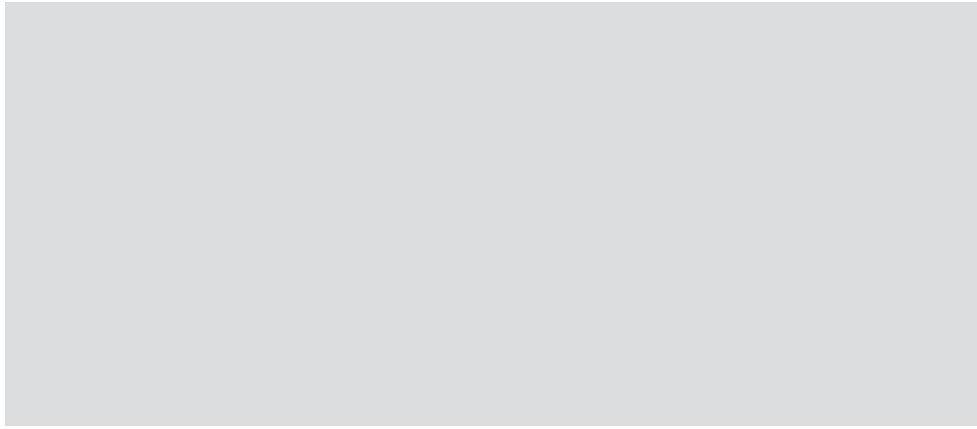


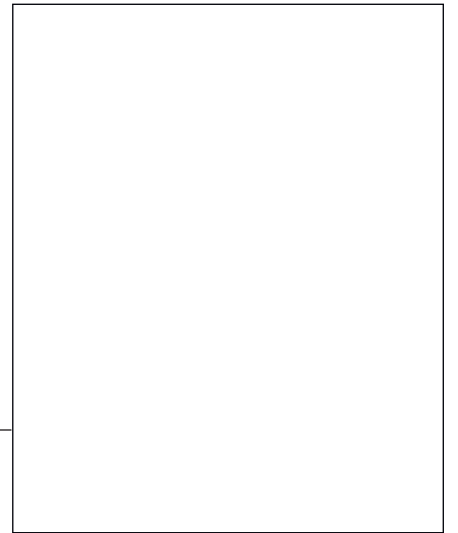
TOP LINE MESSAGES



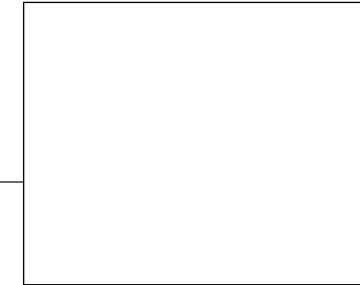
U.S. ARMY MESSAGE MAP

A THINKING TOOL TO OPTIMIZE THE MESSENGER IN YOU.

FACTS & STORIES



CONTEXT

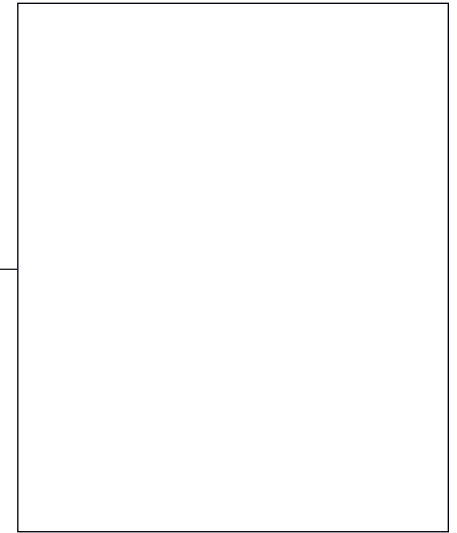


CONCEPT



1

FACTS & STORIES



CONTEXT



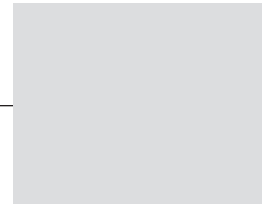
CONCEPT



2

5

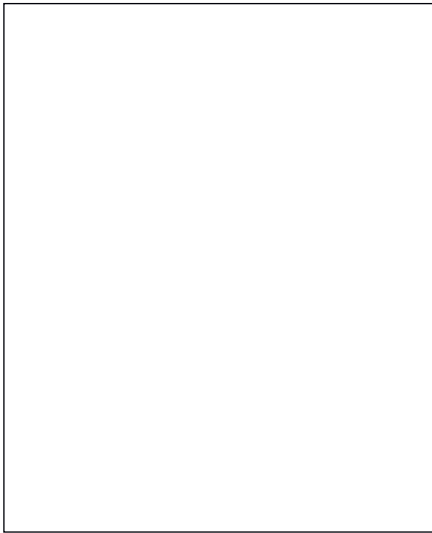
CONCEPT



CONTEXT

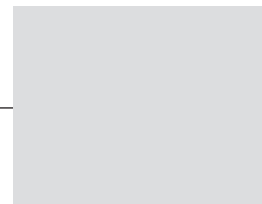


FACTS & STORIES



4

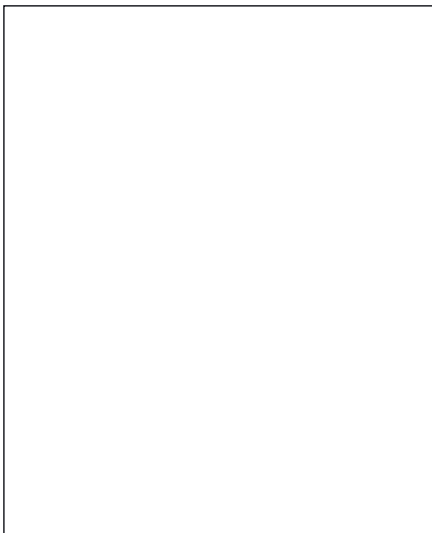
CONCEPT



CONTEXT

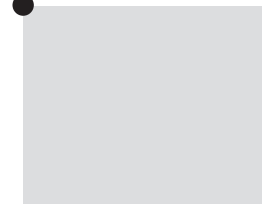


FACTS & STORIES

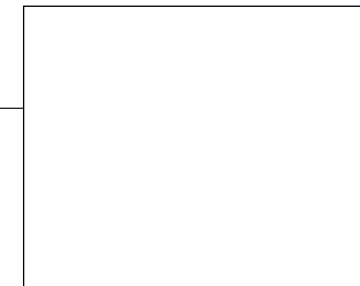


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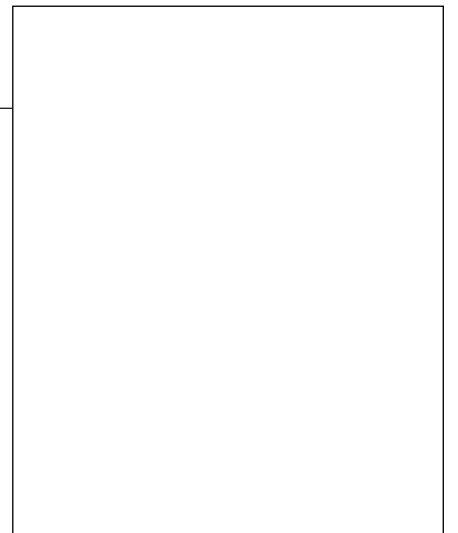
CONCEPT



CONTEXT



FACTS & STORIES



VULNERABILITIES

