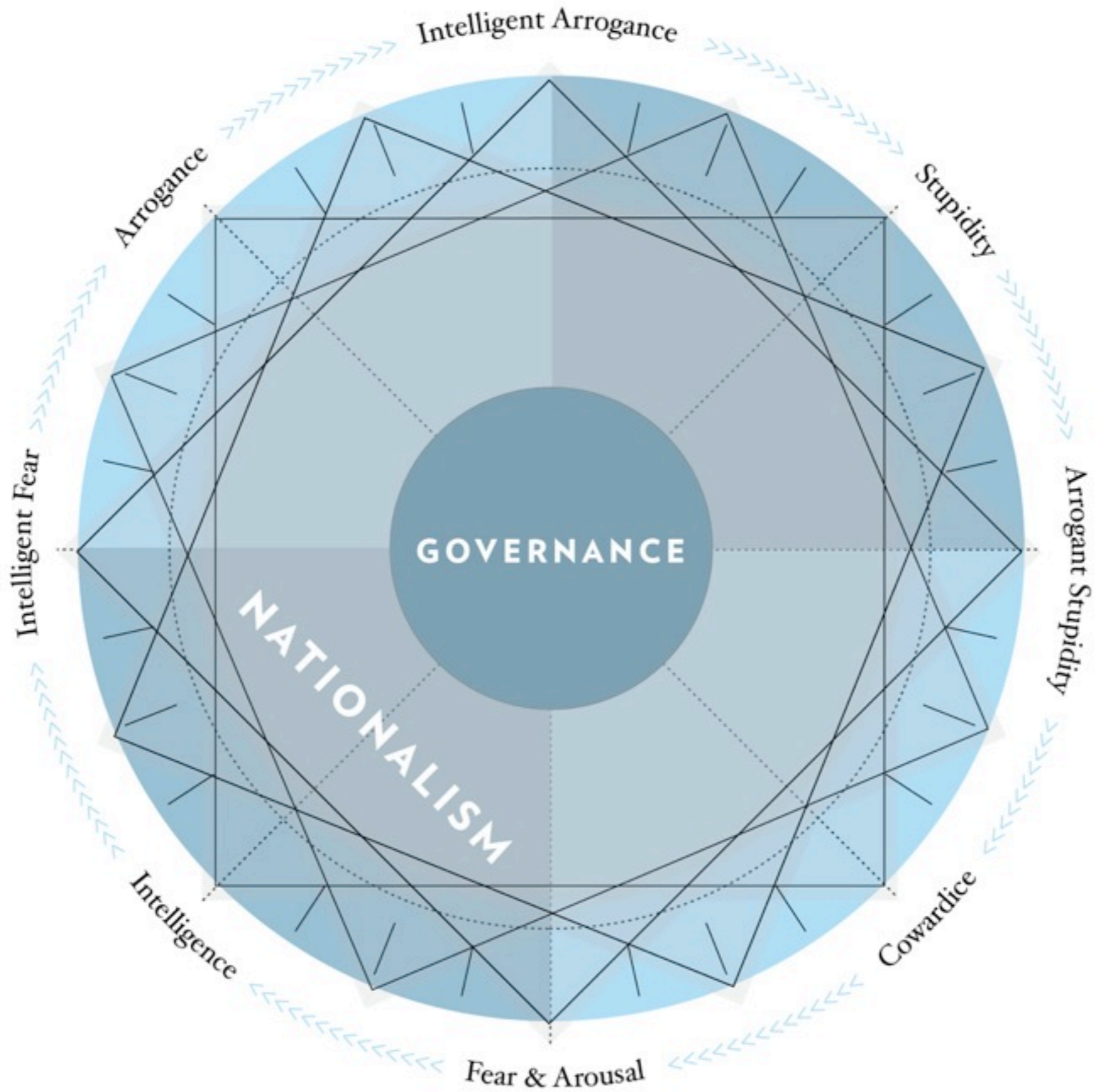


