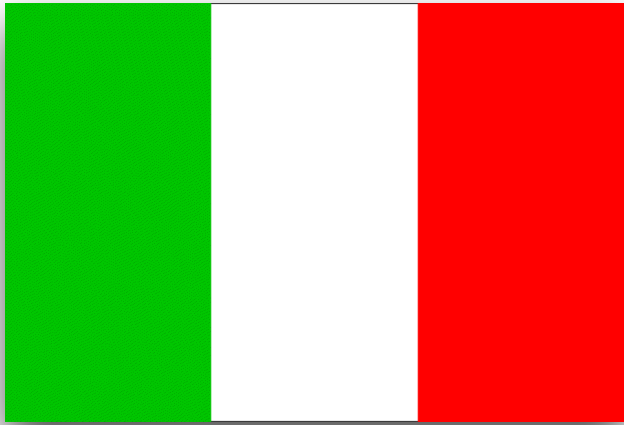


Pellegrino Riccardi

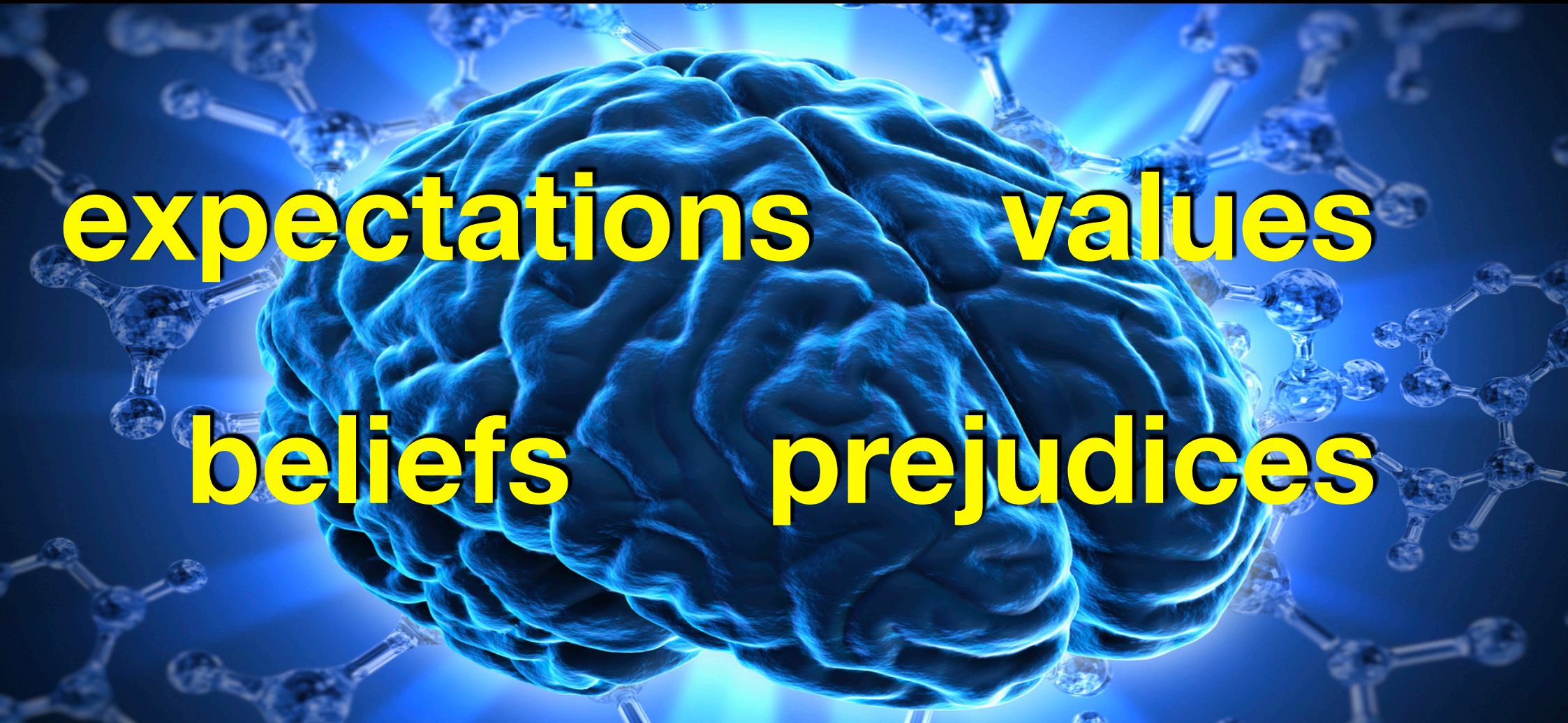


“you can trust me”

