

What's a Moment?

Some simple foundations

A large, semi-transparent watermark of the Vizle logo is centered on the slide. It features a large white 'V' and a teal play button icon on a dark blue background, with the word 'Vizle' in white text on a teal background below.

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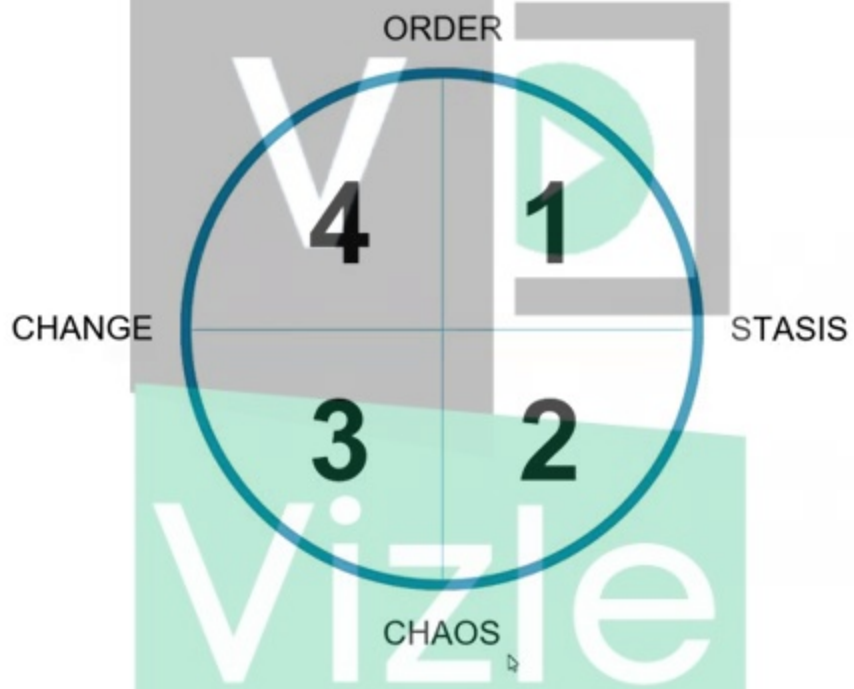
LYRICS TO LIVE BY:

Nº 157

**“IF YOU CHOOSE NOT TO DECIDE,
YOU STILL HAVE MADE A CHOICE.”**

RUSH, FREEWILL

Vizle





Activity

Action



Conflict Is Important to Story

- Conflict is normal when driving change. You can't change without conflict.
- The human mind becomes more resilient when tested.
- The team is stronger when embracing conflict together.
- The status quo naturally devolves into entropy and chaos. Change averts that course.



Creative Destruction

- Shumpeter argues in "Capitalism, Socialism, and Democracy" that capitalism is never stationary and always evolving, with new markets and new products entering the sphere.
- "Creative destruction" describes the process that sees new innovations replacing existing ones that are rendered obsolete over time.