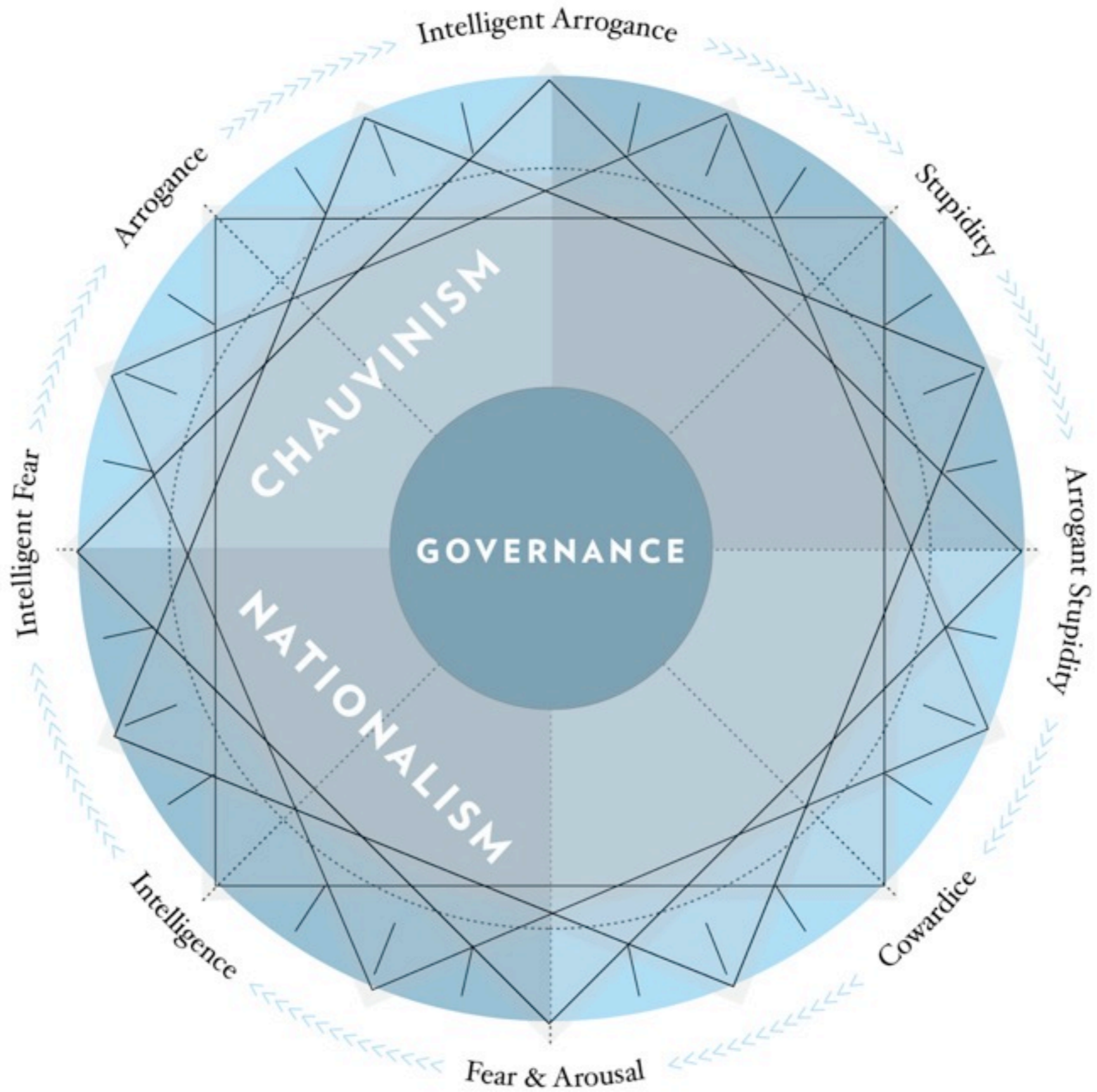


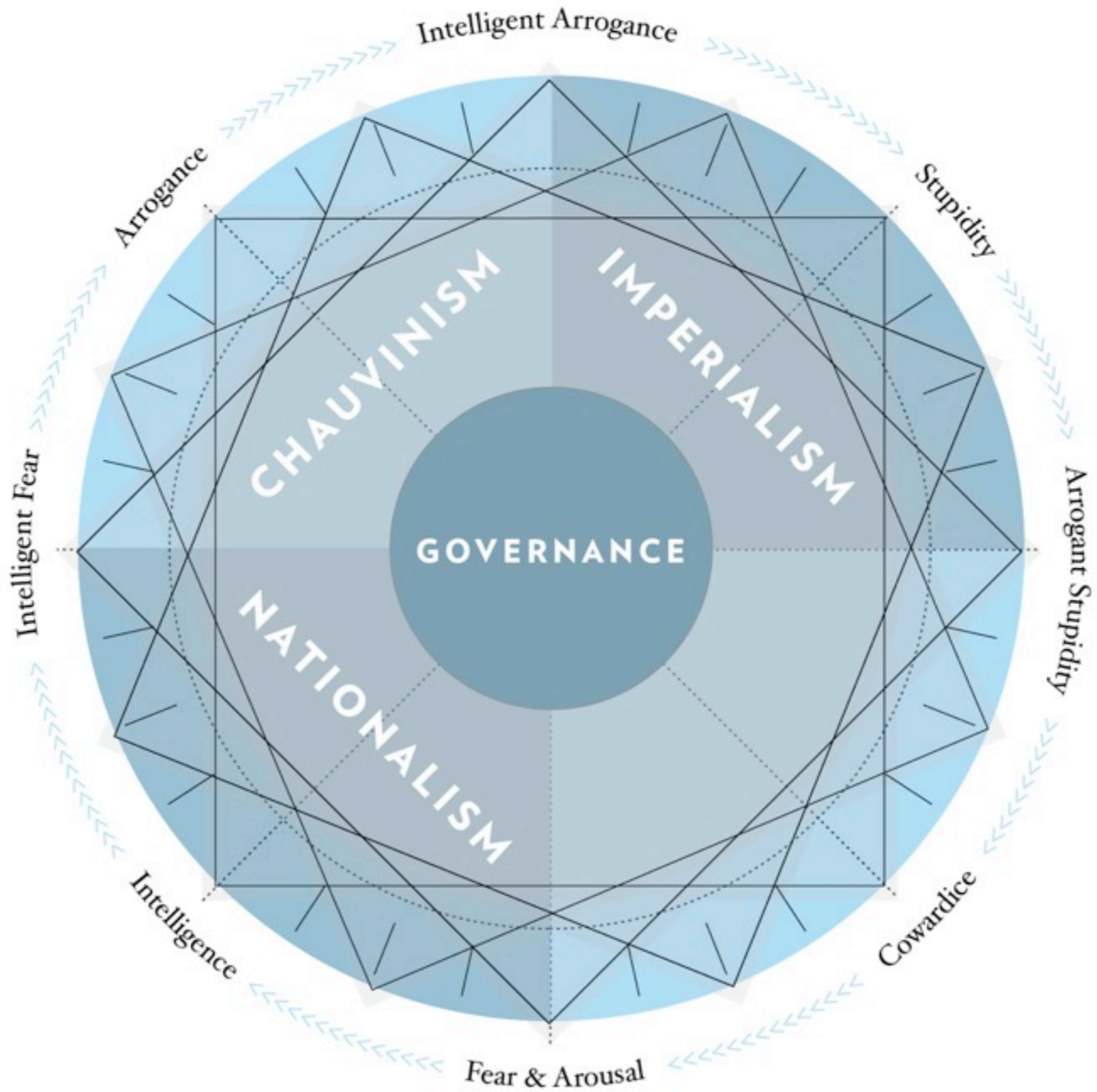


