

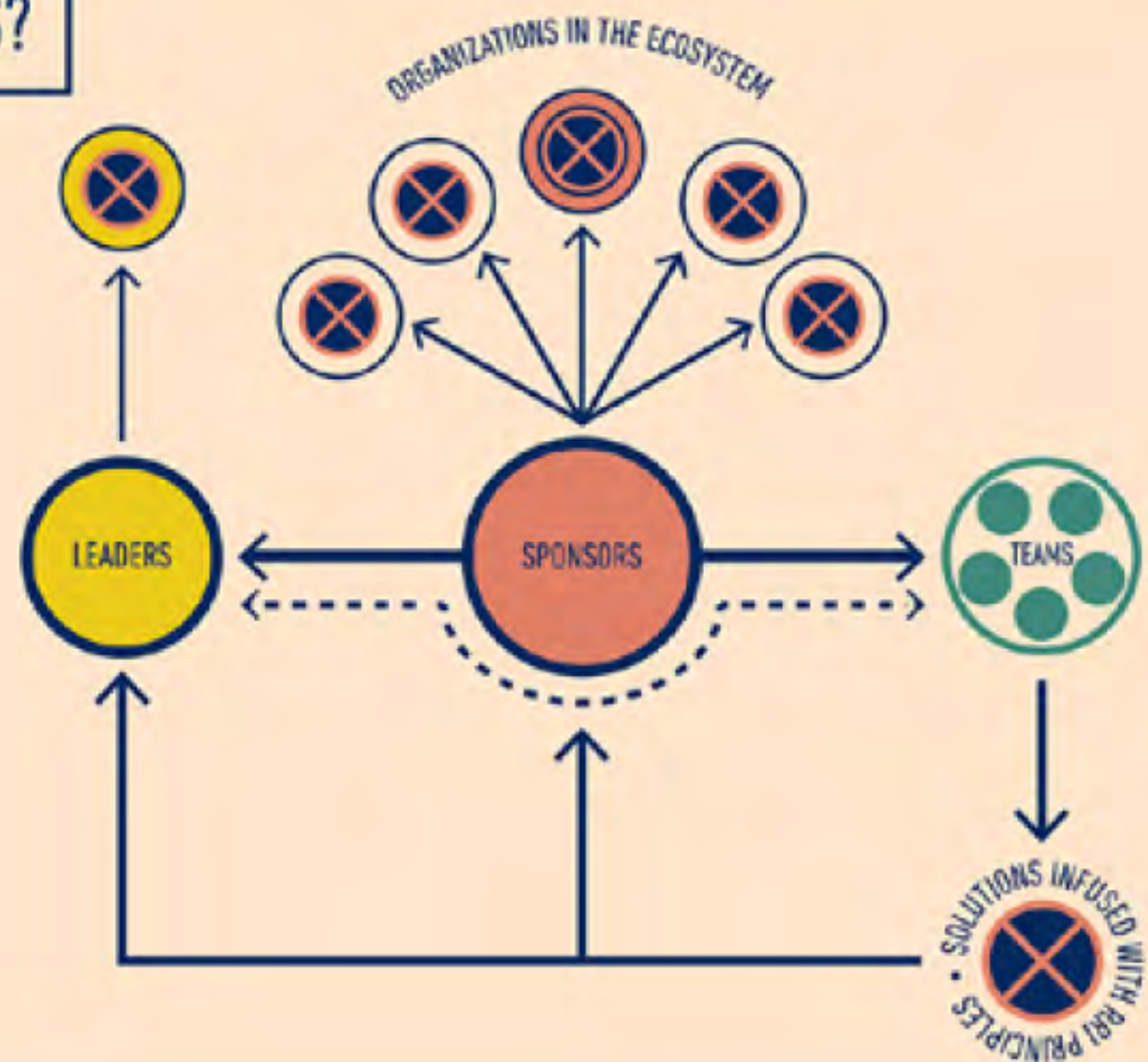
*Anna
Luiza
Braga*

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*Some of the projects in this portfolio are private and confidential.
They are presented here as examples of my work, but cannot be copied
or shared. Please use them only to review my work. Thank You.*



WHY SPONSORS?



DESIGN PROCESS

Appreciating constraints

Aligning our principles

100-day team centered

100 DAY TEAM CENTERED

	LAUNCH	MPR	SR
INNOVATION	Five innovative ideas	Tested at least 2 innovative ideas Coming up with two to more innovative ideas	Innovative ideas for implementation within their organizations
CULTURE	Experience - inclusive decision making/ Commitment to unreasonable goals etc. Experience working as equal Feeling of authentic agency Power of intense collaboration	Experience this in Real life, and with coach Exhibit these new traits outside of control of the 100day Understand and identify the cultural blockages	Self evaluation and self mitigation Ability to articulate it

WHY SPONSORS?

They're in the ideal position for impact.

Influence all stakeholders and the overall system

Already involved in the 100 days challenge

MID POINT REVIEW

Assessing change at the organizational and cross-organizational levels.



DESIGN CONSIDERATIONS

What would prevent the sponsors to buy-into our journey?

Time Constraints

Skepticism

Lack of Trust

Limited Access to Teams

Conflict of Interest

Reputation and Ego

Missing Performance Metrics

Unclear Outcomes

Short Attention Span

There are a few ways an organization can stand out

LONGEVITY

Be the oldest

Our recommendation:
Leverage your breadth and history to distinguish DoW by **your unique values and innovative strategic approach** that aligns to those values.

The global MdM brand is built to balance both domestic and international work, humanitarianism with social justice.

Especially relevant as the US lags behind

96

Americans are killed by guns every day

44

Million Americans are uninsured

26.4

Maternal deaths per 100,000 live births

DoW HAS A CLEAR OPPORTUNITY TO TAKE A PROVOCATIVE STANCE ABOUT INTERVENING FOR HEALTH RIGHTS IN THE US

NEXT STEPS

EARNED MEDIA OUTREACH INFRASTRUCTURE

- Press list for FOR.EOY Pitching (print and broadcast)
- Press list for crisis response pitching
- Target journalists for desk sides
- Media training
- Key message talking points development
- Doctors of the World tip sheet / one-pager summarizing US and global work / credibility

Which tells us that content that is unique to DoW USA and posts that speak to DoW USA's values are the ones that perform the best

2

Position health providers as key actors in social justice movement (unfortunate v. unjust framework)

- Launch a media-genic national campaign in the US that builds profile and audience
- Build a national following among US-based influencers on health and human rights in the US and abroad
- Sample 2018 KPIs
 - Begin conversation with 1-3 new govt-giving foundations
 - Formalized 1-3 new organizational partnerships
 - Grow social following by 5%, including a target number of key influencers

And a closer look at the current data behind the profile

MYCELIAL'S STACK

end-to-end app delivery automation

a next-gen runtime

data mesh

a new vision for security & performance

Mycelial

Mycelial delivers safe, resilient apps to the edge and datacenters.

THE PROBLEM

Any business with datacenter, edge, and IoT deployments must build the entire application lifecycle toolchain from scratch.

- On edge/IoT, we're stuck with crude apps that cannot be updated or secured.
- In the datacenter, we have \$131Bn+ wasted overhead.
- In every environment, we have a fractured data model that wastes our most valuable resource -- our data.

Mycelial

FULLY MANAGED DATA LAYER

- Location-aware data model.
- Configurable replication and data retrieval behaviors.
- Transparent multi-site data access.
- Fault tolerant synchronization.
- Built-in analytics and observability.
- Supports common data models.

Multi-tenant data model DDB

- Transaction key
- User ID
- Organization ID
- Vendor ID
- Location ID
- Device ID

CUSTOMER APP

MYCELIAL SDS

APP CACHIE OBJECT STORE (S3) DOCUMENT DB SQL

SINGLE STANDARD DATA STORE API

STRUCTURED DATA STORAGE OBSERVABILITY/ANALYTICS

MULTI-SITE POLICY-DRIVEN DATA SYNCHRONIZATION STREAM

Mycelial

MARKET OPPORTUNITY

IOT/EDGE

\$749 billion

2020

PUBLIC CLOUD

\$218.5 billion

2020

Mycelial

LONG-TERM, MYCELIAL CATALYZES A NEW MARKET FOR EDGE APPLICATIONS

Global Mobile Devices vs Global App Spend in Billions

Category	Value (Billions)
Mobile Devices	\$409.1
Mobile Apps	\$581.9

Global IoT Spending 2020 in Billions

Category	Value (Billions)
IoT and Edge Hardware	\$554.4
IoT Apps	\$84.6

Mycelial

MYCELIAL CUTS CLOUD SPEND BY 25-60%...

2001 | VMS

2015 | KUBERNETES

2021 | MYCELIAL

VM App 4 (idle) VM App 3 (idle) VM App 2 VM App 1 VM Infra Stack

Docker App 4 (idle) Docker App 3 (idle) Docker App 2 Docker App 1 K8s Infra Stack

SPEND

\$5 Savings

- No idle apps (overprovisioning)
- Any app footprint
- Maximize infra overhead

Mycelial App 2 Mycelial App 1 Mycelial Infra Stack

... WITHOUT CODE CHANGES.

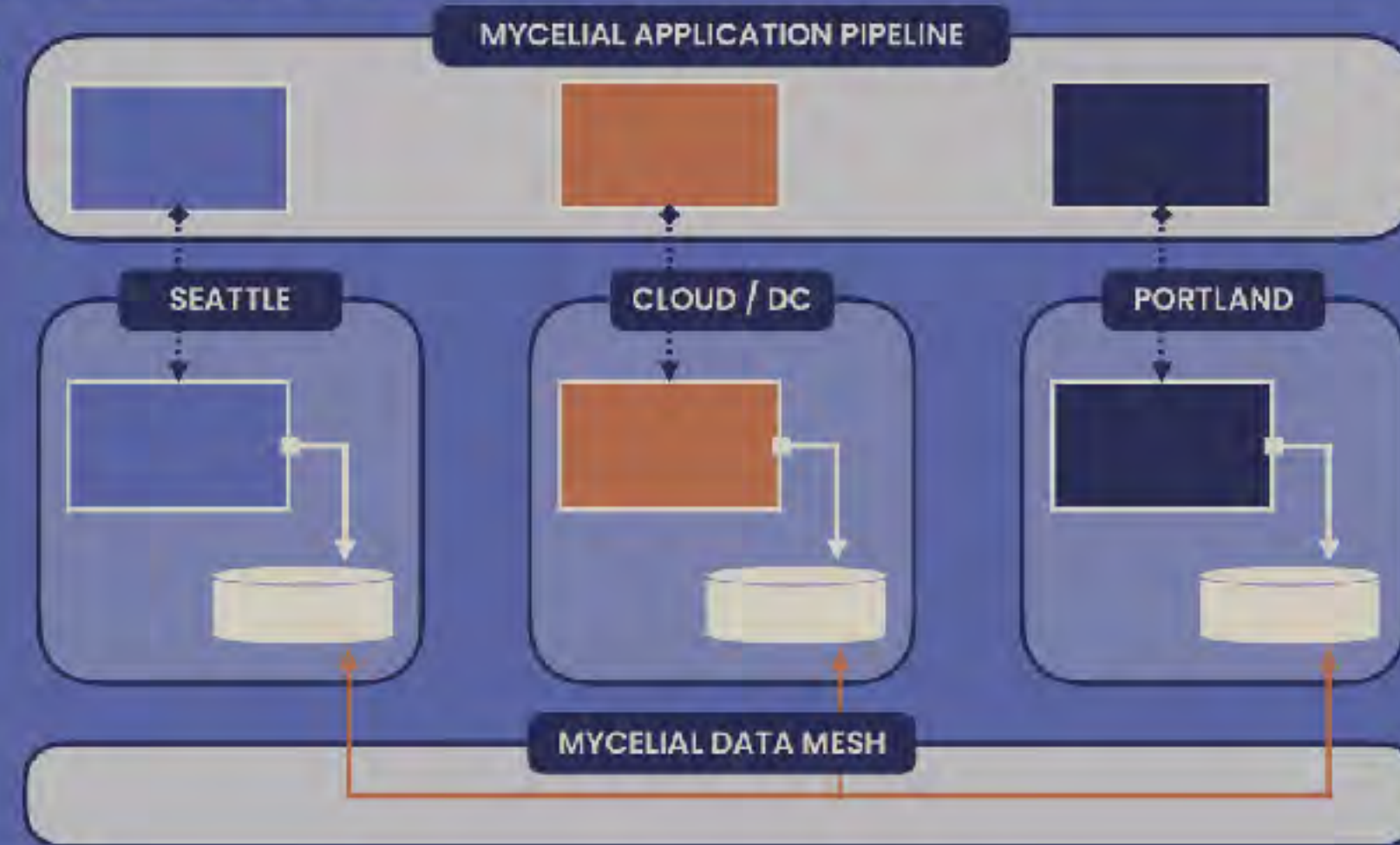
Mycelial

ORCHESTRATION

Move the process to the data; not vice versa.