the **images** in your **brain**

expectations **values**

beliefs **prejudices**



A glowing blue brain is the central focus, surrounded by various molecular structures. The background is a deep blue with a subtle glow, and the molecular models are rendered in a lighter blue, giving a scientific and futuristic feel.

the brain

is your best friend

but also your worst enemy




The BRAIN

**has over 180 tricks
up its sleeve**

A glowing blue brain is the central focus, surrounded by various molecular structures. The background is a deep blue with a bright light source behind the brain, creating a lens flare effect. The molecular structures are composed of small spheres connected by lines, representing atoms and bonds. The overall aesthetic is scientific and futuristic.

the brain

is lazy

A glowing blue brain is the central focus, surrounded by numerous molecular structures (ball-and-stick models) in a blue, ethereal environment. The text "The path of least resistance" is overlaid in a bold, yellow font.

**The path of
least resistance**

The image features a central, glowing blue brain with a highly detailed, wrinkled surface. The brain is set against a dark blue background filled with numerous translucent, glowing molecular models, each consisting of small spheres connected by thin rods, representing chemical structures. The overall aesthetic is scientific and futuristic.

The BRAIN

is a party-pooper

Our **brains** are programmed to
look for the **negatives**
before the positives

5 TIMES more likely

to see

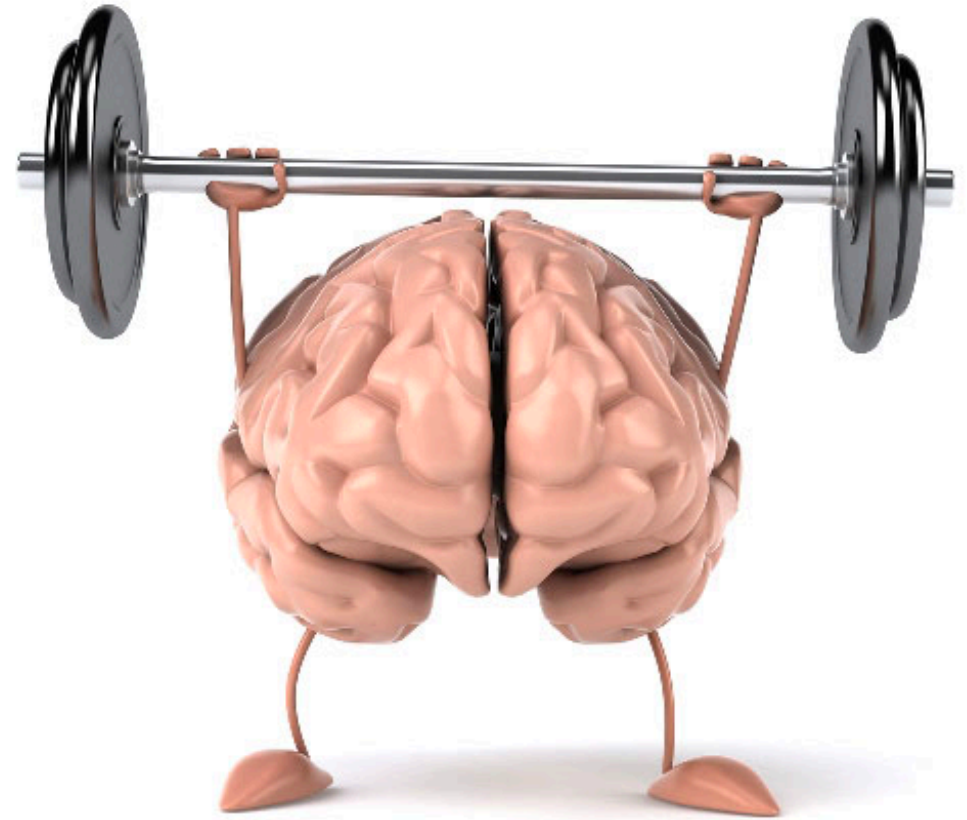
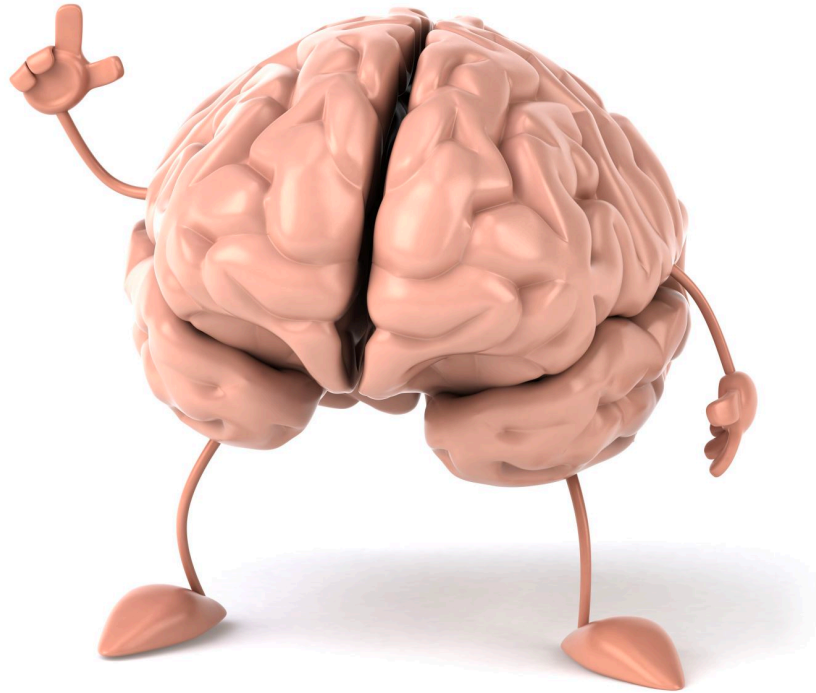
PROBLEMS

before

BENEFITS

seeing negatives is a default

seeing positives is a choice



seeing positives is a choice

CULTURE

The way we do things
around **here**

here



here



here



Behind the behaviour

there is usually a

POSITIVE INTENTION

Would you lie in court
to help your friend?

A dark grey world map is visible in the background, showing the outlines of continents. The text is overlaid on this map.

CORRUPTION PERCEPTIONS INDEX 2020

SCORE COUNTRY/TERRITORY RANK

88	Denmark	1
88	New Zealand	1
85	Finland	3
85	Singapore	3
85	Sweden	3
85	Switzerland	3
NORWAY		
82	Netherlands	8
80	Germany	9
80	Luxembourg	9
77	Australia	11
77	Canada	11
77	Hong Kong	11
UK		
76	Austria	15
76	Belgium	15
75	Estonia	17
75	Iceland	17
74	Japan	19
72	Ireland	20
71	United Arab Emirates	21
71	Uruguay	21

69	France	23
68	Bhutan	24
67	Chile	25
67	United States	25
66	Seychelles	27
65	Taiwan	28
64	Barbados	29
63	Bahamas	30
63	Qatar	30
62	Spain	32
61	Korea, South	33
61	Portugal	33
60	Botswana	35
60	Brunei Darussalam	35
60	Israel	35
60	Lithuania	35
60	Slovenia	35
59	Saint Vincent and the Grenadines	40
58	Cabo Verde	41
57	Costa Rica	42
57	Cyprus	42
57	Latvia	42