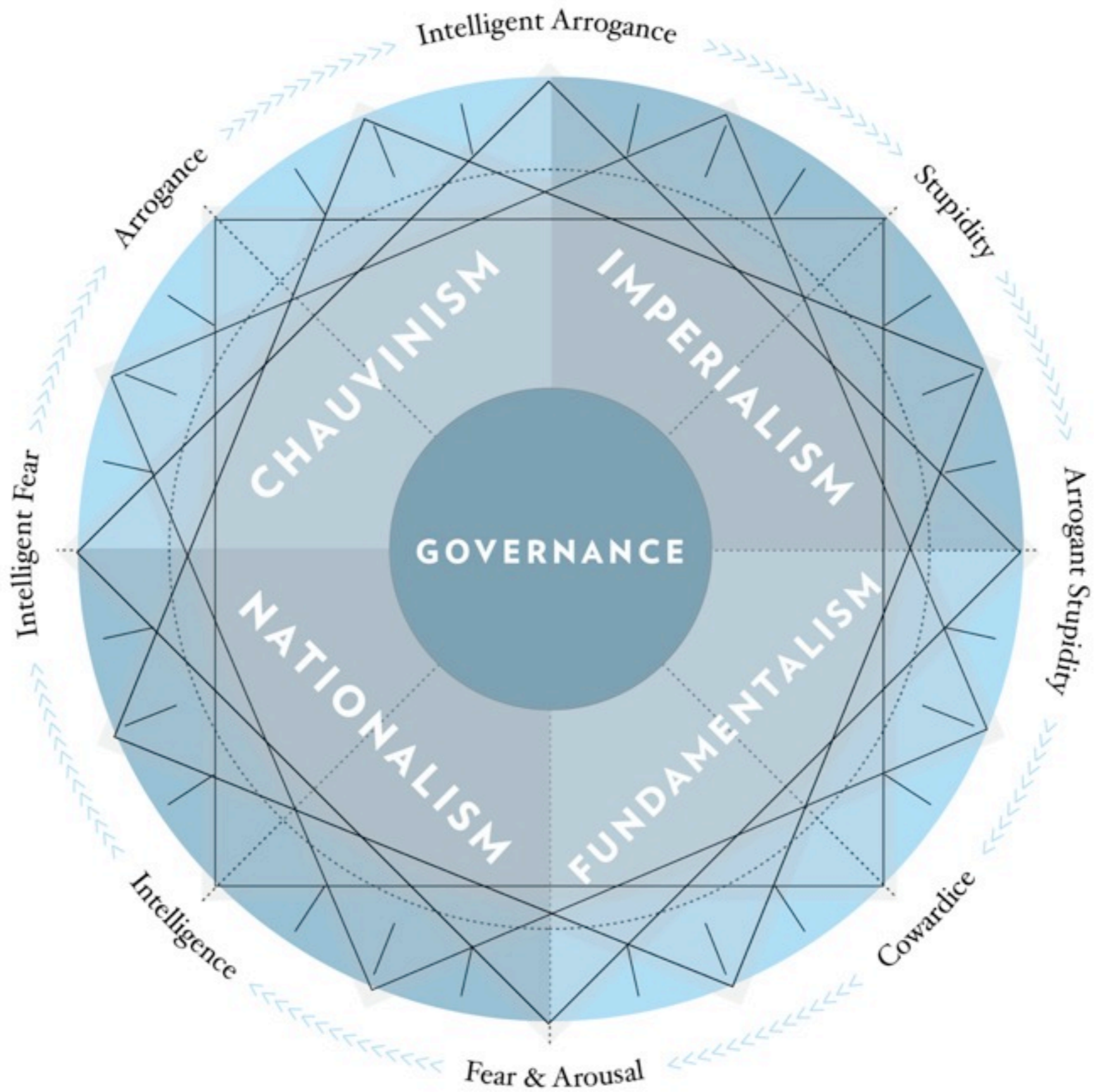