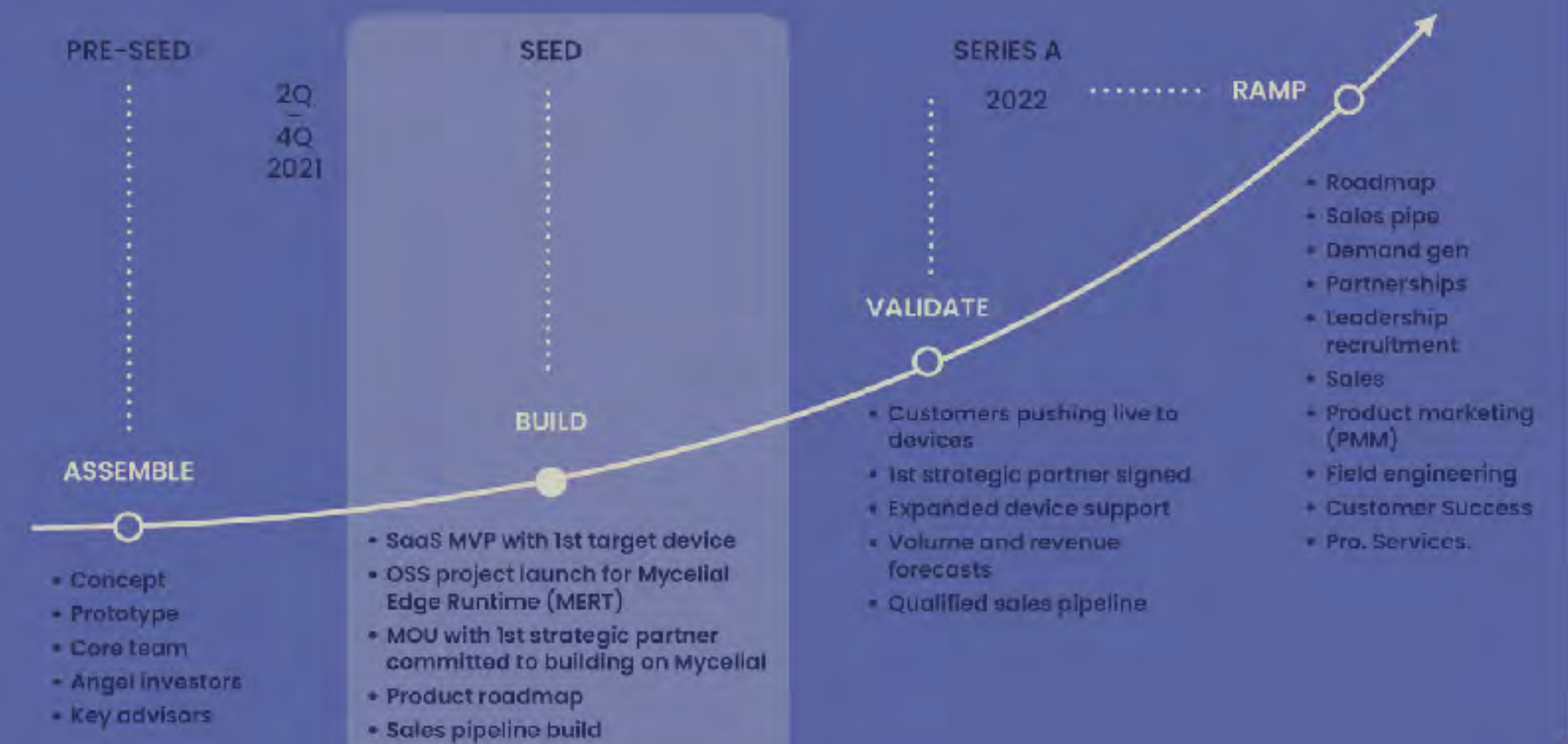
Edge-aware placement

- Metro/Location
- Network selection
- Data gravity



17

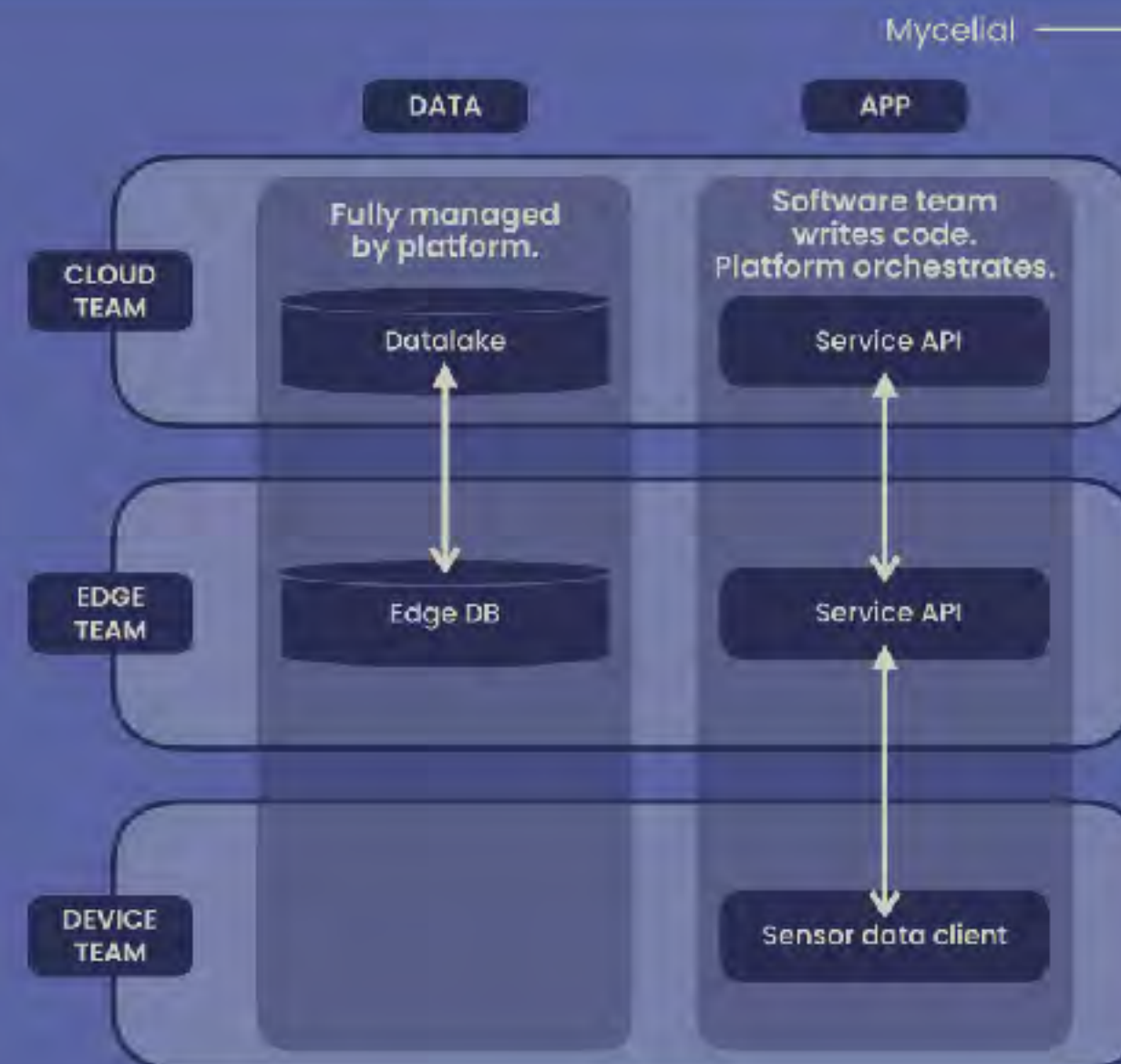
OUR PATH TO MARKET



23

MYCELIAL PLATFORM

- MITIGATED RISK: Cohesive, whole-system automated upgrade & rollback.
- COST REDUCTION: Adopt industry standards & practices. (Avoid reinvention.)
- QUALITY: End to end QA/QC, via full-stack simulation.
- VELOCITY: Uniformity across platforms; programming environment, data model, and API exposure.
- Managed data interfaces, synchronization, model upgrades and rollback.
- Single team can manage applications on all platform components



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SIMULATION QA

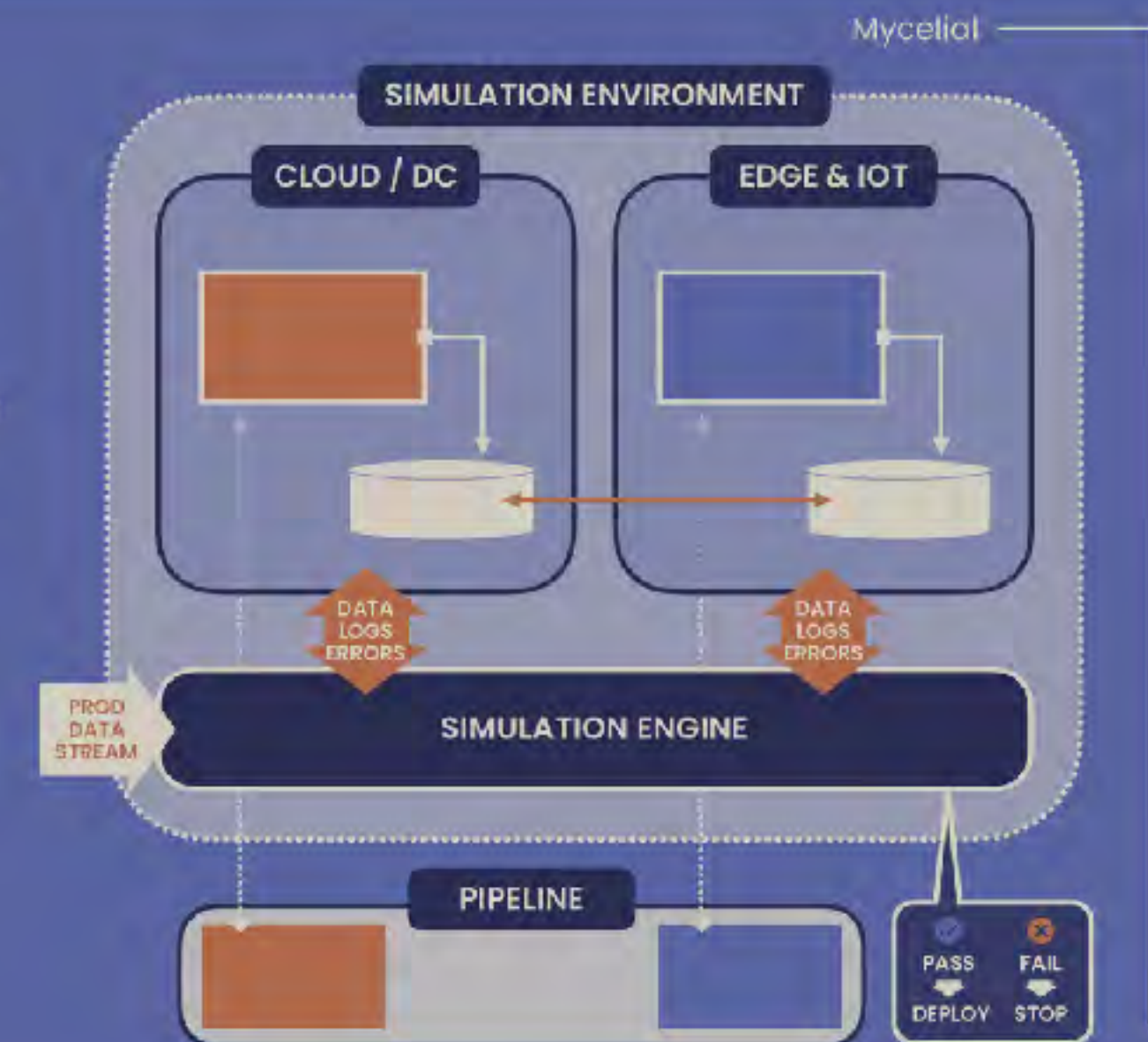
Ensure holistic quality assurance, across all components together.

1. Deploy components together.
2. Run production data stream.
3. Detect error patterns.

Prevent detectable problems from deploying into live environments.

Reduce frequency of failure, and mitigate impact as early as possible.

- Hardware emulation for IoT
- Full data layer observability



23

Launch Strategies

- A Status Quo
- B Influencer Roadshow
- C Limited Media Roll Out
- D Media Channel

A/B Partners | Oct 24th 2018

As TMC grows its membership, connects with more campaigns, the data gets stronger and deeper, while the possibilities for collaboration and experimentation multiplies across all levels of government and with campaigns of all sizes

A/B Partners | Oct 24th 2018

TIMELINE NOV-DEC

- Develop communications strategy
- Draft roadshow presentation and supporting materials that frame the TMC story (core offerings, member case studies, etc)
- Complete election activities with partners and conduct post-election analysis on TMC's impact
- Develop member recruitment and funding presentation decks
- Roadshows begin
- Present post-election impact analysis at Members Meeting in Dec

A/B Partners | Oct 24th 2018



The Movement Cooperative

Board Discussion: Public Launch and Positioning

A/B Partners | Oct 24th 2018

1

Status Quo

Maintain your stealth brand through an entirely defensive strategy aimed at deflecting public attention/inquiries

PROS

- Least risk of exposure to directed attacks/potential hacking
- Best route to avoid unwanted press
- Avoids alienating any members who wish to avoid press mentions or would feel like TMC is in competition with them

CONS

- Difficult to recruit new members and retain members without telling the story of TMC's value and impact
- Difficult to sustain fundraising for the long-term
- No advancement in any audience increasing their understanding of who TMC is, what they do or why

A/B Partners | Oct 24th 2018

Due to a systemic lack of resources, the progressive movement has continually lost ground

- Voter suppression is peaking
- Gun and police violence is spiralling
- Racism and xenophobia starts from the bully pulpit of the White House
- State-based attacks are quickly eroding access to abortion and other reproductive health services
- Stagnant wage growth has become the norm for most Americans

Given these goals,
the question isn't
whether or not to do
a big public launch

A/B Partners | Oct 24th 2018

Strategic Assessment

Spend downs have slowly gained popularity since the 1900s.

