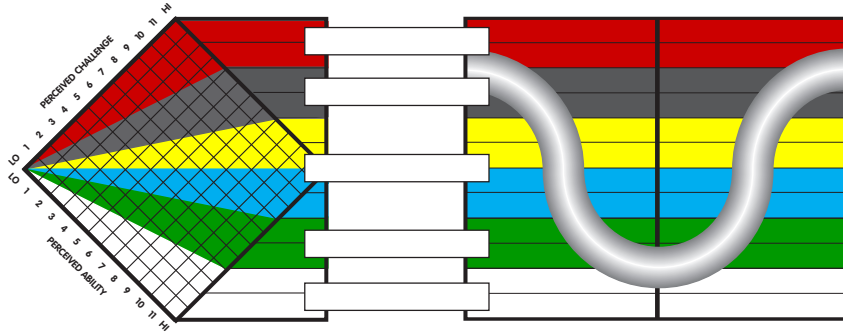


MasterStream Strategic Framework



COMMON ERRORS:

Two large, empty rectangular boxes with purple borders, intended for listing common errors.

is the ability to regulate, direct or influence the outcome of a process or event.

People always move in the direction of greater

People change in order to gain or maintain

People will not change if they are already in

The only thing anyone really wants (buys) is

The only thing anyone really offers (sells) is

In order for someone to change, they must currently feel

In a selling situation

People are not resistant to  they are resistant to losing .