

THEORY / setup - START HERE.

• **negative**: negative all present the viewer with a distorted view of the world. They are critical, skeptical, and negative. The person is a critic, a skeptic, and a negative person.

The word is **adversarial** and **hostile**.

• **no agenda** = a parking lot of information ready to appear at any convenient time.

• **fun objectives**:

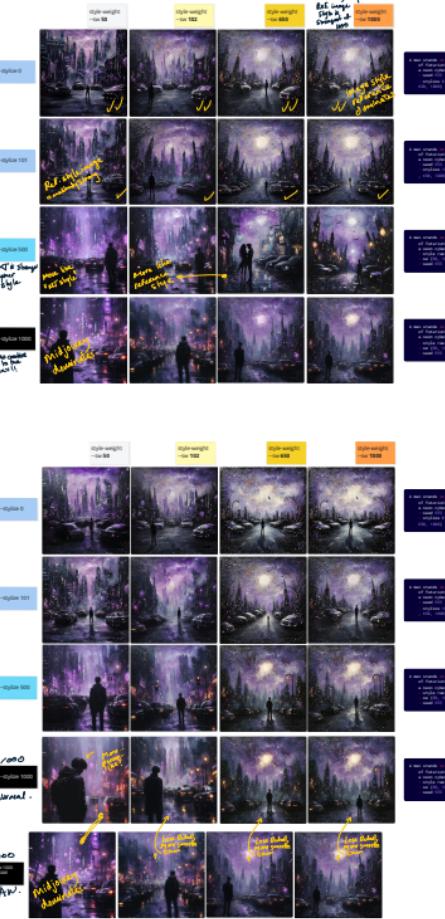
- To change bad outcomes
- To fix what is wrong
- To fix what is broken
- To fix what is failing
- To fix what is failing
- To fix what is failing

If you get a new hire, replace with other words.



PAN
Lred

Small SW



Stronger
Style with
Words

Changin
/ colour

