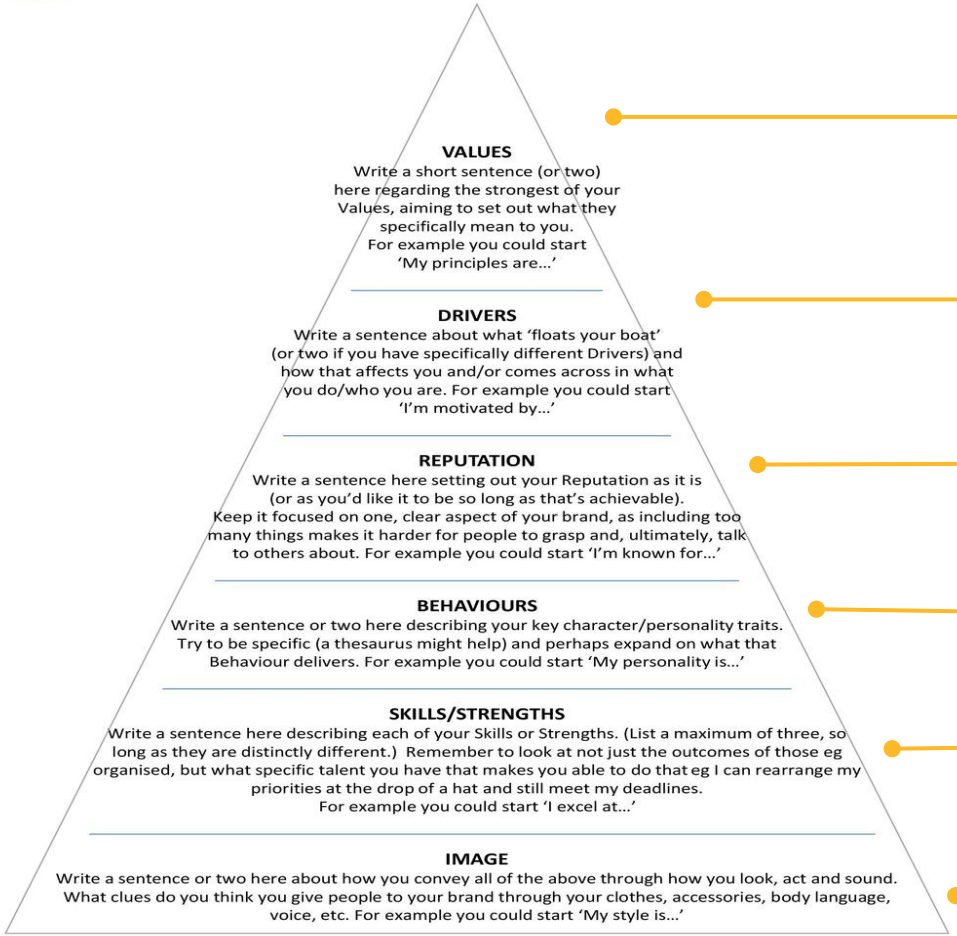

- 5 whys
- brand personality
- thought starter (reflection)
- ikigai

- thought starter (reflection)
- ikigai: what you love
- 5 whys
- ikigai: what the world needs

- ikigai: what you're good at
- secret sauce
- elevator pitch

- 5 whys
- brand personality

- ikigai: what you're good at
- secret sauce

- brand personality

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