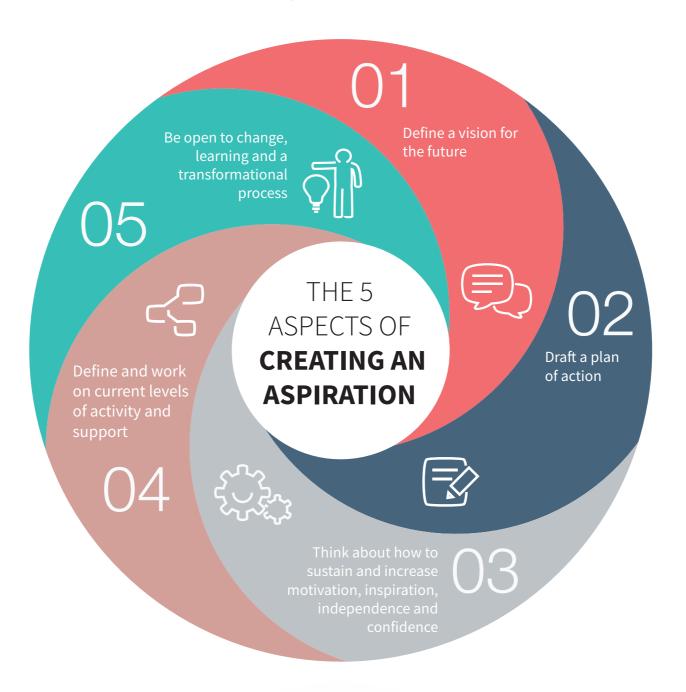
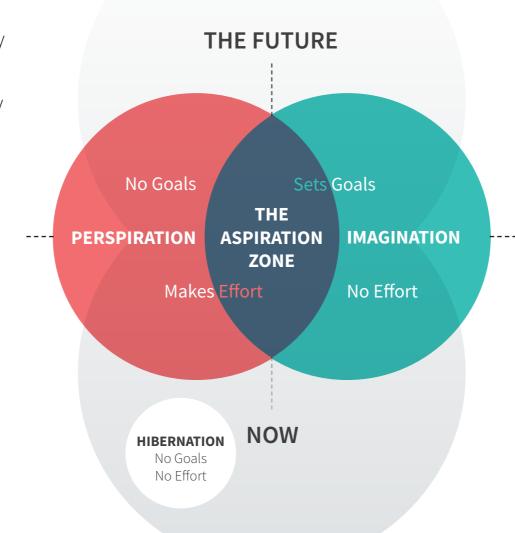
WHAT IS AN **ASPIRATION**?



Aspirations are about connecting the future with what is happening now

It's only when there is activity both in the now and a vision for the future that can we say we're in the aspiration zone!

Minimal activity now and no clear aim for the future leads to hibernation.



However, intense activity
now with no eye on the
future is simply perspiration.
Whereas a plan for the future
and no activity now is just
imagination!