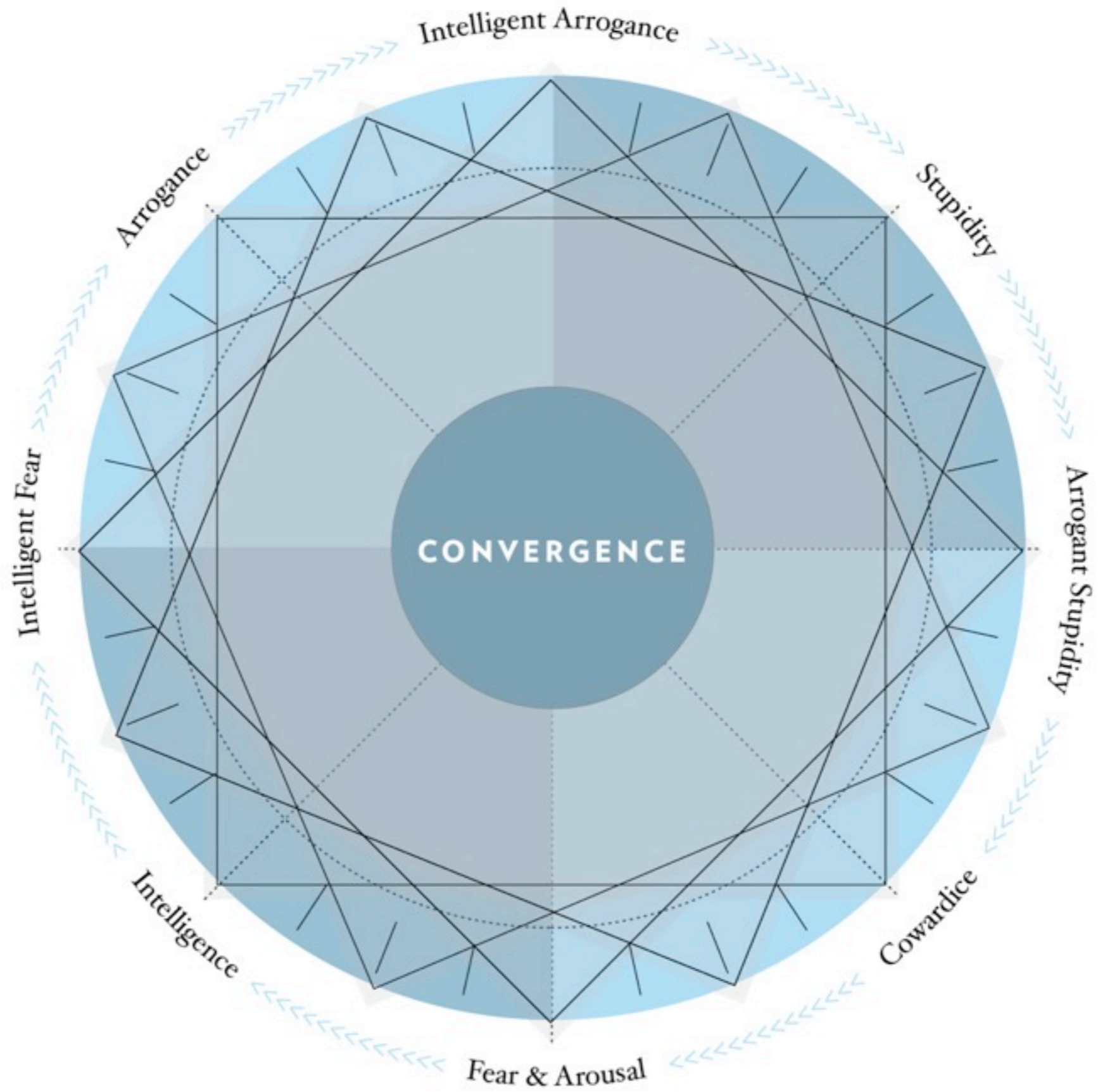


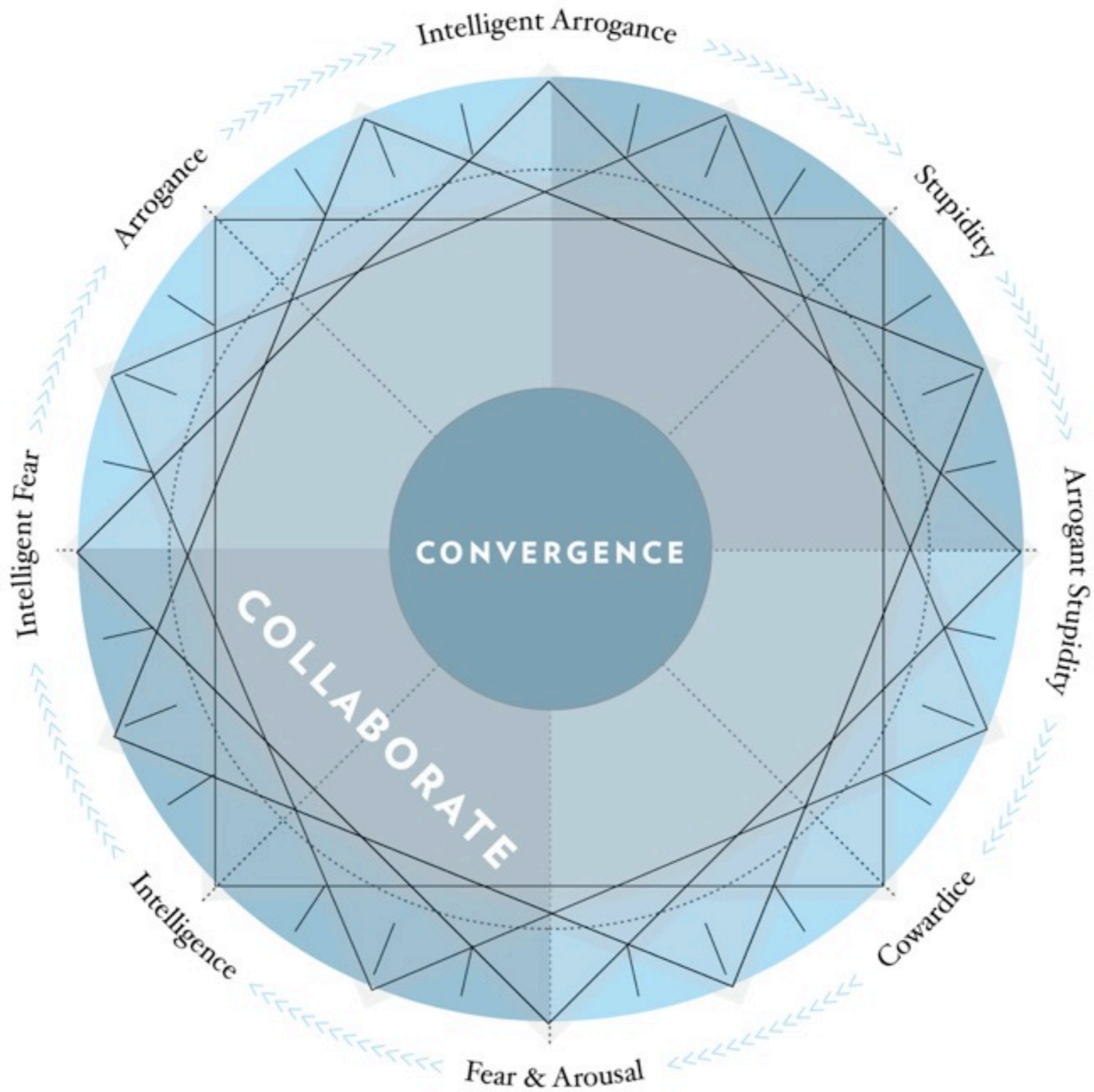