5%

About 50 years ago, only 5% of the total assets of America's largest 50 foundations were held by spend-downs.

24%

In 2010, that number had risen to 24%, according to a study by Bridgespan Group in Boston.

20%

A survey from Trends in Family Philanthropy in 2015 found nearly 20 percent of the newest family foundations have already chosen to operate with a limited life.

“ INFLUENTIAL

When I think of Hazen, I think of a philanthropic organization that's on the vanguard of education and education justice. Vanguard, like kind of out in front, than frankly more traditional educational funders. Specifically in their commitment to racial justice, communities, and full on commitment to public education. Committed to EQUITY in public education. There are very few funders that sit at this intersection so powerfully. They are kind of like a tug boat, tugging the field along.”

— Stakeholder Interviewee

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— Stakeholder Interviewee

“ Henry Ford II's resignation from the Ford Foundation was a red flag for philanthropists like John Olin. This lead to his decision to sunset the Olin Foundation as a way to avoid mission drift.”

— Philanthropy Roundtable

Your stakeholders had a consistent recommendation
Communicate consistently and powerfully to three key audiences

Audience 2

Grantees, to help them get ready for when Hazen is no longer supporting them

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We see three key solutions to help you accomplish these big goals

1. A fully integrated organization whose brand is externally consistent across all channels

2. A global, more human tone of voice that can speak to broad audiences

3. A modern public engagement model to reach target audiences with the right message, at the right time, and in the right places

1

Separate channels are creating confusion for people who seek to engage with EJAF

- Website analytics show lot of US users might be going to the UK site by mistake when they should be seeing the US site
- It is unclear to audiences which social channels for EJAF are "official," explaining some gaps in social media following between UK and US

ORGANIZATIONAL COMMUNICATIONS

Clearly communicating EJAF's role in the movement to end HIV/AIDS

Why is this a significant moment for the Foundation?

- Does the moment speak to one of EJAF's key priority areas?
- Is this a grantmaking/donation/fundraising update?
- Is this a new initiative or a continued effort?
- Is there a direct benefit for EJAF, its partners or grantees in commenting on this moment?

Does this involve one of our partners or grantees?

- Should we consult the individuals/organizations involved before communicating publicly?
- Can/should they play a role in amplifying communications efforts?
- Can they provide content for materials/communications efforts?

Is there a call to action?

- What do we want audiences to do as a result of our communications?
- Is it appropriate to make an ask for donations?

How can we highlight EJAF's impact?

- Are there statistics and anecdotal evidence for populations served thanks to EJAF grants?
- Are there grantee accomplishments EJAF can elevate?
- Are there successful campaigns or communications tactics we can highlight?

3

A modern public engagement model to reach target audiences with the right message, at the right time, and in the right places

- A wider range of communications tactics and greater risk taking
- A reactive model so EJAF's voice is inserted in the right conversations when people are paying attention
- A process focused on generating insights on what works and doesn't

PUBLIC EDUCATION

Communicating with authority and credibility

Is there an education/awareness gap EJAF/grantees can help fill?

- Is there a long-standing misconception to be addressed?
- Is this a moment when there's an urgent need to correct the record?
- Is there an initiative, solution, or model that deserves greater recognition?

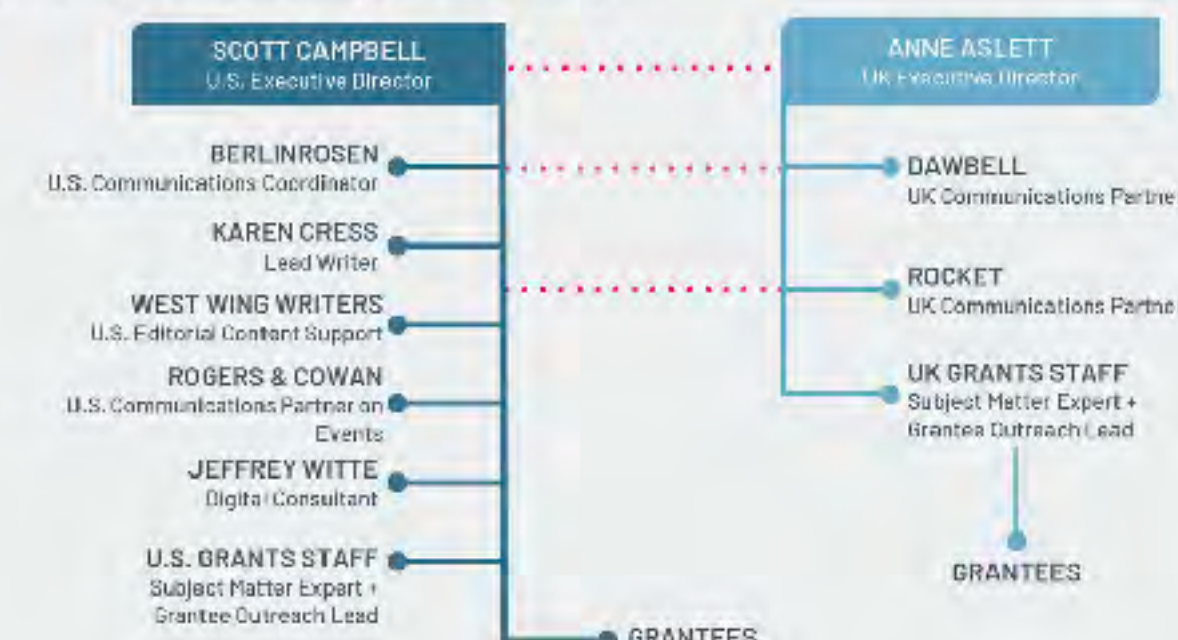
Has EJAF made investments in the issue at hand?

- No: In most cases, it's better not to proceed without legitimacy given by EJAF grantmaking.
- Yes: Is this a priority issue area for EJAF?

Who should be the primary communicator? Grantees? EJAF's? Or both?

- Who has the most culturally relevant voice? (especially for local/in-state/in-country policy making)
- Which voice is most likely to appeal to the general public?
- Are grantees involved small orgs with limited capacity or large ones with robust communications capabilities?
- What's the call to action, and who's best positioned to deliver it?

Current roles & responsibilities





SECOND RESPONSE

We Live In Turbulent Times

- Did you know that every year over 175 million children are affected by natural disasters?
- Human-made disasters such as bombings and shootings are increasing more trauma without warning.
- It is clear that this time zone for disaster preparedness makes in every community - a focus for parents, educators and caregivers to provide a secure base and build resilience for children.



PLAYhops help kids to externalize emotions.

Building Resilient Communities

- Based on what they experience, first responders and caregivers are often overwhelmed with their own secondary trauma.
- Second Response and regulation strategies help caregivers regain calm and enable them to more effectively help others.
- We prepare them to organize and deliver PLAYhops as a critical component of their disaster response.

"It was a healing experience for many of us; an opportunity to shed some of the heavy burden we carry, holding the traumatic experiences of others."

*Claudia Savage
Chicago, Illinois*

A Body-Centered Approach To Trauma

- Second Response recognizes the undeniable link between body and mind in remembering the effects of stress, disaster and trauma.
- Grounded in somatic research, our PLAYhops exercises adapt body, mind and post-traumatic stress.
- Our carefully crafted forms of productive play are grounded in cultural and universal methods to help people manage stress, disaster and trauma.



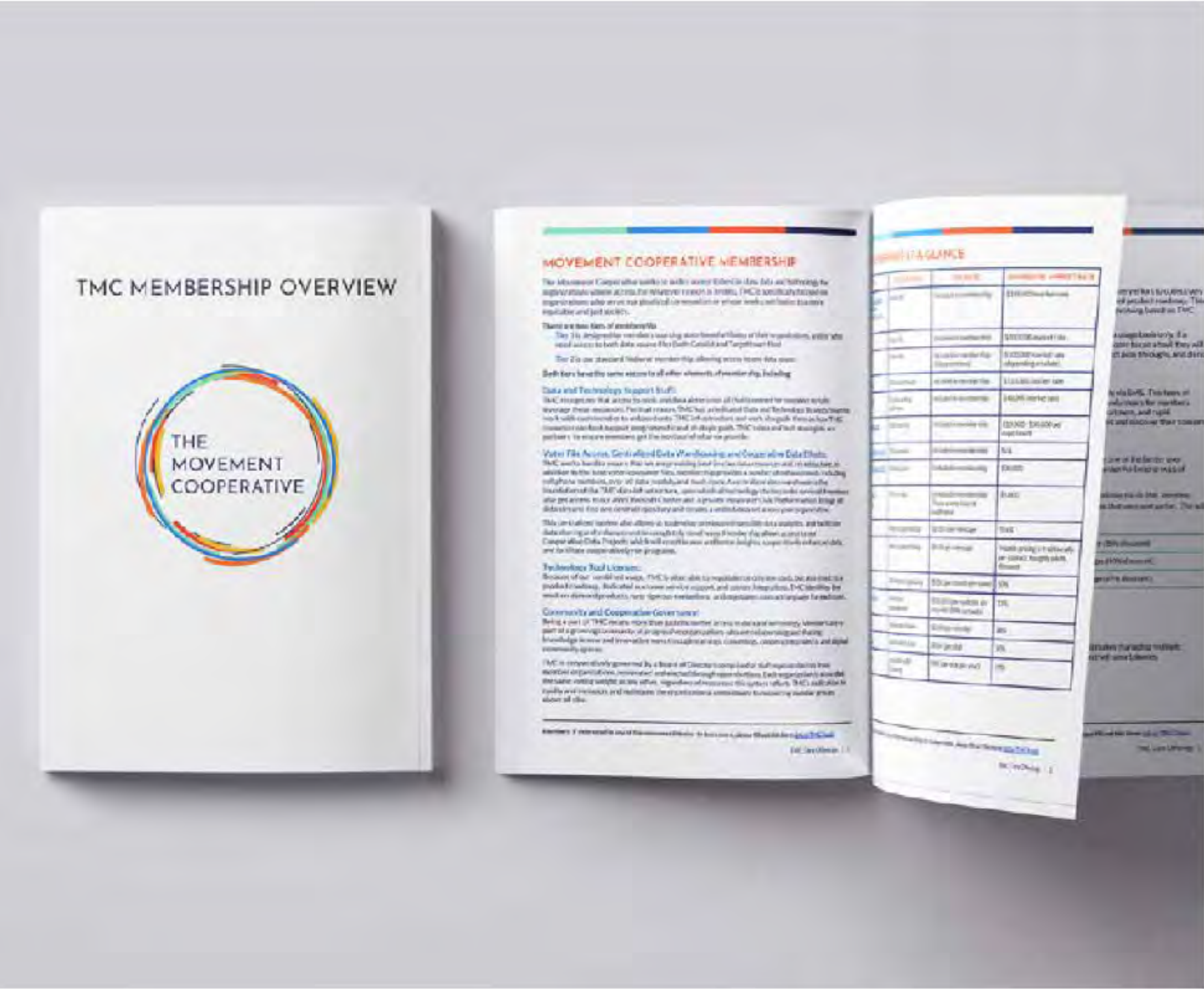
Pre-emptive training is an important component of disaster preparedness for first responders and caregivers in our communities.

Expanding Our Reach

- In a turbulent world, Second Response is committed to serve our local communities by improving disaster preparedness through PLAYhops and self-regulation training.
- In 2016, we plan to conduct at least 10 training programs in the U.S., reaching over 1,000 responders, teachers and caregivers, preparing them to help thousands of families in their communities.
- We cannot achieve this without your continued support. Go to www.secondresponse.org and please give what you can to help build resilient communities.

409 Durham Road, Suite A-1 | Uckeha, CT 06781 USA | Tel: 860-414-1800 | www.secondresponse.org

Stabilizing the well-being of communities exposed to trauma by restoring the mind-body capacity for resilience.



Theme I: The mod what he/ conflict

In gauging the baseline data, research was done. Today in acute care community being stretched the dam is at bubble up in their plans as or in their inf for which the through as if make about signals sent I how they go the clock. W it, however, emerge. Th them both

Many nurses indicate they are simultaneously encouraged to:

1. Promote education
2. Serve as problem solver
3. Fulfill important responsibilities
4. Be the backbone that the world needs

Theme II: Nurse leaders and front-line nurses view "leadership" very differently.