56	Georgia	45
56	Poland	45
56	Saint Lucia	45
55	Dominica	48
54	Czechia	49
54	Oman	49
54	Rwanda	49
53	Grenada	52
ITALY		
53	Malta	52
53	Mauritius	52
53	Saudi Arabia	52
51	Malaysia	57
51	Namibia	57
50	Greece	59
49	Armenia	60
49	Jordan	60
49	Slovakia	60
47	Belarus	63
47	Croatia	63
47	Cuba	63
47	Sao Tome and Principe	63
45	Montenegro	67

45	Senegal	67
44	Bulgaria	69
44	Hungary	69
44	Jamaica	69
44	Romania	69
44	South Africa	69
44	Tunisia	69
43	Ghana	75
43	Maldives	75
43	Vanuatu	75
42	Argentina	78
42	Bahrain	78
42	China	78
42	Kuwait	78
42	Solomon Islands	78
41	Benin	83
41	Guyana	83
41	Lesotho	83
40	Burkina Faso	86
40	India	86
40	Morocco	86
40	Timor-Leste	86
40	Trinidad and Tobago	86

40	Turkey	86
39	Colombia	92
39	Ecuador	92
BRAZIL		
38	Ethiopia	94
38	Kazakhstan	94
38	Peru	94
38	Serbia	94
38	Sri Lanka	94
38	Suriname	94
38	Tanzania	94
37	Gambia	102
37	Indonesia	102
36	Albania	104
36	Algeria	104
36	Cote d'Ivoire	104
36	El Salvador	104
36	Kosovo	104
36	Thailand	104
36	Vietnam	104
35	Bosnia and Herzegovina	111
35	Mongolia	111
35	North Macedonia	111

35	Panama	111
34	Moldova	115
34	Philippines	115
33	Egypt	117
33	Eswatini	117
33	Nepal	117
33	Sierra Leone	117
33	Ukraine	117
33	Zambia	117
32	Niger	123
31	Bolivia	124
31	Kenya	124
31	Kyrgyzstan	124
31	Mexico	124
31	Pakistan	124
30	Azerbaijan	129
30	Gabon	129
30	Malawi	129
30	Mali	129
RUSSIA		
29	Laos	134
29	Mauritania	134
29	Togo	134

28	Dominican Republic	137
28	Guinea	137
28	Liberia	137
28	Myanmar	137
28	Paraguay	137
27	Angola	142
27	Djibouti	142
27	Papua New Guinea	142
27	Uganda	142
26	Bangladesh	146
26	Central African Republic	146
26	Uzbekistan	146
25	Cameroon	149
25	Guatemala	149
25	Iran	149
25	Lebanon	149
25	Madagascar	149
25	Mozambique	149
NIGERIA		
25	Tajikistan	149
24	Honduras	157
24	Zimbabwe	157

22	Nicaragua	159
21	Cambodia	160
21	Chad	160
21	Comoros	160
21	Eritrea	160
21	Iraq	160
19	Afghanistan	165
19	Burundi	165
19	Congo	165
19	Guinea Bissau	165
19	Turkmenistan	165
18	Democratic Republic of the Congo	170
18	Haiti	170
18	Korea, North	170
17	Libya	173
16	Equatorial Guinea	174
16	Sudan	174
15	Venezuela	176
15	Yemen	176
14	Syria	178
12	Somalia	179
12	South Sudan	179

we judge ourselves
by our intentions

we judge ***others***

by ***the way they make us feel***

RE:SPECT

from Latin

“TO LOOK AGAIN”