Nouns

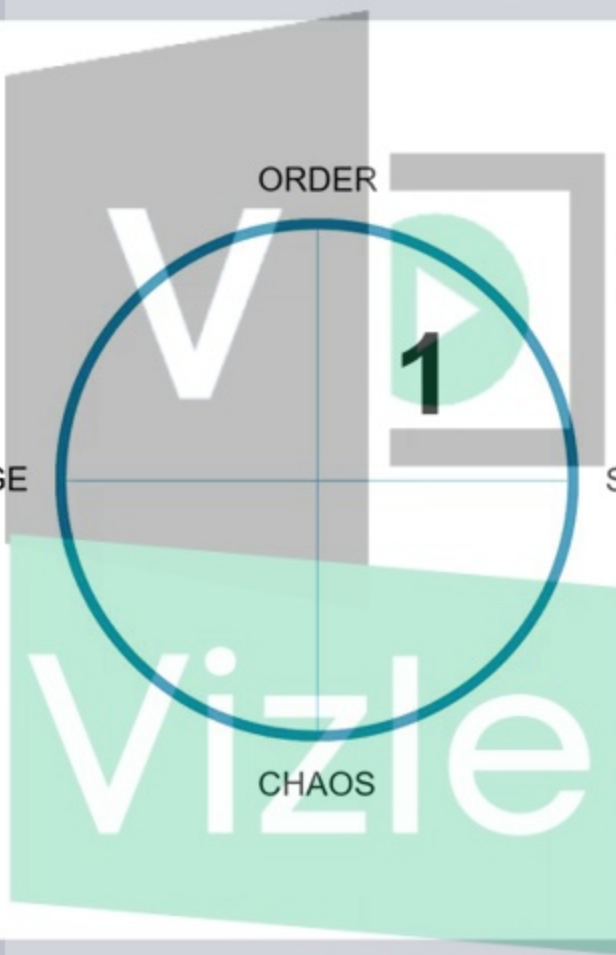
ORDER

Answer the Call
"Get off Ass"
Opt-In

CHANGE

STASIS

CHAOS



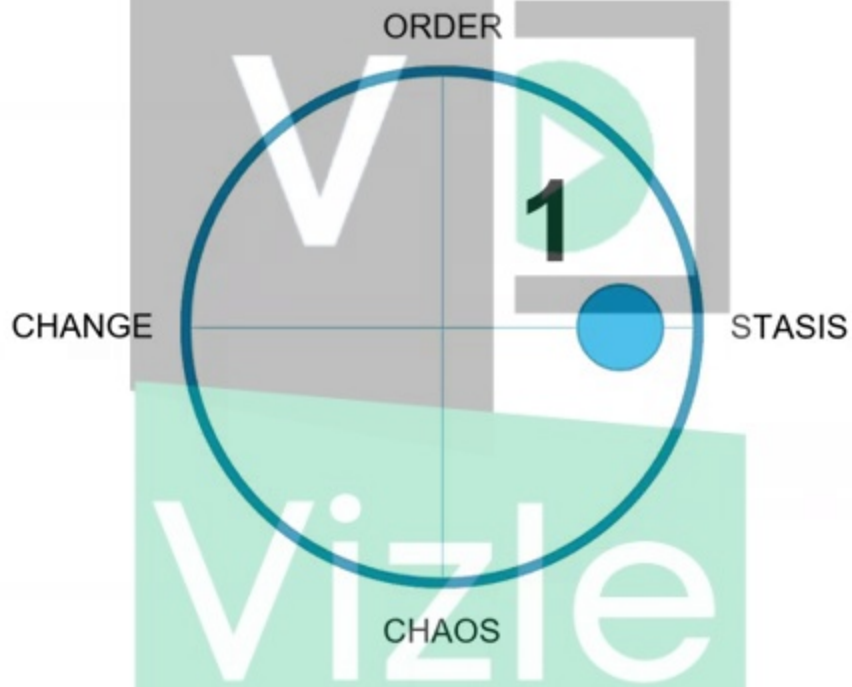


Threshold One

Departure

1. Call to adventure
2. Refusal of the call
3. Supernatural aid
4. Crossing of the first threshold
5. **Belly of the whale**





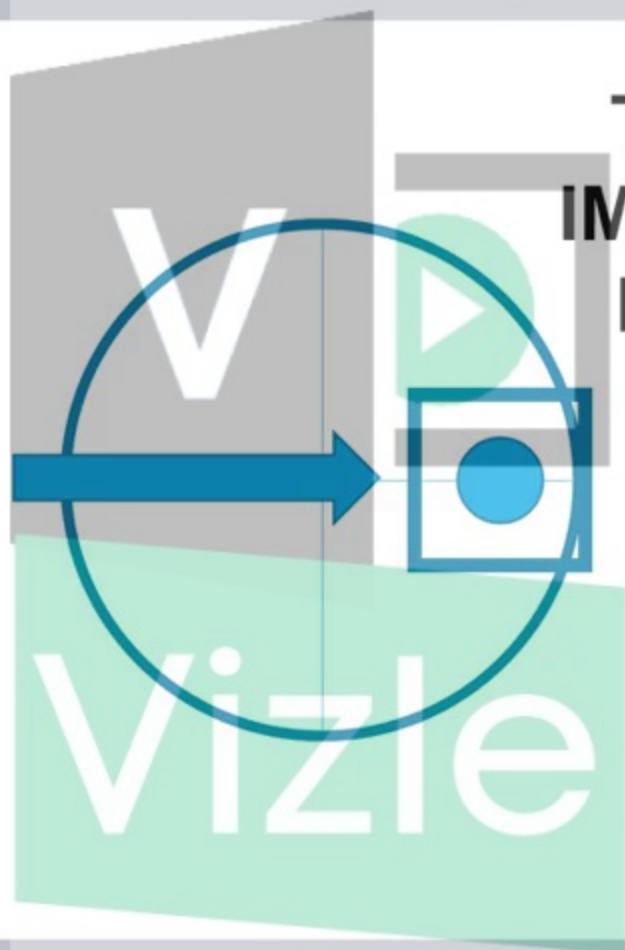
Join

Engaging material:
Ted Talk
"Explained"

- Opt In "Contract"
- Enrollment
- Reporting

Look
If you had
One shot
Or one opportunity
To seize everything you ever
wanted
In one moment
Would you capture it
Or just let it slip?