The stark discrepancy between nurses interviewed surfaced in their perceptions of what it means to be a leader. Nurse leaders typically embrace leadership "with a capital C"—viewing pursuing formal leadership/management positions at their organizations, working on boards, holding prominent council roles, advocating for state or federal policy changes, and more. They tend to see the pursuit of leadership as a way to position nurses as stronger advocates for individuals and systems change will bring. While cultivating this kind of nurse leadership has been widely embraced and successful in academia, on the front lines of nursing, "capital C" leadership does not translate nearly as positively.

The front-line nurse movement—representing a range of settings, from hospitals to schools to public health—doesn't simply feel to relate to the kind of leadership that most nurse counterparts envision. In fact, this kind of leadership seems to turn many of them off. It conjures images of bureaucratic leading-by-the-reins systems, or number crunchers removed from direct care. These nurses tend to view leadership as a formal part of hospital or health system management, a role that is seen as mutually exclusive from the personal care they are required to provide.

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In Their Own Words:



Nurse Insights on Unmet Needs of Individuals March 2019

WHAT THEY SAID

Rank-and-File Nurses:

"You look by example because you're very good at what you do, and you provide a very high standard. Other people will follow you, and you have a kind of leadership, but people will look at you when they hear the word 'management'."

"I think people will follow you because you're good at what you do and you're responsible in your care and you communicate."

"It's putting forth suggestions and ways to help make things more productive. That's the type of thing I think other people will come to without being designated as 'in charge' or as a 'manager'."

"The biggest role just being a staff nurse on the floor and I've substituted on clinical lead or charge nurse from time to time. I've been on the opposite side when I've been able to see a good team leader and how the floor will flow when there's somebody there really in tune with other nurses."

Academic Nurses:

"It's important and essential that nurses not out, are promoted and placed in high-ranking positions within the health care system in order to make some institutional changes."

"Nurse leaders have to distinguish between leadership and management. Many of the ones and colleagues I have in leadership positions are managing."

"I think senior and back of the line of leaders who help us move forward our vision."

Nurses must be leaders. That doesn't have to mean that everyone becomes the chief nursing officer or the senior vice president of nursing. But it does mean taking up the mantle of Florence Nightingale.

"Organizations that employ nurses need to be put in situations where they are forced to look at how they're hiring and using nurses in leadership roles so that they can effect some additional changes in the way they operate."

Senior-Level Nurses:

"Several times I had to build a unit. It was about providing purpose, direction, and motivation. The typical military definition of a leader is to provide those things, and the resources. It was a lot of pumping their heads up to. We're going to be the best unit in the facility."

"On workplace bureaucracy? I'm just trying to get a time for myself to answer emails, answer all the stuff that when you're not working a desk you don't even think about. You're just, 'Man, let me just get my hands in there, get dirty and let's go.' Now, I don't get dirty, I don't feel like a nurse anymore. I feel like a paper-pusher at this point."



Wood Johnson Foundation

The interviewees represented an extremely diverse mix of individuals. To further and convey their opinions effectively, the research team developed six archetypes to reflect their respective vantage points:



The Academic Nurse



The Community Nurse



The Rank-and-File Nurse



The Senior-Level Nurse

The Rank-and-File Nurse is typically the bulk of the nursing workforce, working in hospitals, clinics, or other settings. These nurses often work in direct patient care, such as in long-term care or skilled nursing facilities. They are responsible for providing care to patients, often working in shifts. They have a strong commitment to their work and are often the backbone of the nursing team. They are typically young adults, with many having just graduated from nursing school. They are often the most visible face of nursing to the public.

The Senior-Level Nurse is an official member of the "executive suite" in the health system, hospital, or unit. For example, these nurses are often the vice presidents of nursing, or the chief nursing officers. They are responsible for managing the nursing department, often responsible for overseeing Rank-and-File Nurses, and they generally spend a limited amount of time working directly with individuals. They are typically strong advocates of advanced nursing education, with many holding advanced post-graduate degrees.

Theme III: Nurses indicate that they understand the unmet needs of their patients, as well as the challenges affecting the health of their communities.

Nurses with whom the research team spoke appear tuned in to those for whom they care and the needs of their communities. Indeed, in dozens of conversations, nurses' clear understanding of people's unmet health and social needs shone through.

Most nurses said they want to help people meet unmet needs, but that they don't necessarily have the time or institutional buy-in to do so.

Being able to guarantee access to certain services, whether due to logistical cuts or other factors beyond their control.

While nurses speak animatedly about helping people address the social determinants of health, they rarely use a common vocabulary to describe the nature of this work. For many, the lines between different terminologies—unmet needs, population health, community health, the social determinants of health—are blurred. This is particularly true for front-line nurses, who are often unfamiliar with the term "health equity," and even if they have heard of it, they likely can't define it.

They do speak knowledgeably about addressing the unmet needs of individuals, but they largely speak in terms of the immediate challenges before them—what they see and experience every day, which includes their role as health educators. Nurses express a sense of responsibility for, and in fact embrace, their role as health educators—whether it involves educating parents about how cigarette smoke in their car plays a role in their child's asthma attacks or coordinating transportation for a patient to get to follow-up appointments. They also acknowledge that it is a sore they play both on and off the clock—considering their volunteer work in their communities an extension of it.

WHAT THEY SAID

Rank-and-File Nurses:

"I want to provide the best care possible, but I don't have the time or resources to do so. I want to provide the best care possible, but I don't have the time or resources to do so."

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Atlantic Fellows | RACIAL JUSTICE

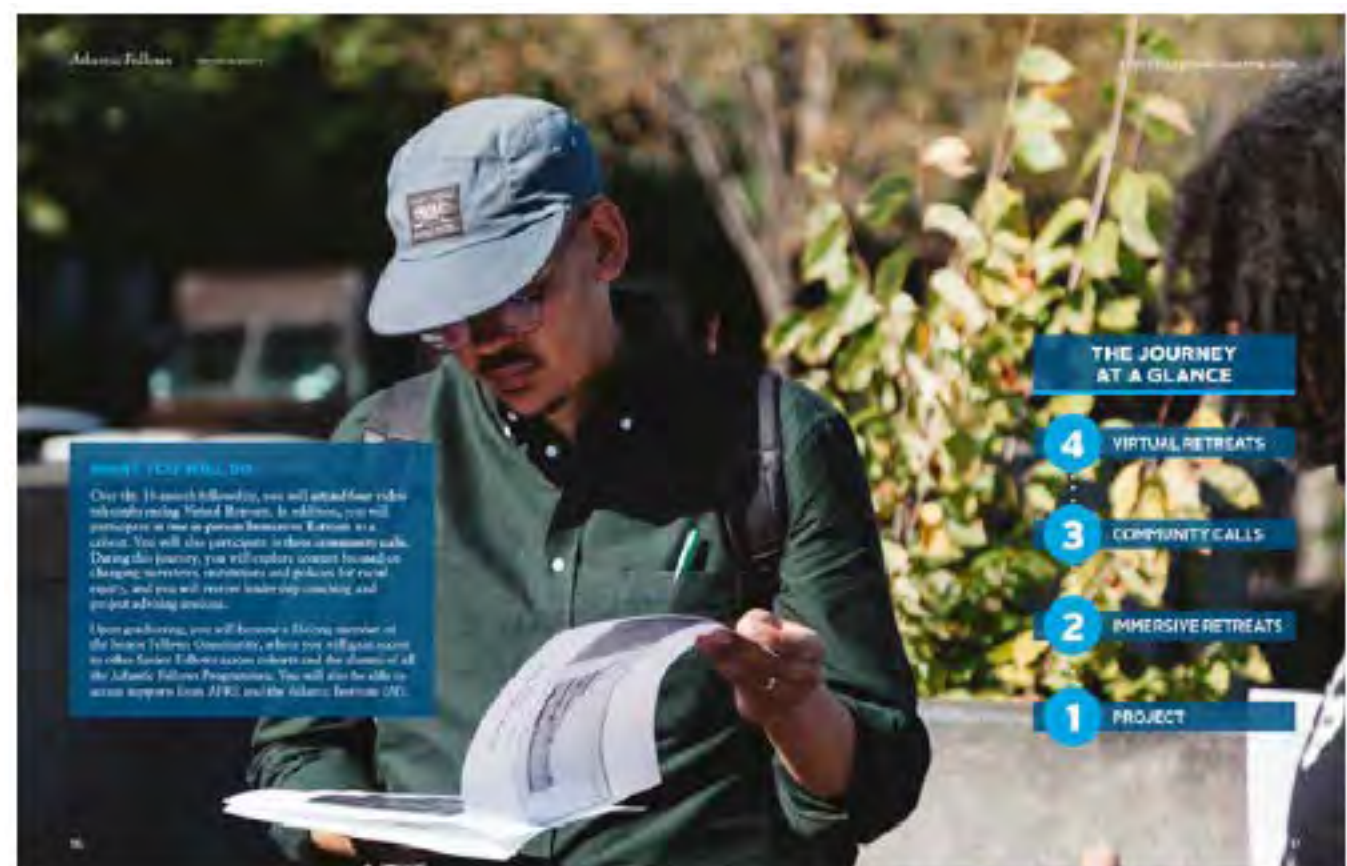
2019-2020 FELLOWS GUIDE

Atlantic Fellows for Racial Equity acknowledges and pays respect to the Indigenous peoples and the lands upon which our programming unfolds and is delivered.

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1010 Third Avenue, Suite 101, New York, NY 10017

[atlanticfellows.org](#) | [atlanticfellows.org](#) | [atlanticfellows.org](#)

RACIAL JUSTICE | ATLANTIC FELLOWS | NEW YORK



The first step in the process of creating a dialogue space is to identify the key stakeholders and their interests. This involves a thorough analysis of the community and the issues at hand. Once the stakeholders are identified, the next step is to establish a common ground and build trust among them. This can be achieved through various means, such as workshops, focus groups, and public consultations.

Once trust has been established, the next step is to facilitate a dialogue between the stakeholders. This can be done through a variety of methods, including facilitated discussions, mediation, and arbitration. The goal is to create a safe and open environment where all parties can express their views and concerns.

Finally, the last step in the process is to develop a plan of action based on the dialogue. This plan should outline the specific steps that will be taken to address the issues identified during the dialogue. It should also include a timeline for implementation and a mechanism for monitoring and evaluation.

A DIALOGUE SPACE

The first step in the process of creating a dialogue space is to identify the key stakeholders and their interests. This involves a thorough analysis of the community and the issues at hand. Once the stakeholders are identified, the next step is to establish a common ground and build trust among them. This can be achieved through various means, such as workshops, focus groups, and public consultations.

Once trust has been established, the next step is to facilitate a dialogue between the stakeholders. This can be done through a variety of methods, including facilitated discussions, mediation, and arbitration. The goal is to create a safe and open environment where all parties can express their views and concerns.

Finally, the last step in the process is to develop a plan of action based on the dialogue. This plan should outline the specific steps that will be taken to address the issues identified during the dialogue. It should also include a timeline for implementation and a mechanism for monitoring and evaluation.

ACCESSING THE AFRE COMMUNITY

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CODE OF CONDUCT FOR THE AFRE COMMUNITY

