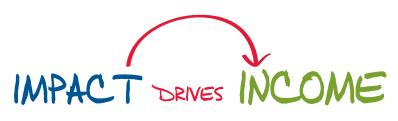
## For Impact POINT OF VIEW

"No money.
No mission."
- Covey (R.I.P.)



"No mission.
No money."
- Suddes

NOT THE OTHER WAY AROUND.











## **BE FOR IMPACT!!!**

## **IMPLICATIONS:**

- 1) Articulate the Message ... Clearly. Concisely. Compellingly. Consistently. Convincingly
- 2) Size & Scope of IMPACT



Size & Scope of INCOME

3)