**THIS IS AN
EMOTIVE
EVENT**



**This is an
IMPORTANT
MOMENT**

Threshold One

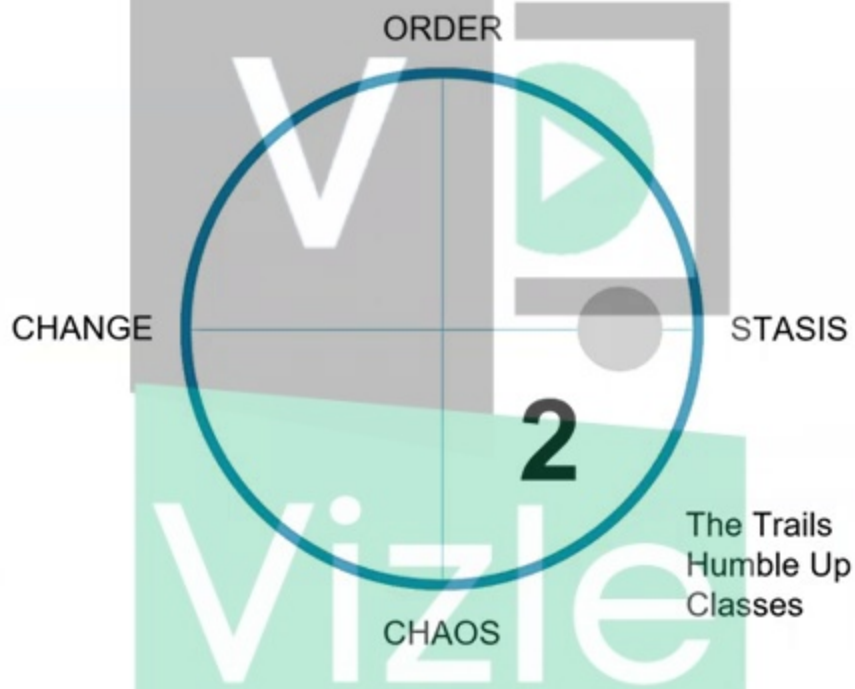
Answer Call

Join

Get Off Ass

Success Journey



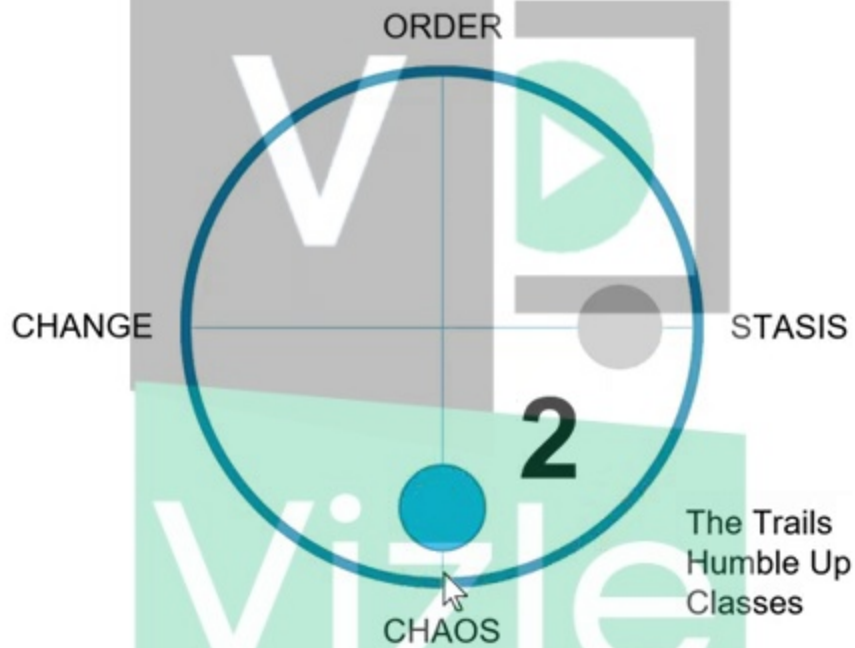


Threshold Two

Initiation

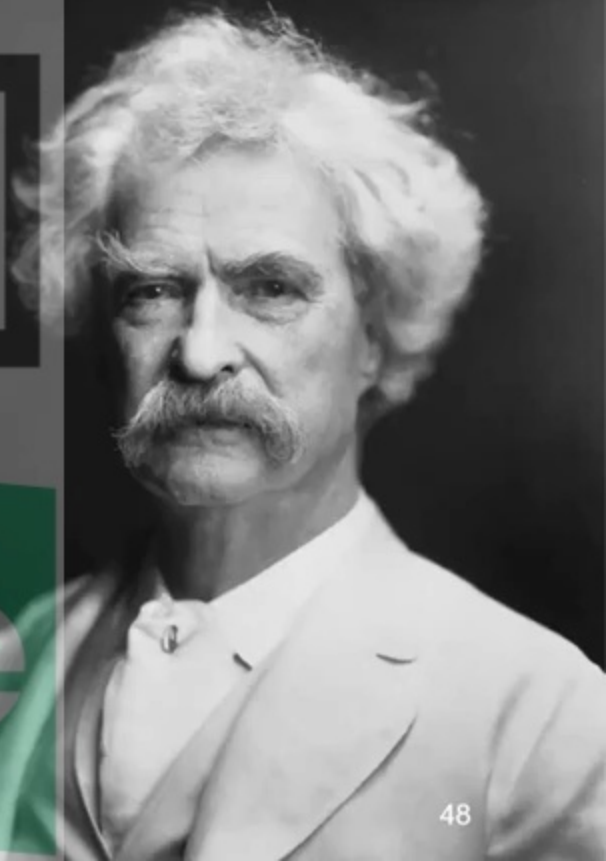
1. The road to trials
2. The meeting of the goddess
3. Woman as the temptress
4. Attornment with the father
5. Apotheosis
6. The Ultimate Boon