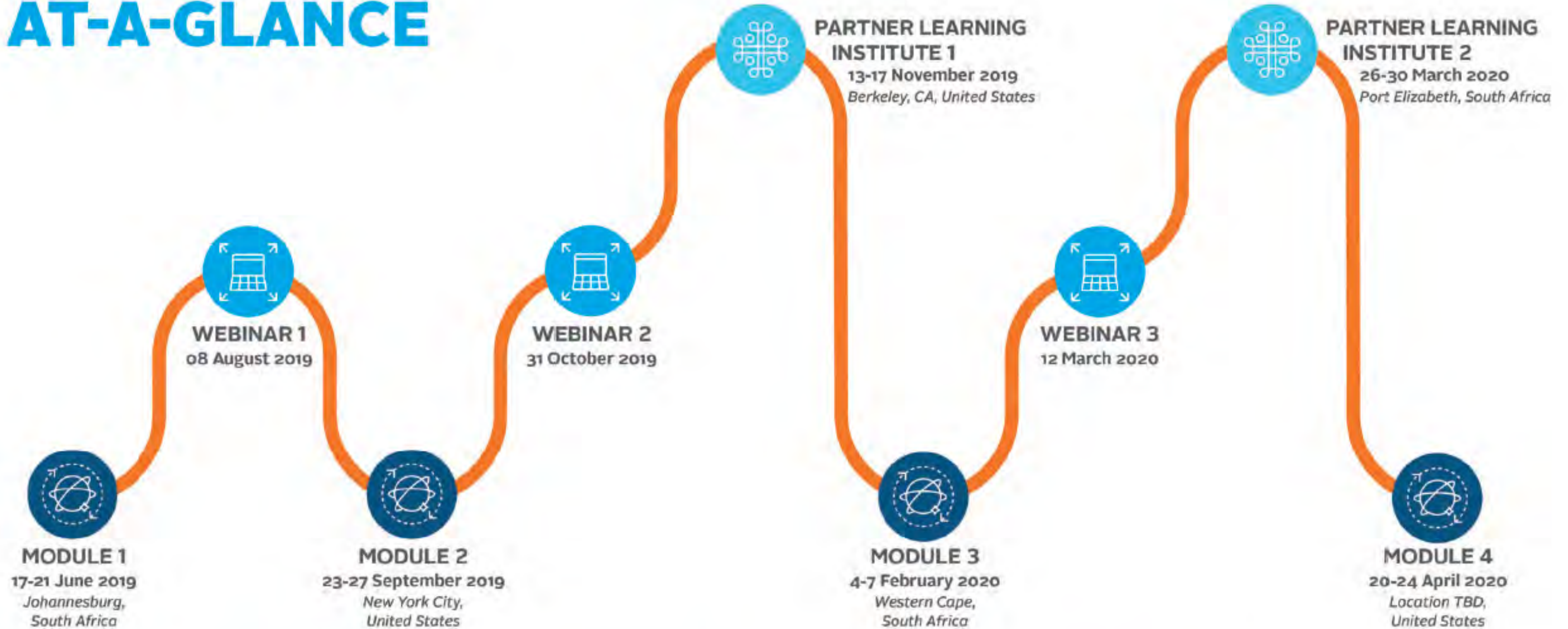
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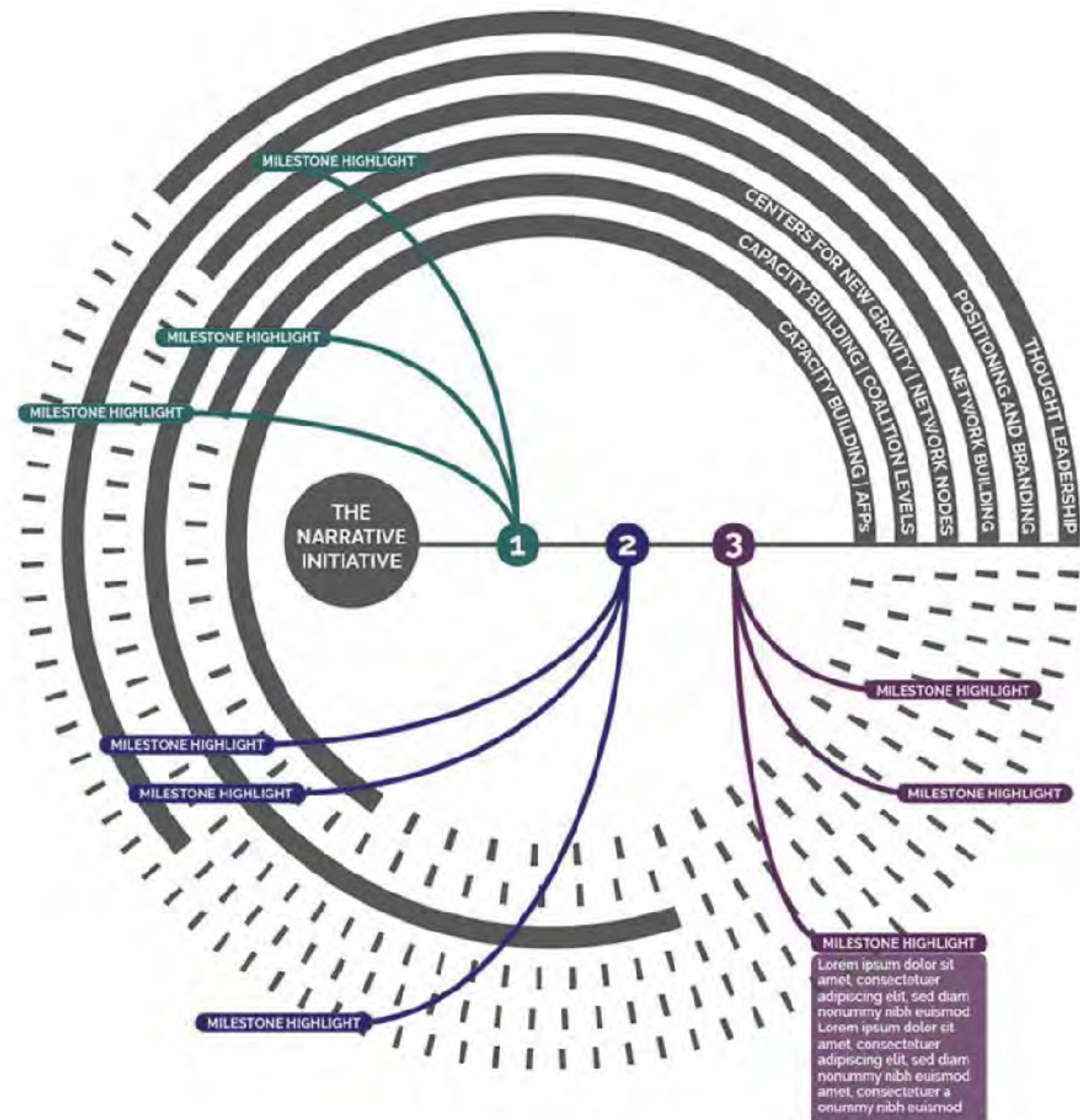
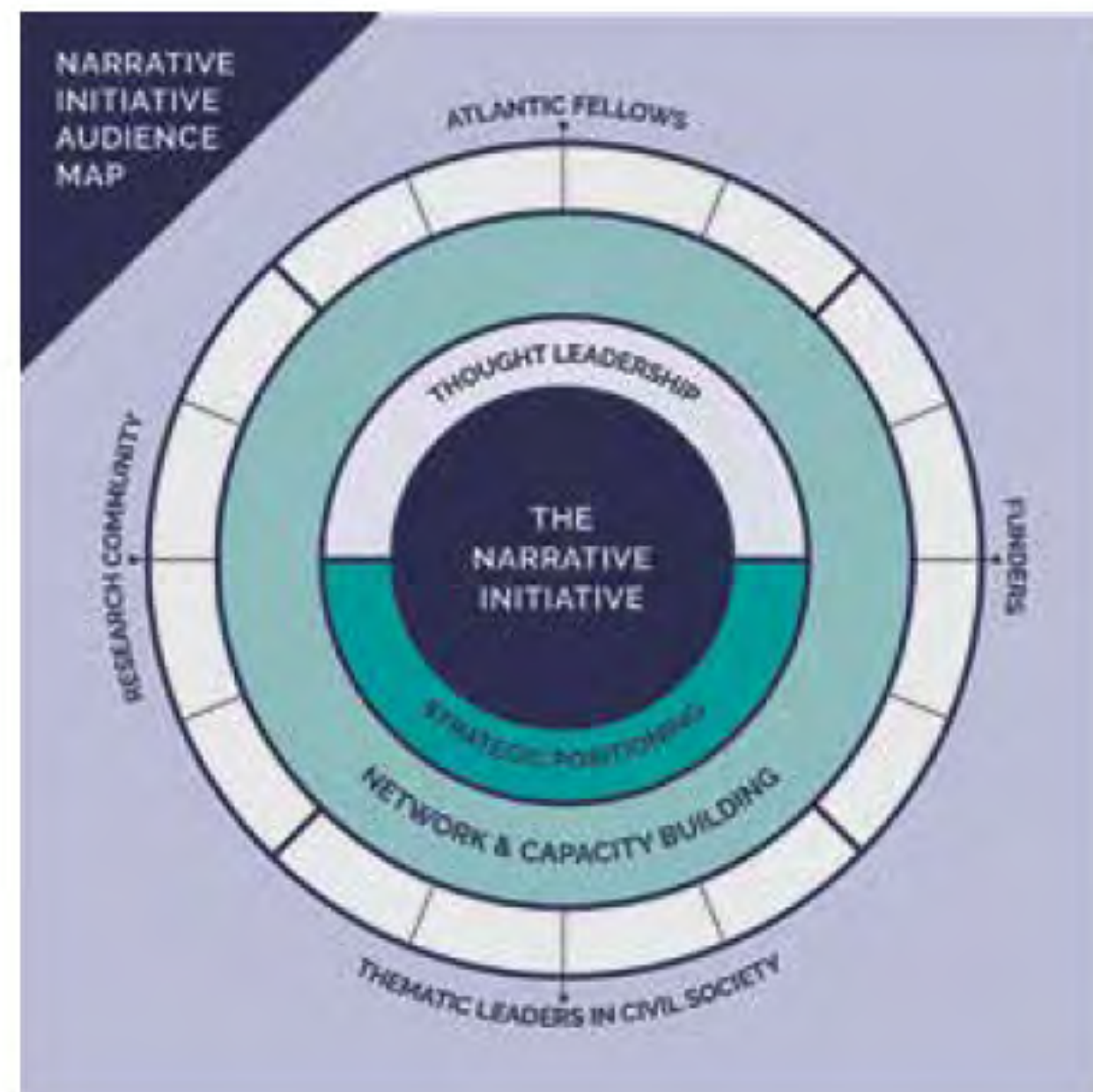
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ACCESSING THE AFRE COMMUNITY

THE YEAR AT-A-GLANCE



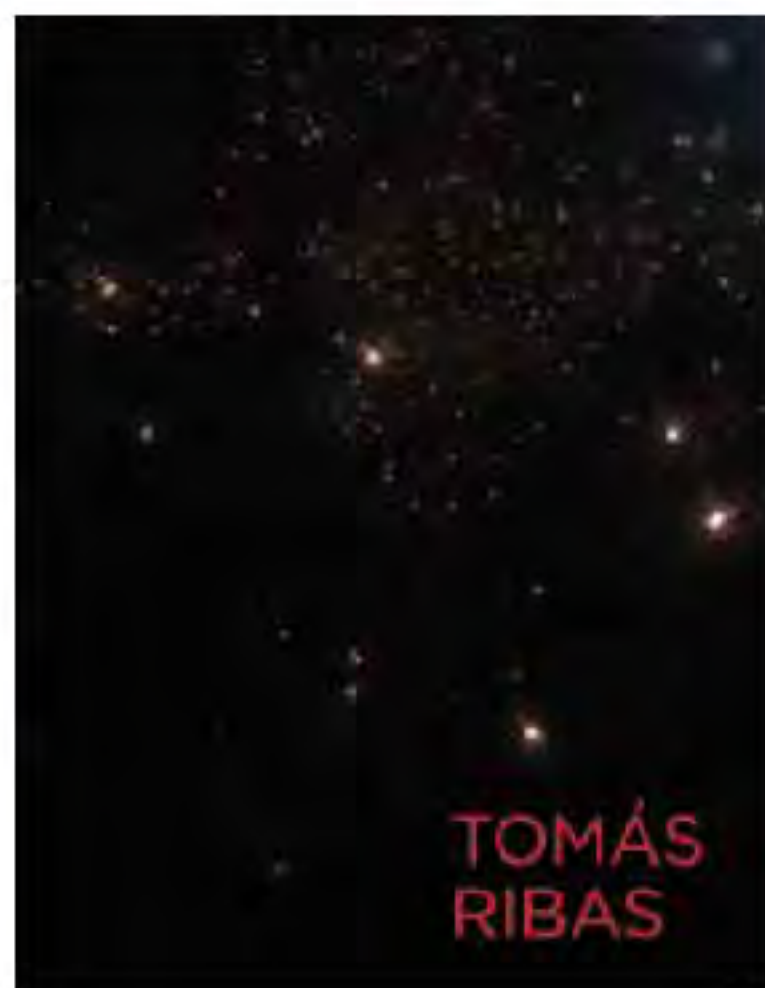


[Characteristics of Company Leadership]