The Benefits of a Diverse Workplace

**Better
Decisions**

**Increased
Creativity**

**Increased
Profits**

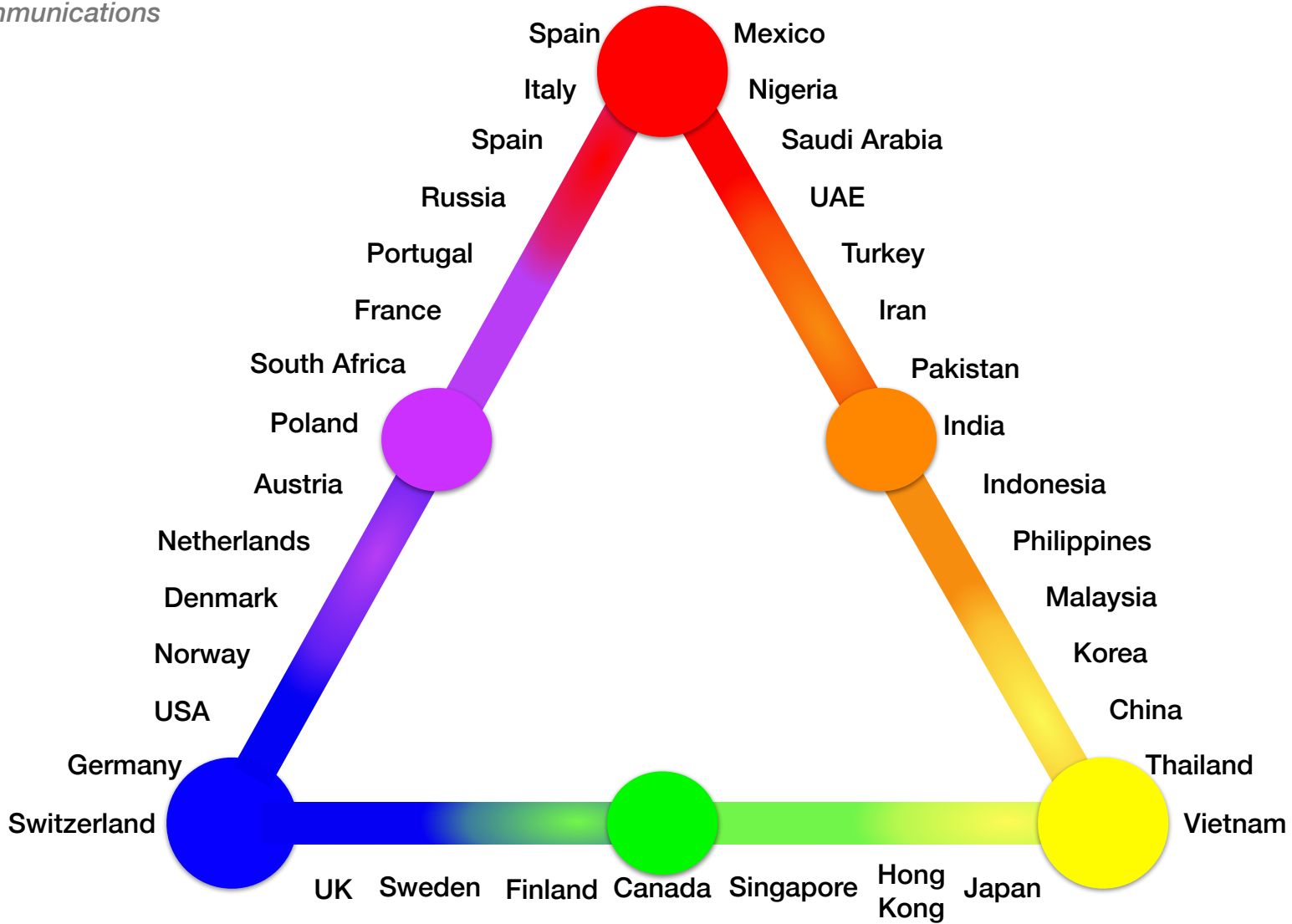
**Faster
Problem
Solving**

**Better
Company
Reputation**

**Different
Perspectives**

**Reduced
Employee
Turnover**

CultureActive Model created by
Richard Lewis Communications



Direct speaking style

- Shares “air time” when speaking
- Does not interrupt
- Partly hides feelings
- Controlled body language
- Confronts logically
- Uses facts to persuade
- Truth comes first, diplomacy second
- Dislikes losing face
- Admits own mistakes
- Sometimes impatient
- Punctual - time is money
- Separates business and personal
- Task-focused - get things done
- Does one thing at a time
- Uses official channels
- Plans ahead, step by step
- Bad orders can be challenged

