

***ATTITUDE***  
***IS***  
***EVERY THING***

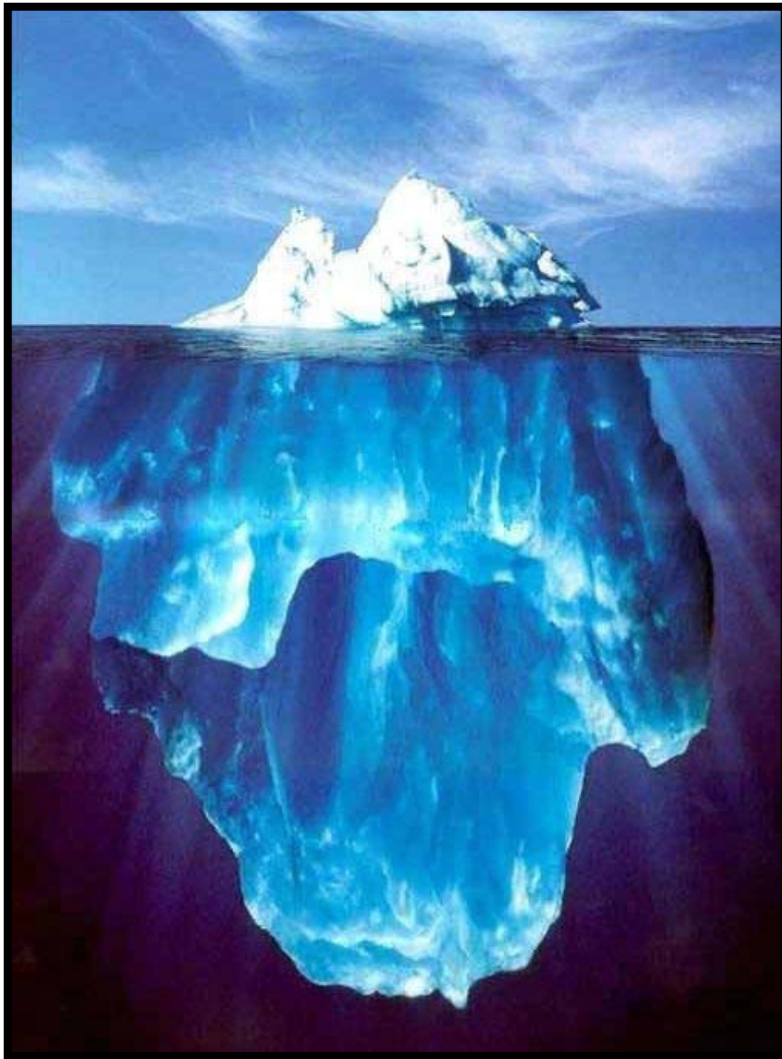


# THE ICEBERG

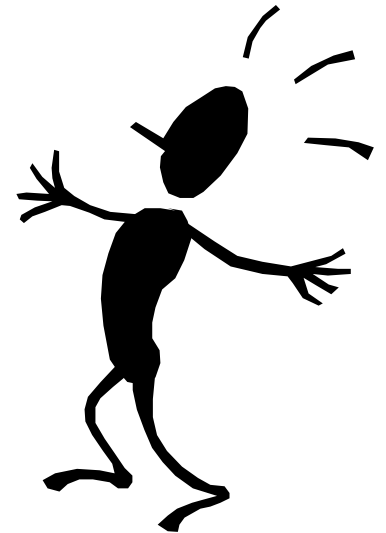
HOW MUCH DO YOU SEE OF AN ICEBERG?



# THE ICEBERG



**ONLY 10% OF  
ANY ICEBERG  
IS VISIBLE.  
THE  
REMAINING  
90% IS BELOW  
SEA LEVEL.**



# THE ICEBERG



**VISIBLE  
ABOVE SEA LEVEL**

**10 %**

**SEA LEVEL**

**INVISIBLE  
BELOW SEA LEVEL**

**90 %**



# THE ICEBERG



**KNOWN  
TO OTHERS**

**KNOWLEDGE  
&  
SKILLS**

**SEA LEVEL**

**UNKNOWN  
TO OTHERS**

**ATTITUDE**



# THE ICEBERG



**KNOWN  
TO OTHERS**

**BEHAVIOR**

SEA LEVEL

**UNKNOWN  
TO OTHERS**

**IMPACT**

**VALUES – STANDARDS – JUDGMENTS**

**ATTITUDE**

**MOTIVES – ETHICS - BELIEFS**