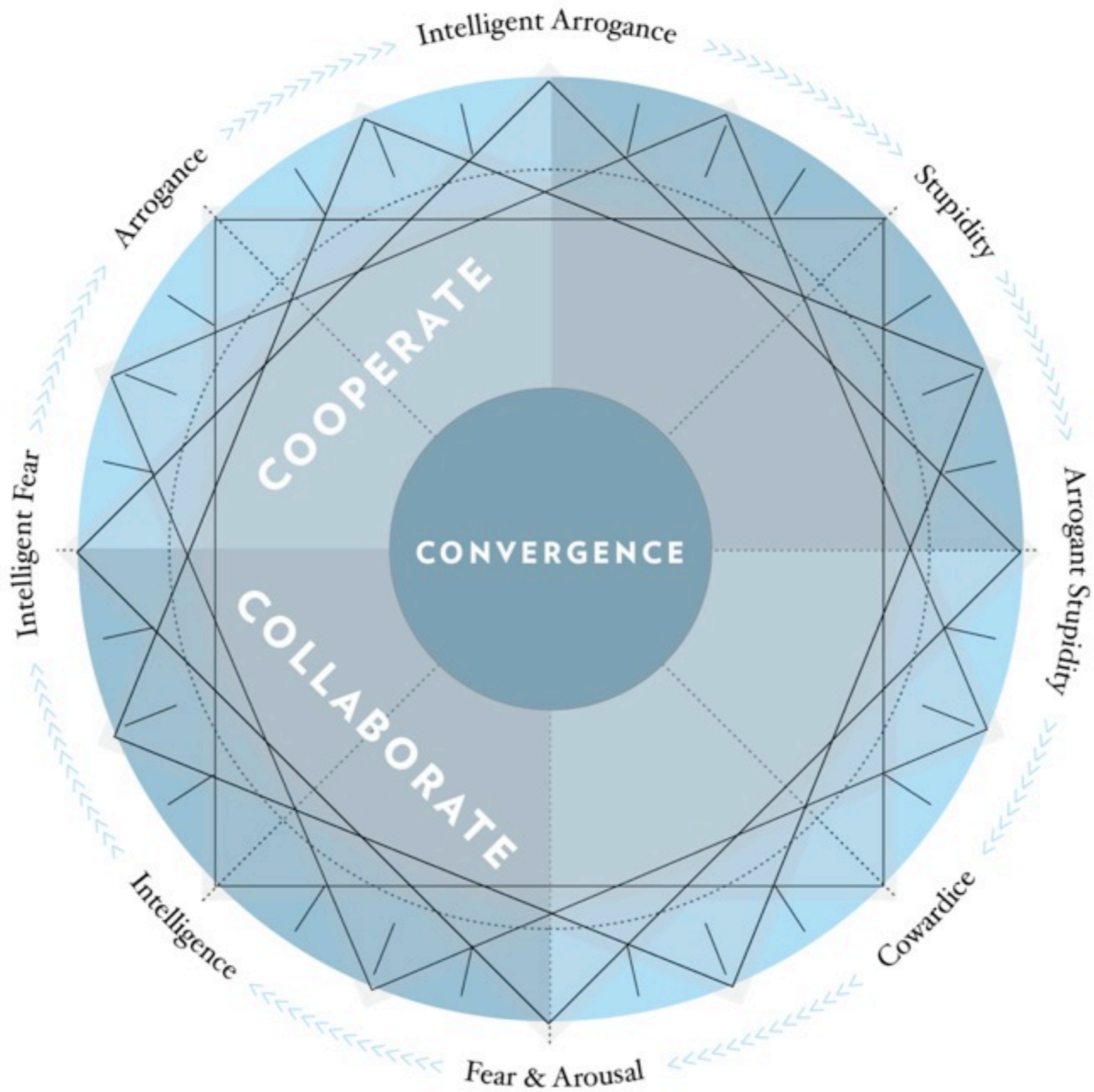


