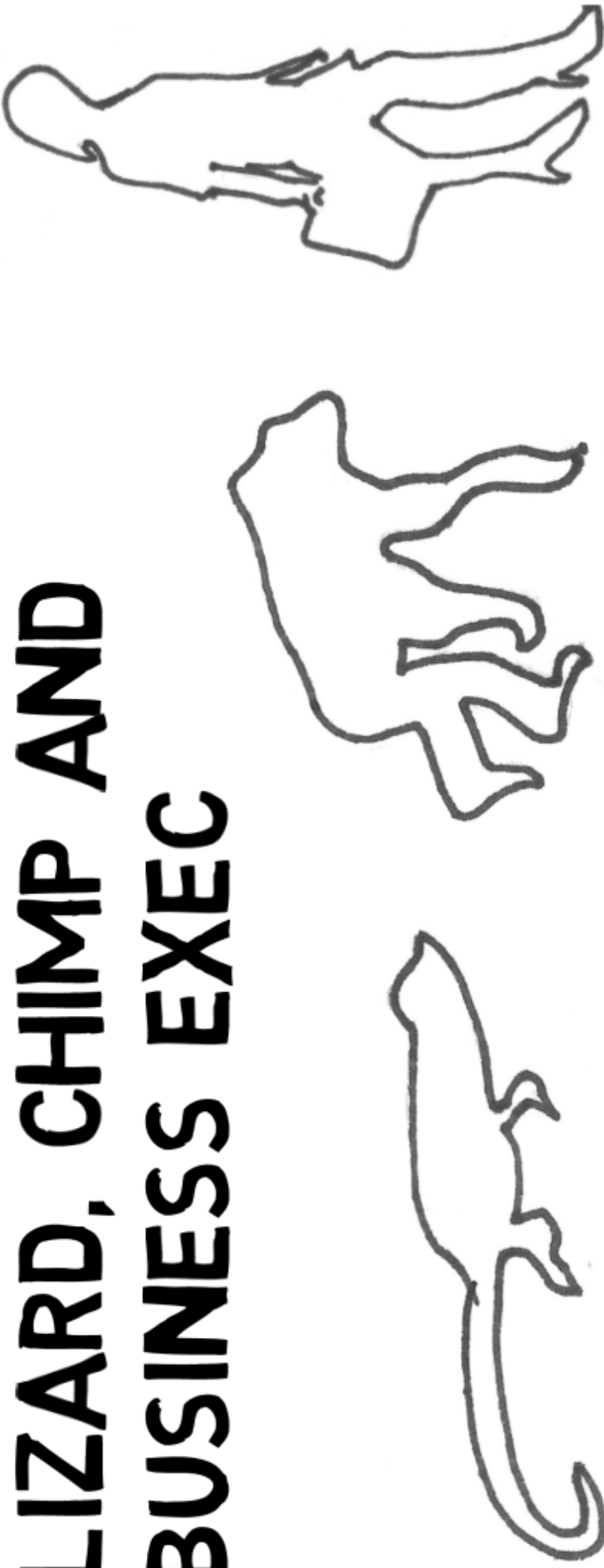


LIZARD, CHIMP AND BUSINESS EXEC



LIZARD BRAIN
FEAR & DESIRE

CHIMP BRAIN
EMOTION & STATUS

EXEC BRAIN
REASON & LOGIC