Emotional speaking style

- Talk & listen at the same time
- Often interrupts
- Displays feelings
- Unlimited body language
- Confronts emotionally
- Uses feelings to persuade
- Truth is flexible and situational
- Has lots of excuses
- Hates admitting own mistakes
- Impatient
- Punctual for the “right” people
- Mixes business and personal
- People-focused - relationships first
- Does many things at a time
- Uses personal channels
- Plans the grand outline - flexible
- Bad orders cannot be challenged

Calm speaking style

- Listens most of the time
- Never interrupts
- Hides negative feelings
- Subtle / soft body language
- Never confronts in public
- Harmony & compromise important
- Diplomacy first, blunt truth second
- Must not lose face
- Will never admit own mistakes
- Very patient when necessary
- Punctual for the “right” people
- Mixes business and personal
- People-focused - relationships first
- Does many things at a time
- Uses connections to get things done
- Plans the general principles
- Bad orders challenged indirectly

Communication Style

**Comm
Style**

**Comm
Style**

Showing Feelings

**Showing
Feelings**

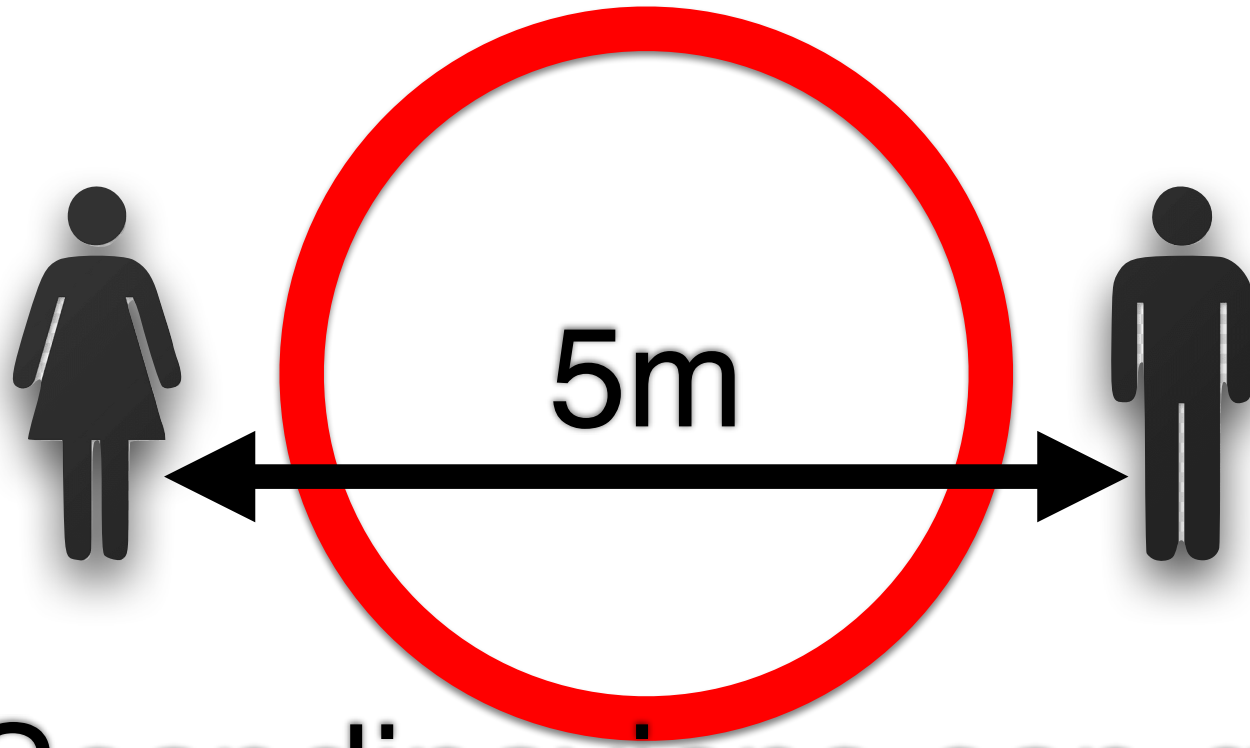
**Showing
Feelings**

SPACE

SPACE

SPACE

Finally the horrible 2 meter distance is over



Now Scandinavians can go back
to the normal **5 meters**

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