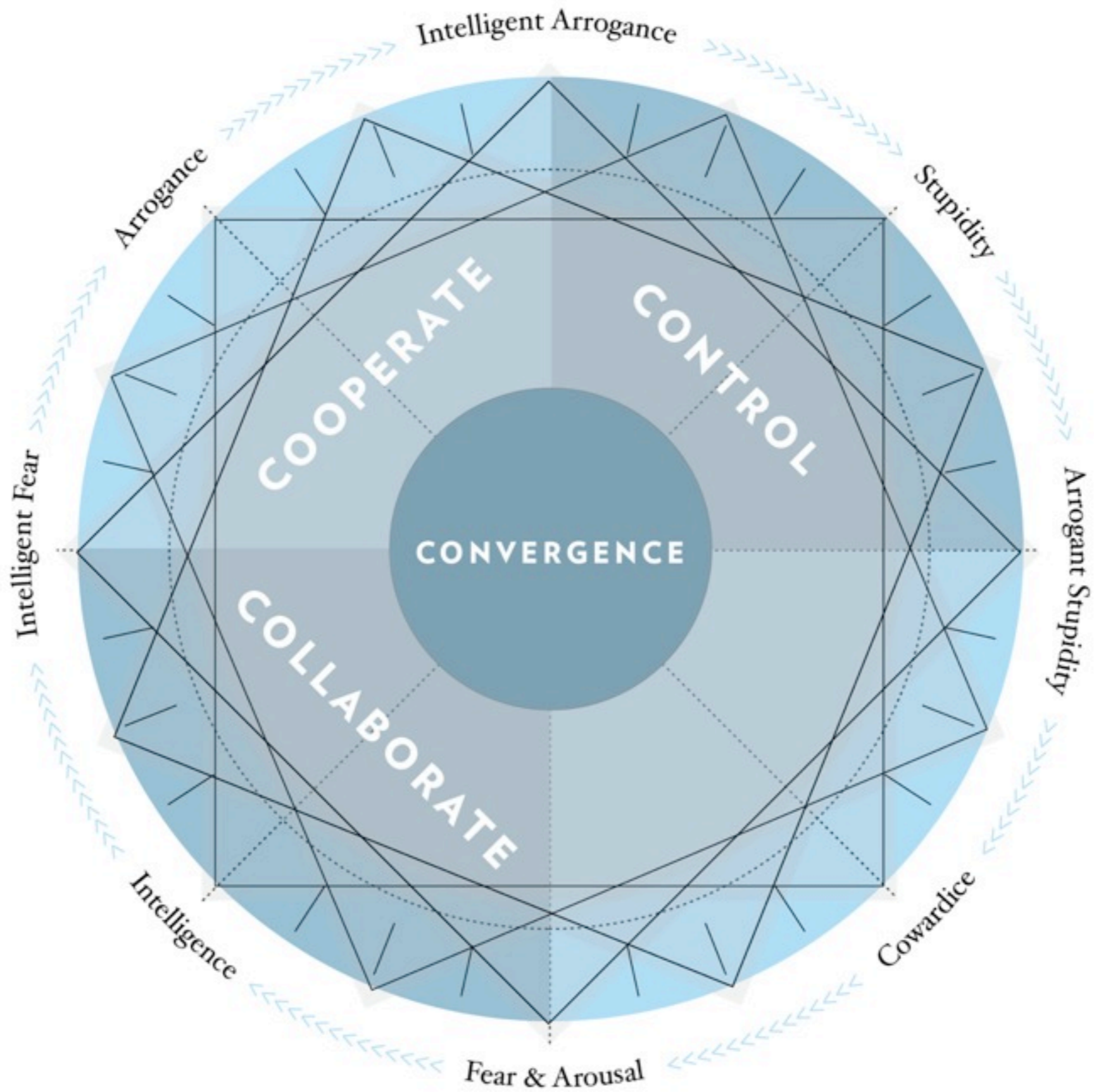