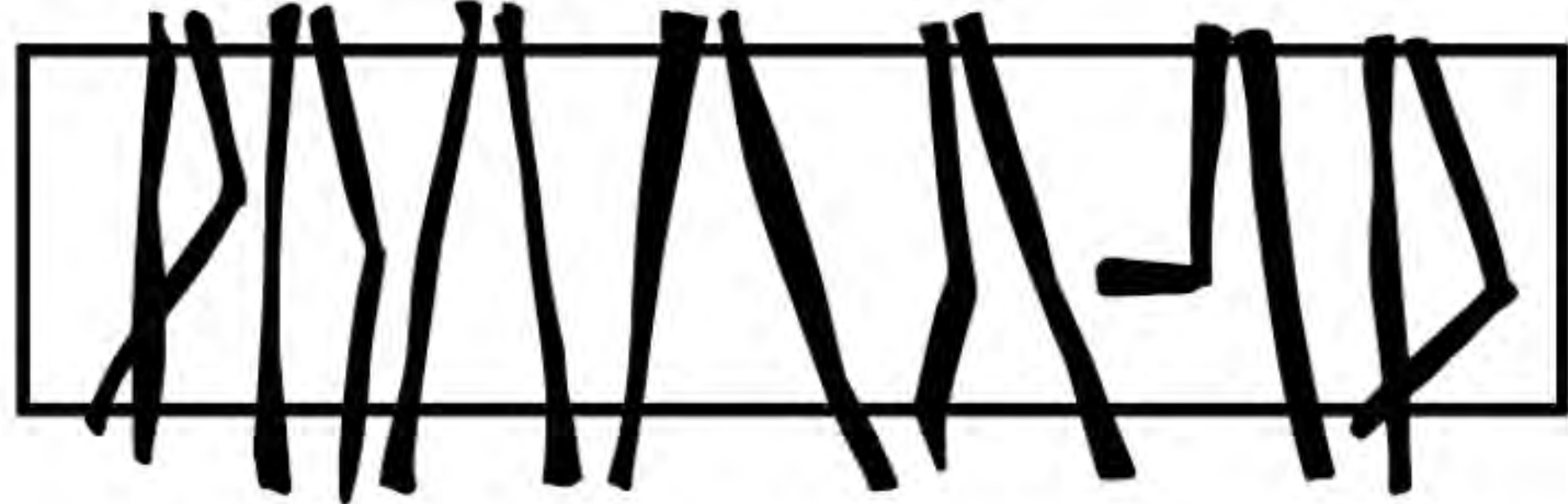
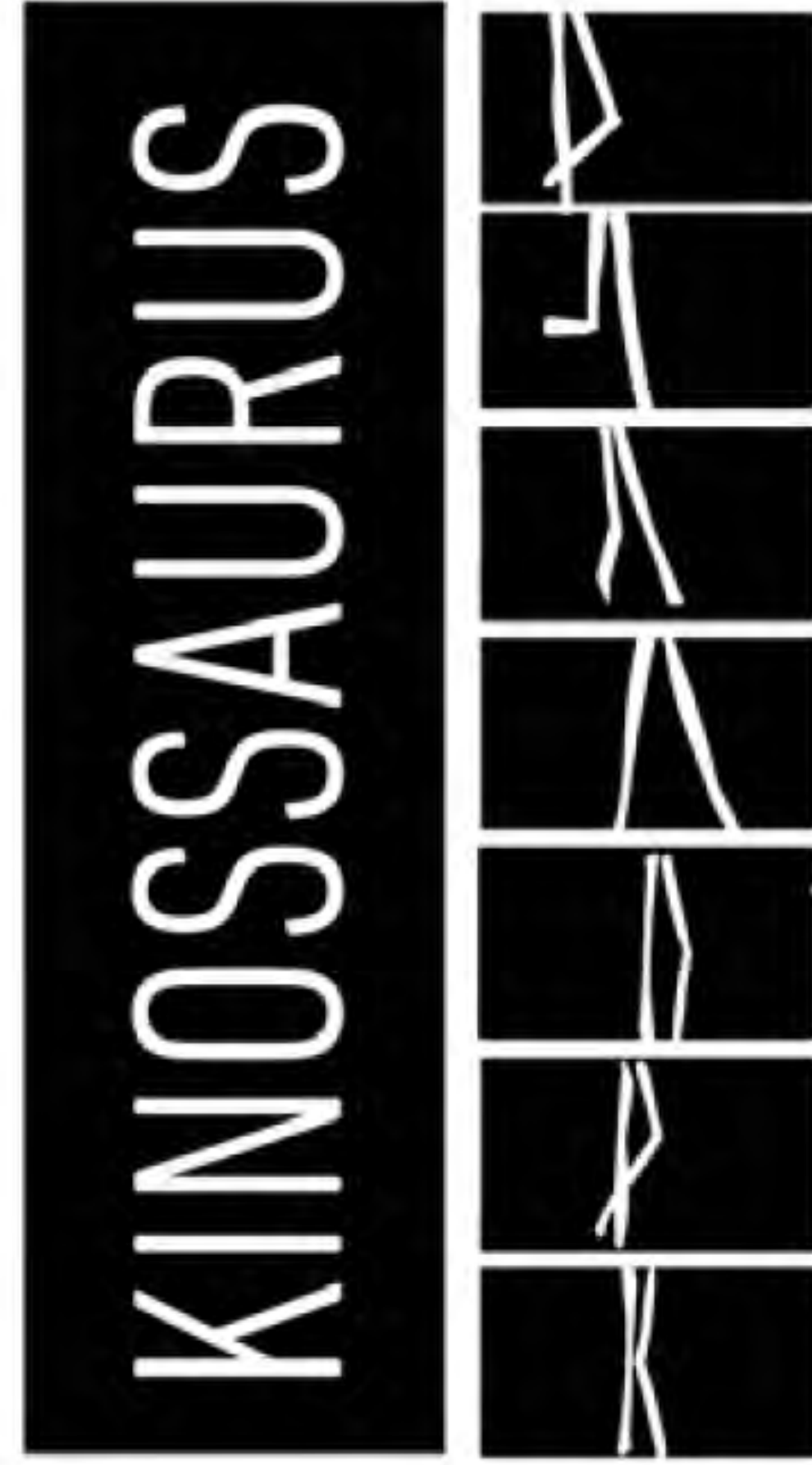


Designed by Elizabeth Abernethy, Anna Braga, Meghan Lazier and Yulia Uogishi

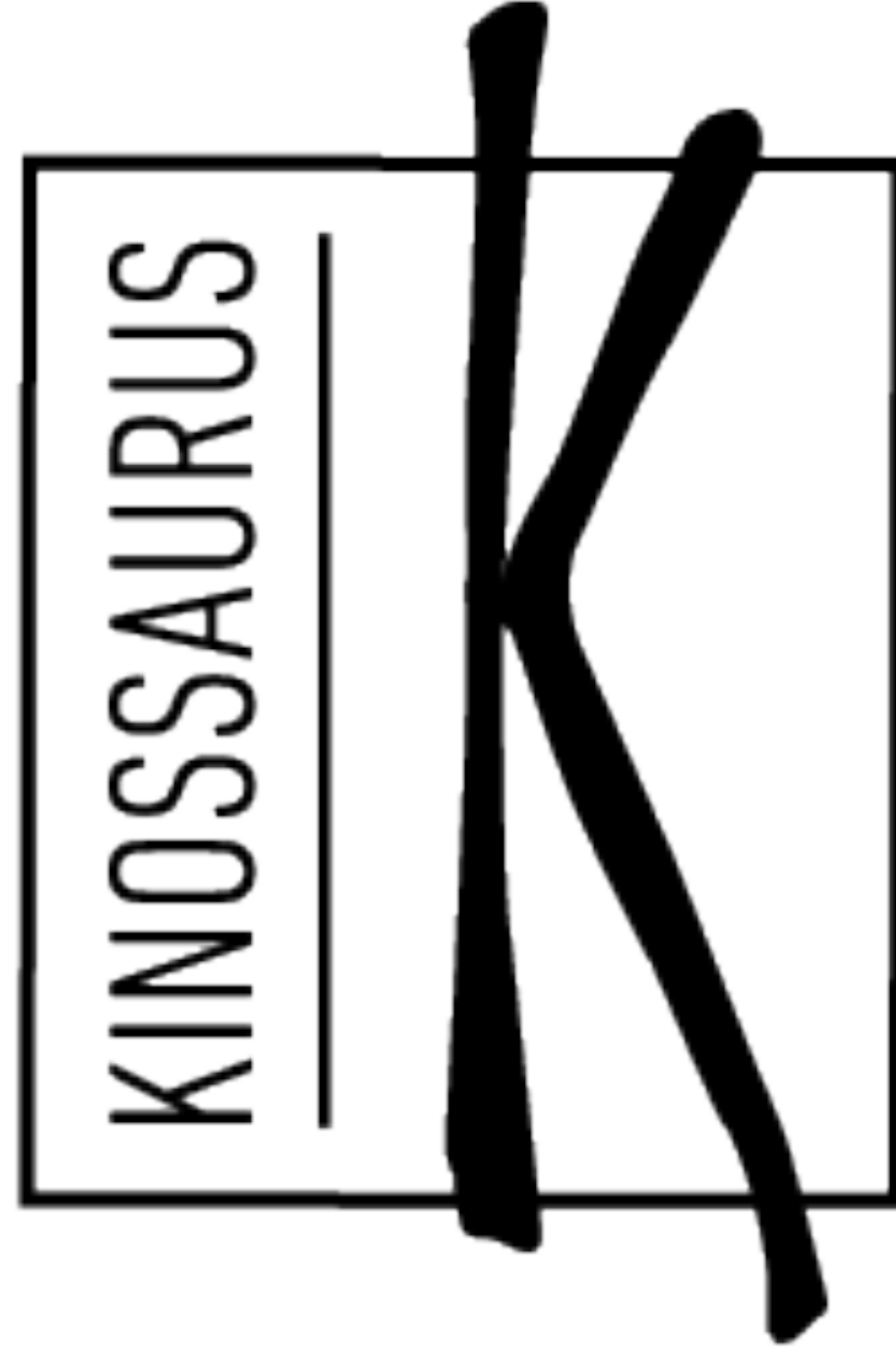
Resources:
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http://www.pmi.com/eng/about_us/our_management/pages/our_management.aspx
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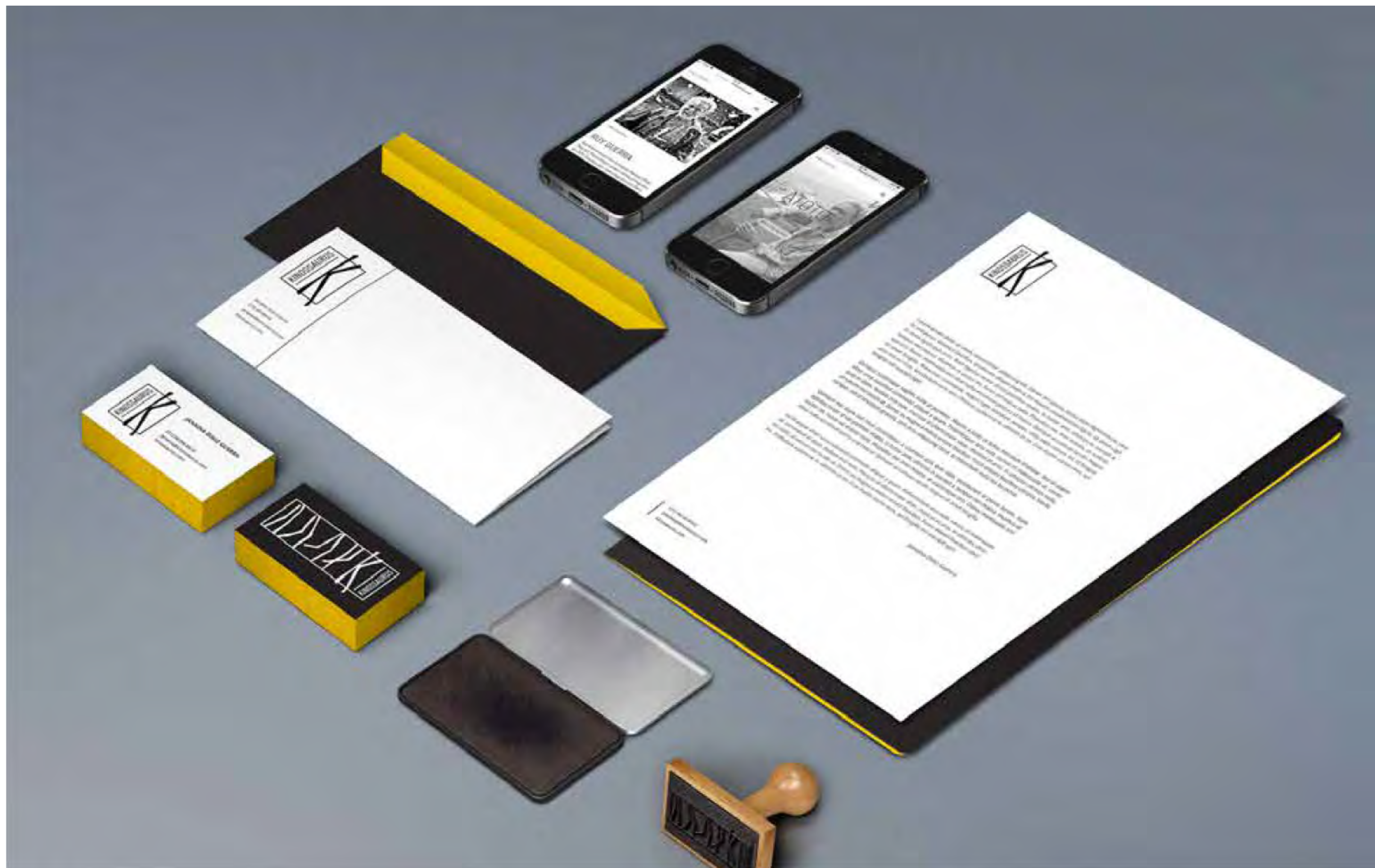


