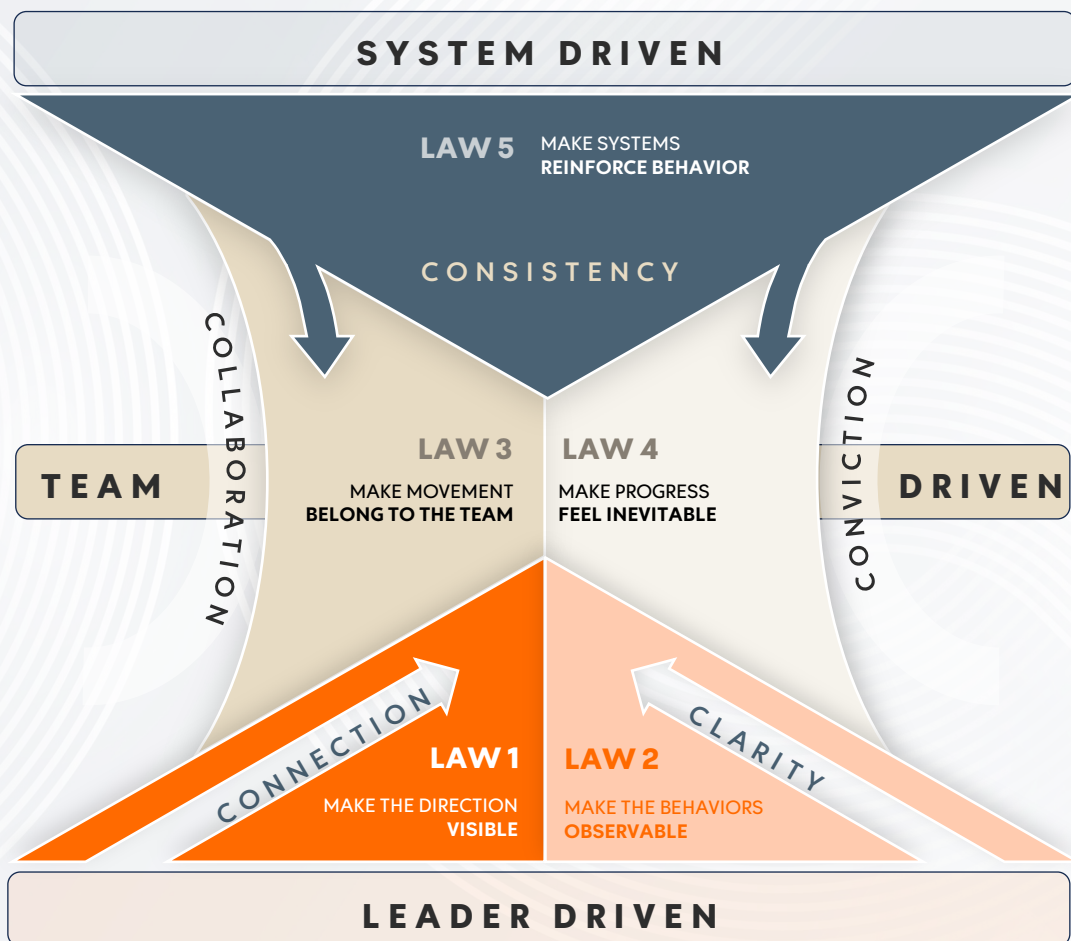


THE 5 LAWS OF COLLECTIVE DRIVE®



LAW 1 MAKE THE DIRECTION VISIBLE

If people can't see it, they can't move toward it.

LAW 2 MAKE THE BEHAVIORS OBSERVABLE

Culture isn't what you believe — it's what you repeat.

LAW 3 MAKE MOVEMENT BELONG TO THE TEAM

People support what they help create.

LAW 4 MAKE PROGRESS FEEL INEVITABLE

The fastest way to engagement is visible progress.

LAW 5 MAKE SYSTEMS REINFORCE BEHAVIOR

Behavior fades when systems don't support it.