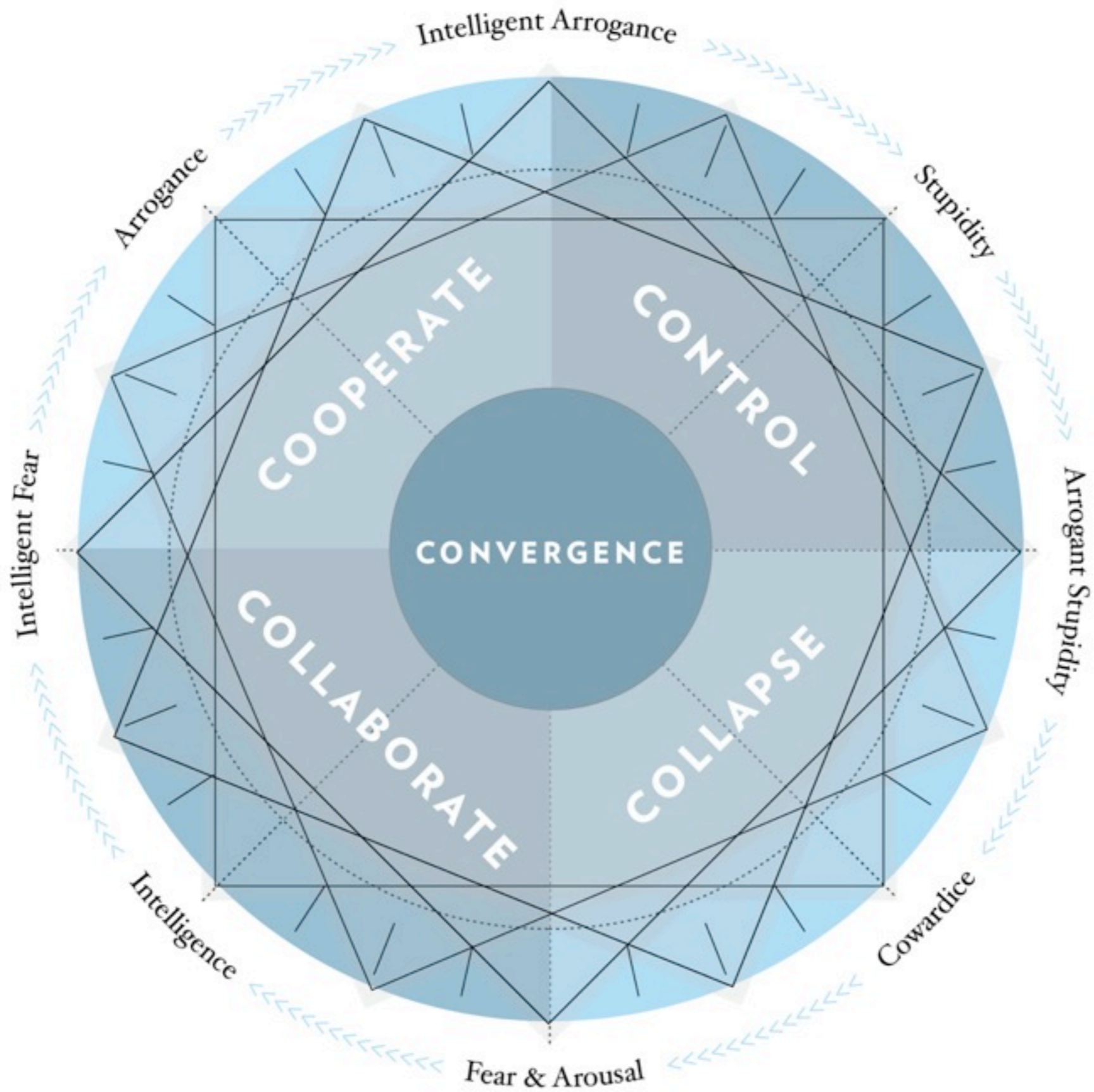


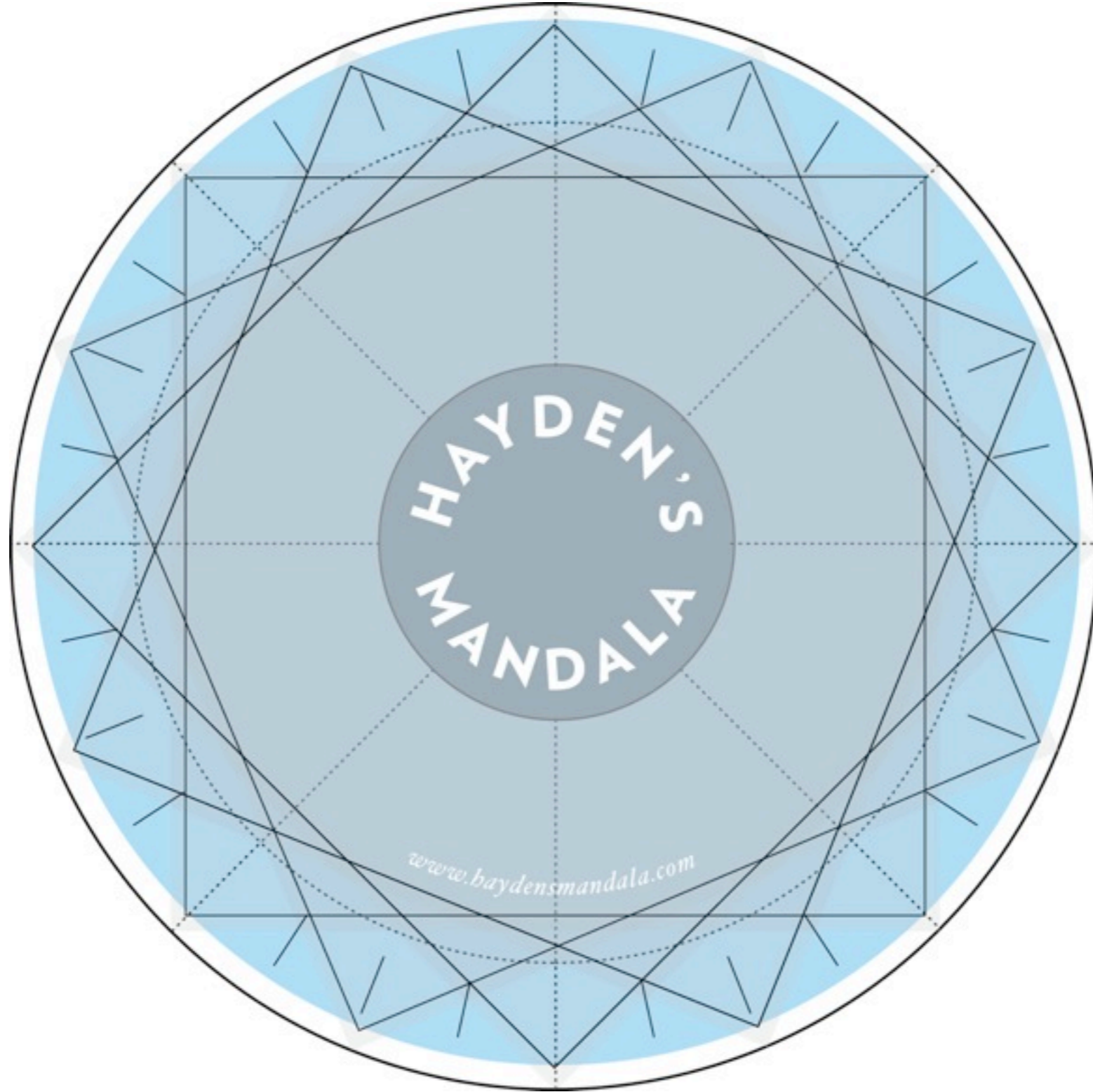












Remember to stay to the left!
Thank you.