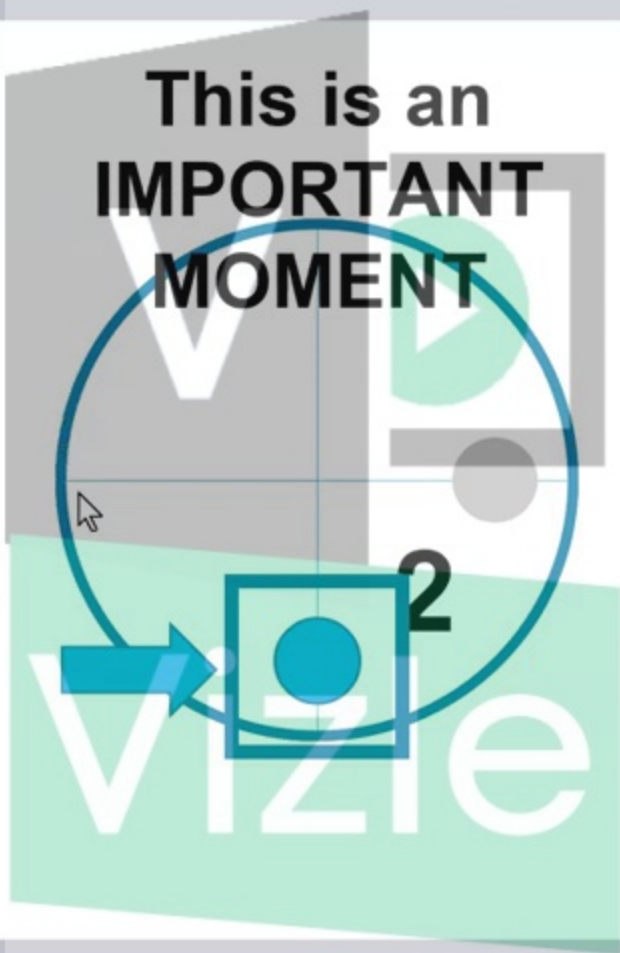
It ain't what you don't know
that gets you into trouble. It's
what you know for sure that
just ain't so.

Mark Twain



This is an
**IMPORTANT
 MOMENT**

**THIS IS AN
 EMOTIVE
 EVENT**





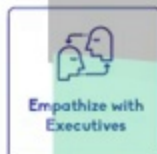
Get Over
Yourself

Vizle

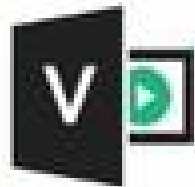
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(YOU)
THE
EXPECTATIONS



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