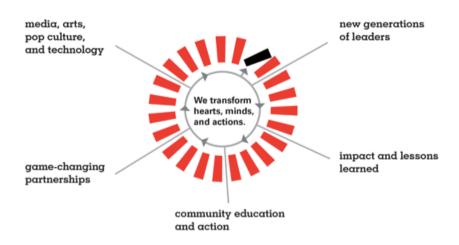


HOW BREAKTHROUGH CREATES LEADERS FOR CHANGE.







































Use culture to change culture.

Focus on a clear, simple action.

Make everyone part of the solution.

Use strategic partnerships to reach scale.



