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49.6M people trapped in
modern slavery

\$236B generated
per year



"It's like I've been dropped out
of a helicopter and asked to
swim to shore and help
rescue more people."



All you have to do to drift
IS NOTHING.



In a rip current culture,
only vision
keeps us anchored.



Focusing too closely on a
problem **obscures the**
broader picture.



In a relentlessly demanding
culture, **only vision**
keeps us anchored.



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PURPOSE DRIFT

*When we forget why
the organization exists*



PRIORITY DRIFT

*When we misalign our time,
our resources, and our focus*



CULTURE DRIFT

*When the values, integrity,
and resilience of our teams erode*



IMPACT DRIFT

*When we're still busy, but we're no
longer measuring the right outcomes*



STRATEGIC DRIFT

*When we slowly deviate
from the core strategy*



RE-ANCHOR

*What vision did you drift from that needs
to be recovered?*

REBUILD

*What system, structure, or rhythm no
longer reflects that vision?*

REIGNITE

*Who needs to hear the "why" again
to be re-inspired?*



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