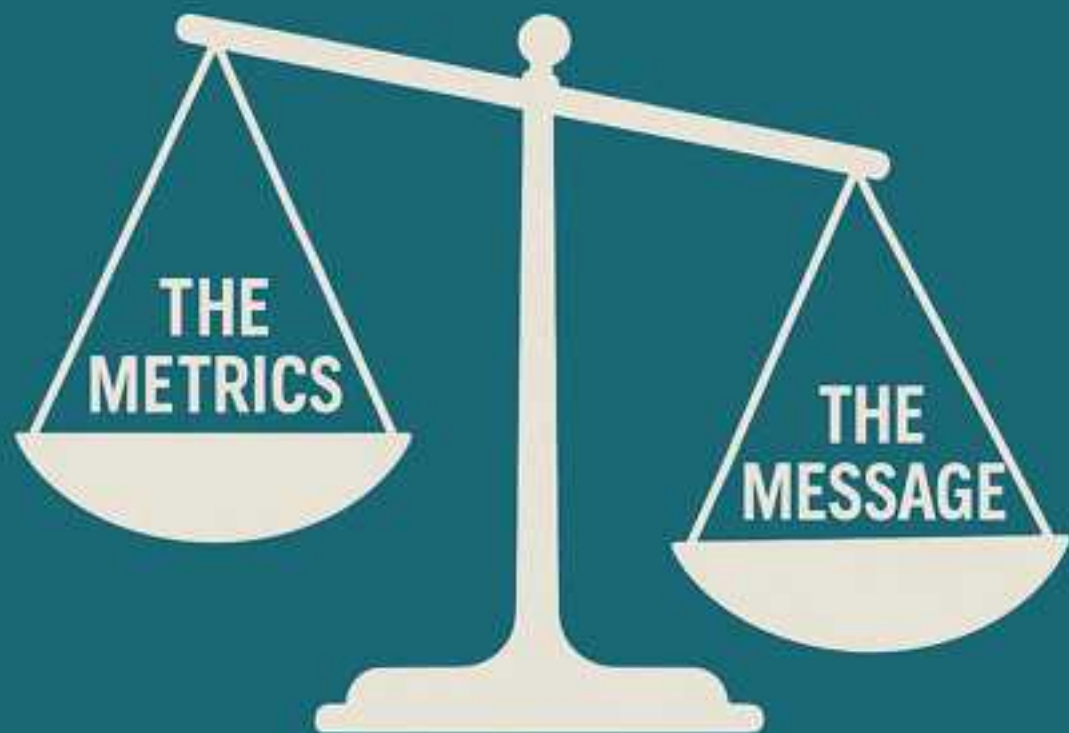


**IT'S NOT ABOUT THE METRICS,
IT'S ABOUT THE MESSAGE**



**THE MORRIS
PERSPECTIVE PODCAST**