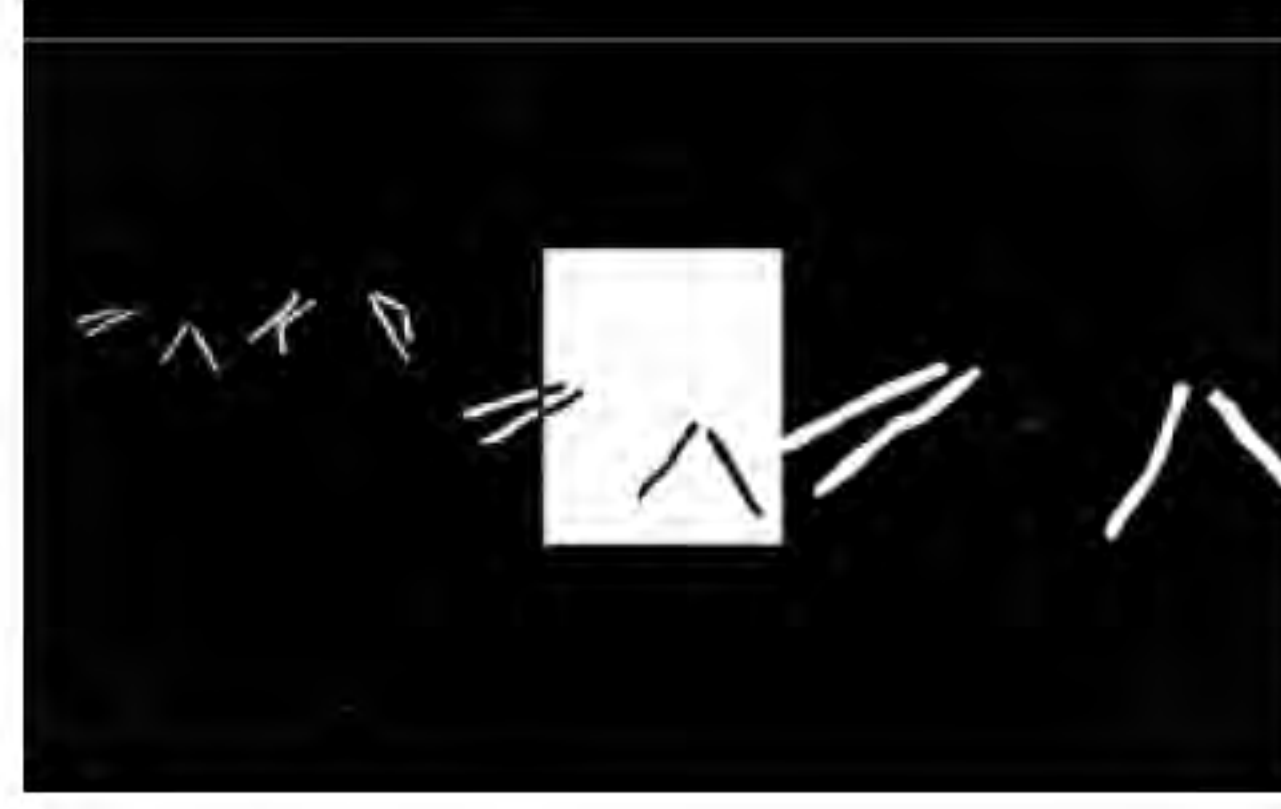
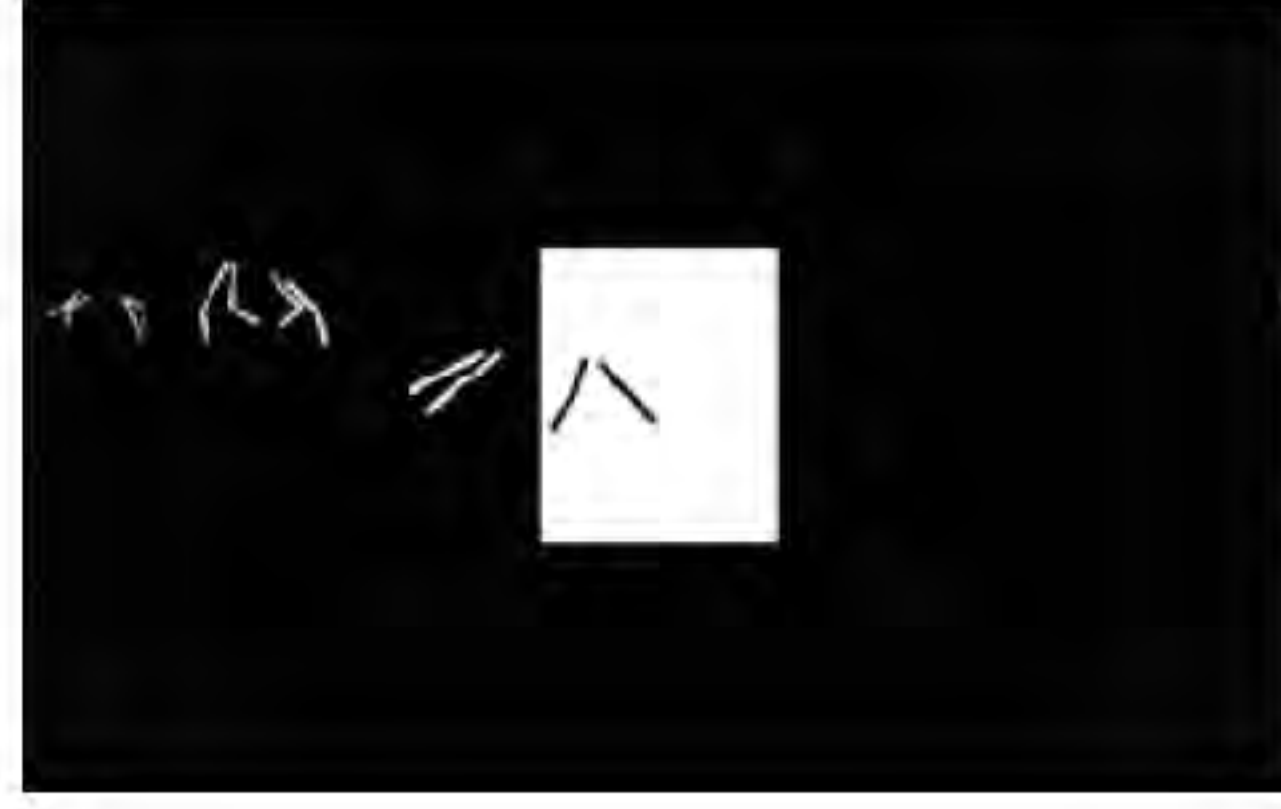




KINOSSAURUS









A KINOSAURUS FILMES PRODUCTION



in pieces

[AOS PEDAÇOS]

A FILM BY *Ruy Guerra*

EMILIO DE MELLO SIMONE SPOLADORE CHRISTIANA UBACH JULIO ADRIÃO

DIRECTED BY RUY GUERRA PRODUCED BY JANAINA DINIZ GUERRA ORIGINAL STORY RUY GUERRA SCRIPT RUY GUERRA AND LUCIANA MAZZOTTI DIRECTOR OF PHOTOGRAPHY PABLO BAIÃO
ART CEDRIC AVELINE EDITORS MAIR TAVARES AND DANIEL GARCIA MUSIC COMPOSER FRANKTURA SOUND MIX DAMIÃO LOPES DIRECT SOUND ANTONIO GROSSO SOUND DESIGN BERNARDO UZEDA
COSTUMES DESIGNER KIKI LOPES AND RÔ NASCIMENTO MAKEUP MARI PIN POST-PRODUCTION SUPERVISOR JUCA D'AZ FIRST ASSISTANT DIRECTOR DANDARA GUERRA EXECUTIVE PRODUCTION ADRIANA KÖNIG
PRODUCTION DESIGN FERNANDO ZAGALLO AND KIKI GARCIA ASSOCIATE PRODUCERS MARIZA FIGUEIREDO, EMILIO DE MELLO, SIMONE SPOLADORE, TACACÁ FILMS

PHOTO BY MARCELLO BELLA

PRODUCTION

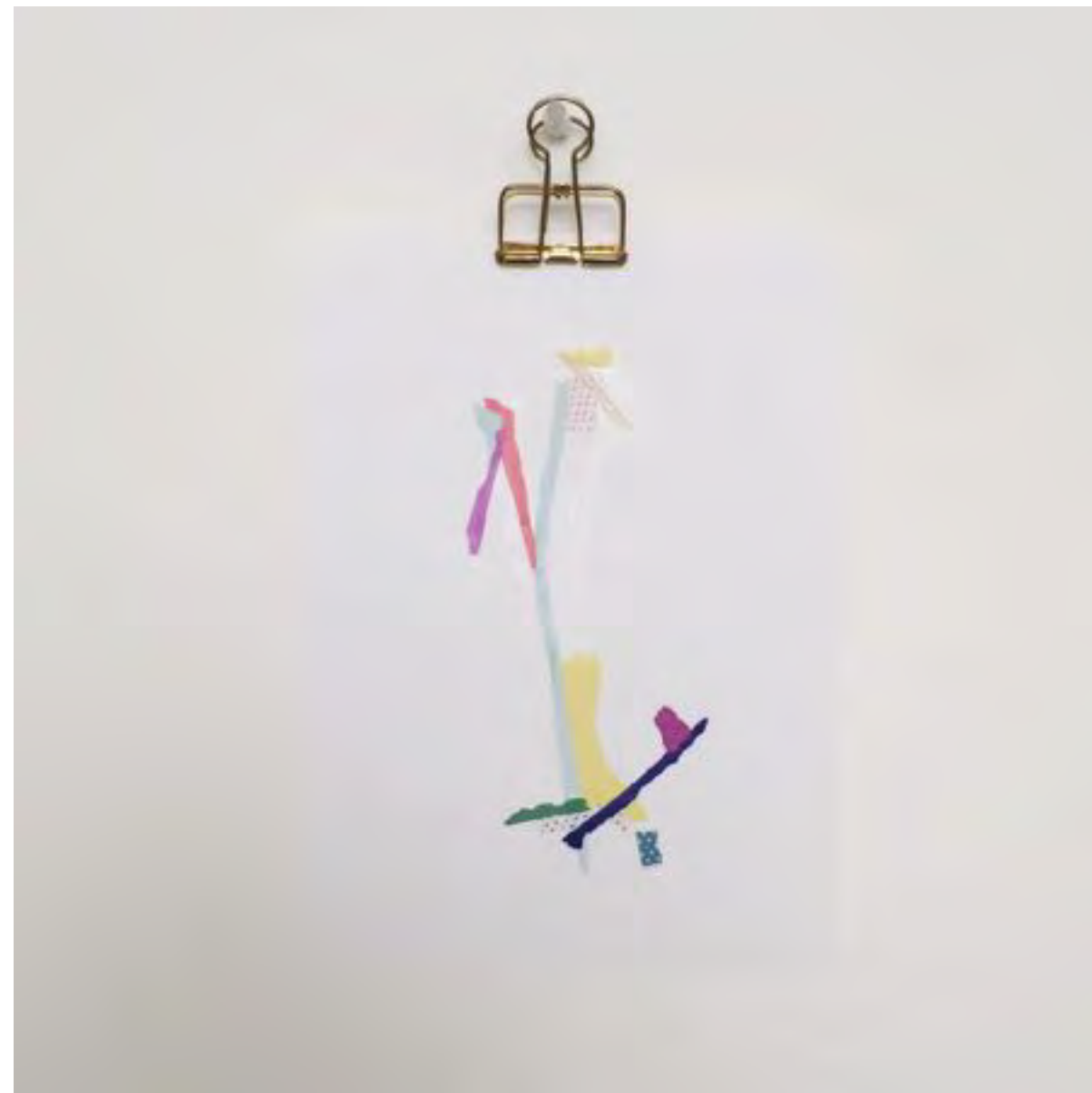
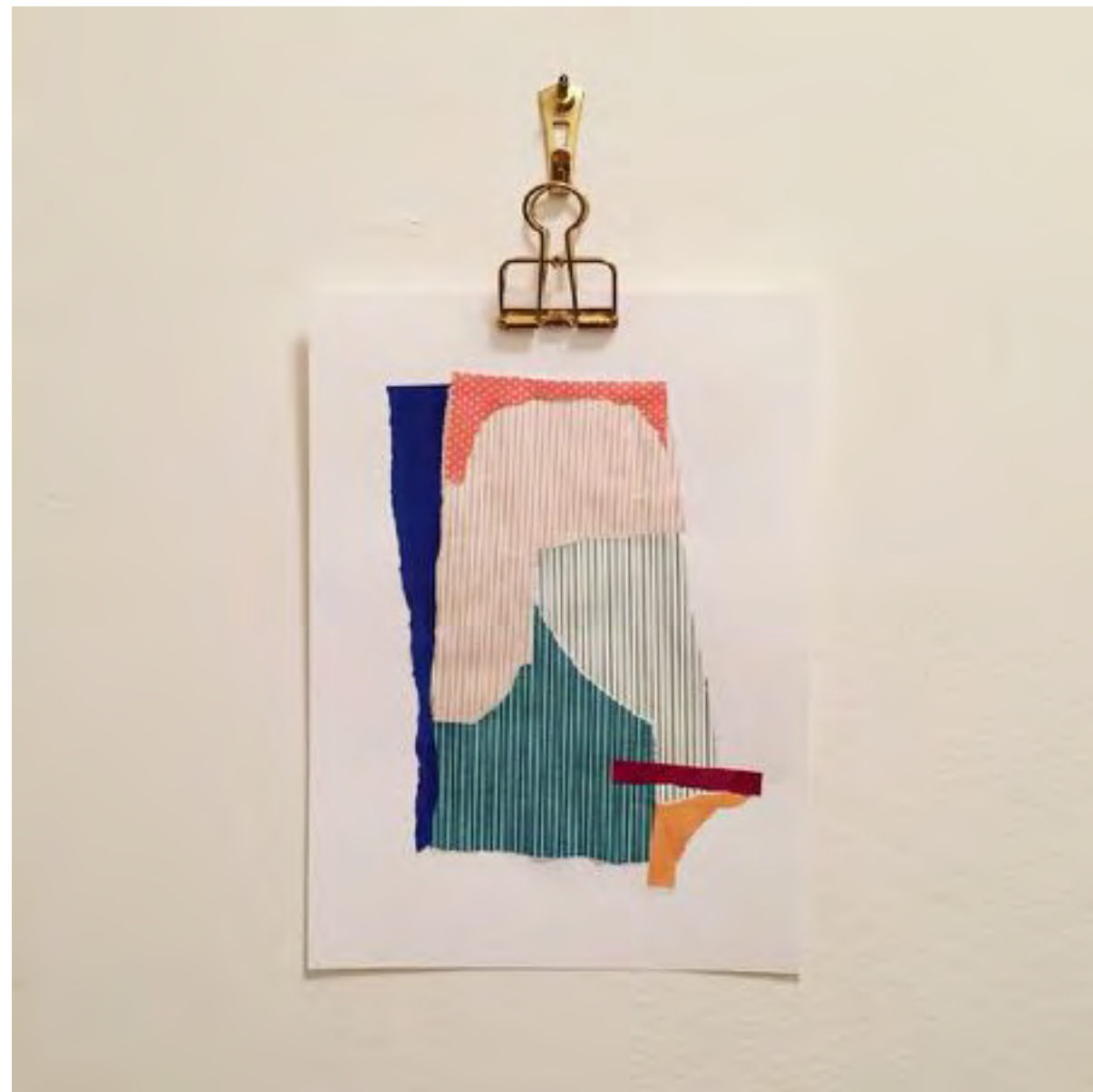
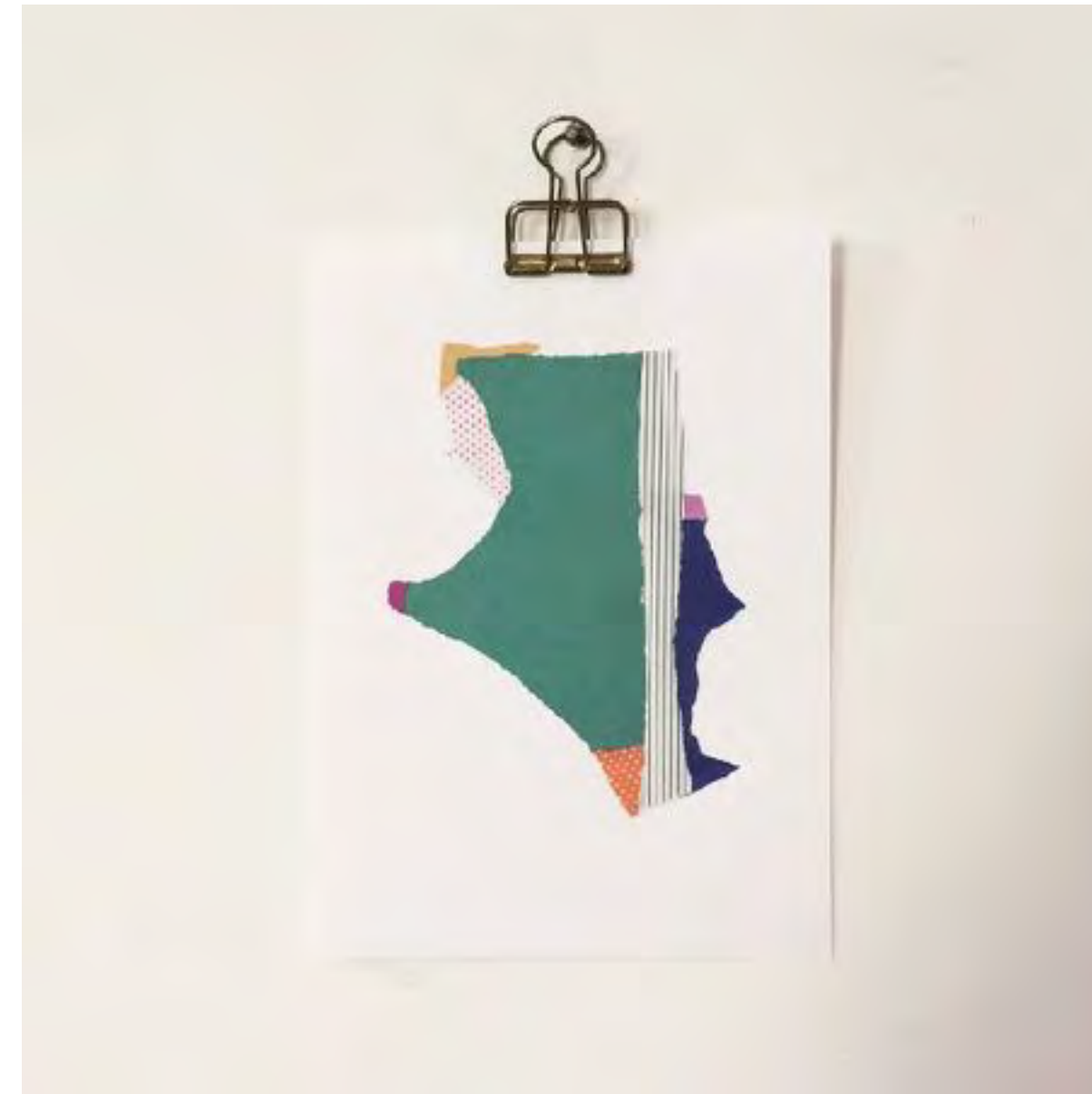
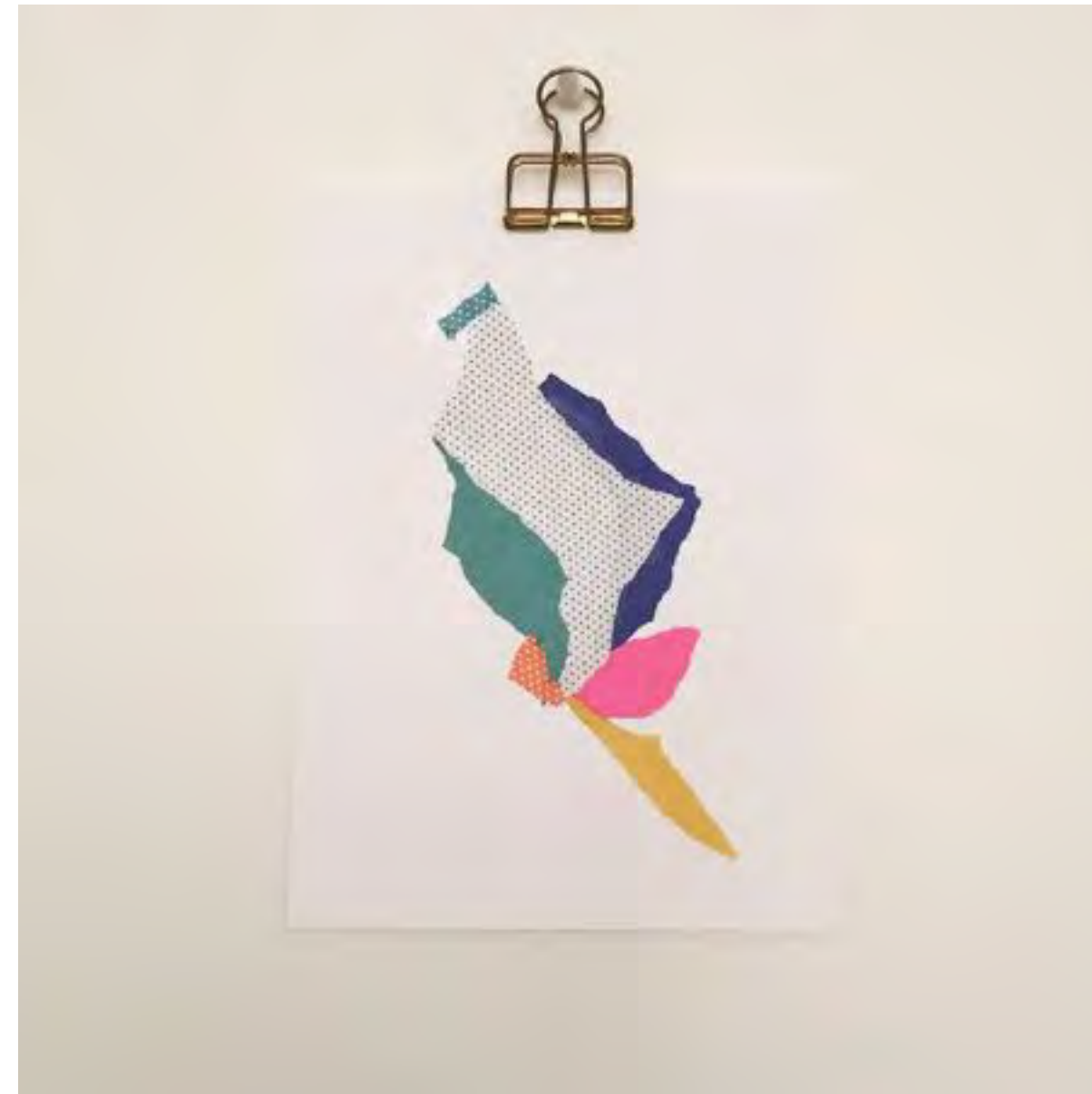
DISTRIBUTION

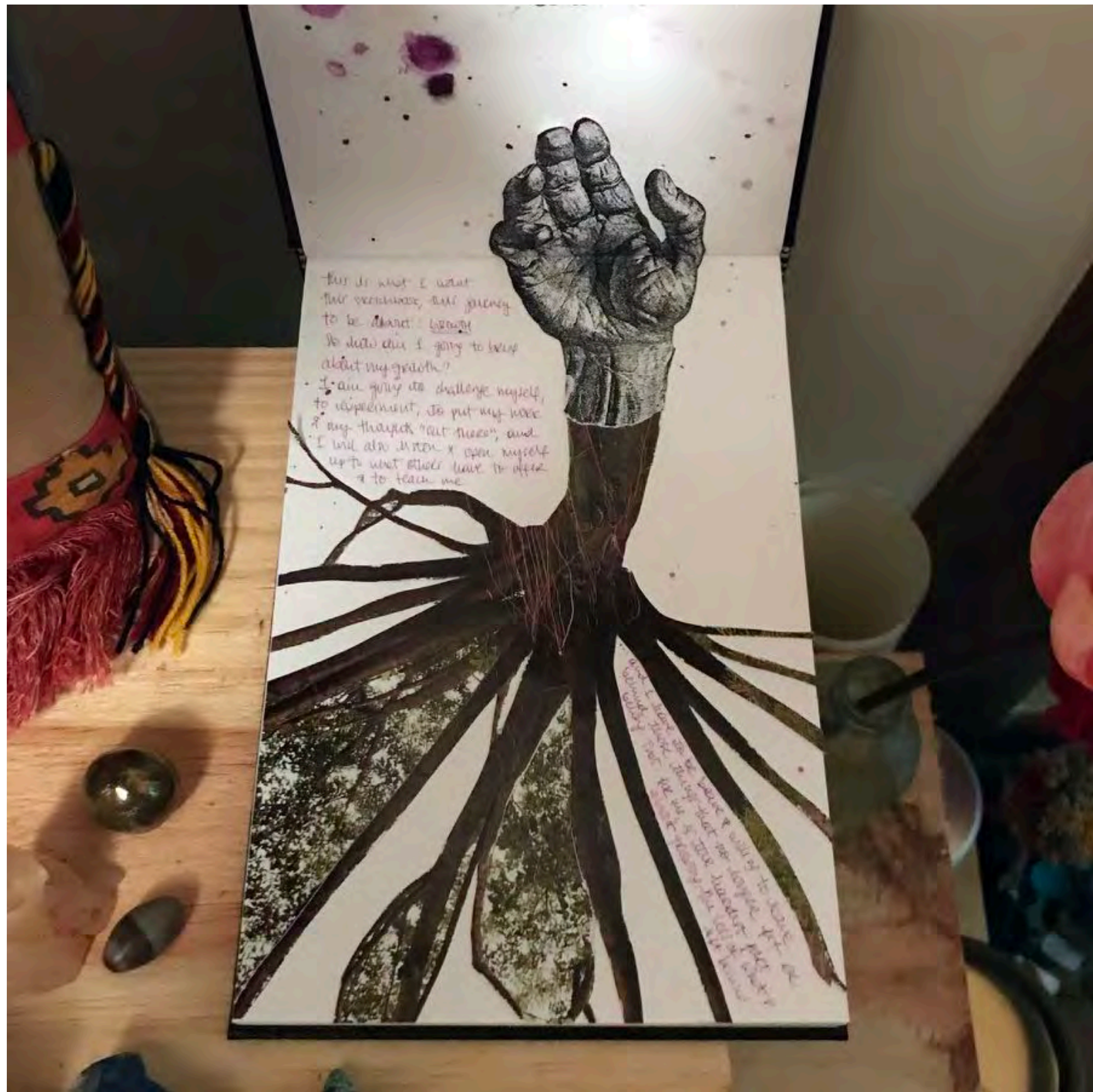
SUPPORT



SPONSOR

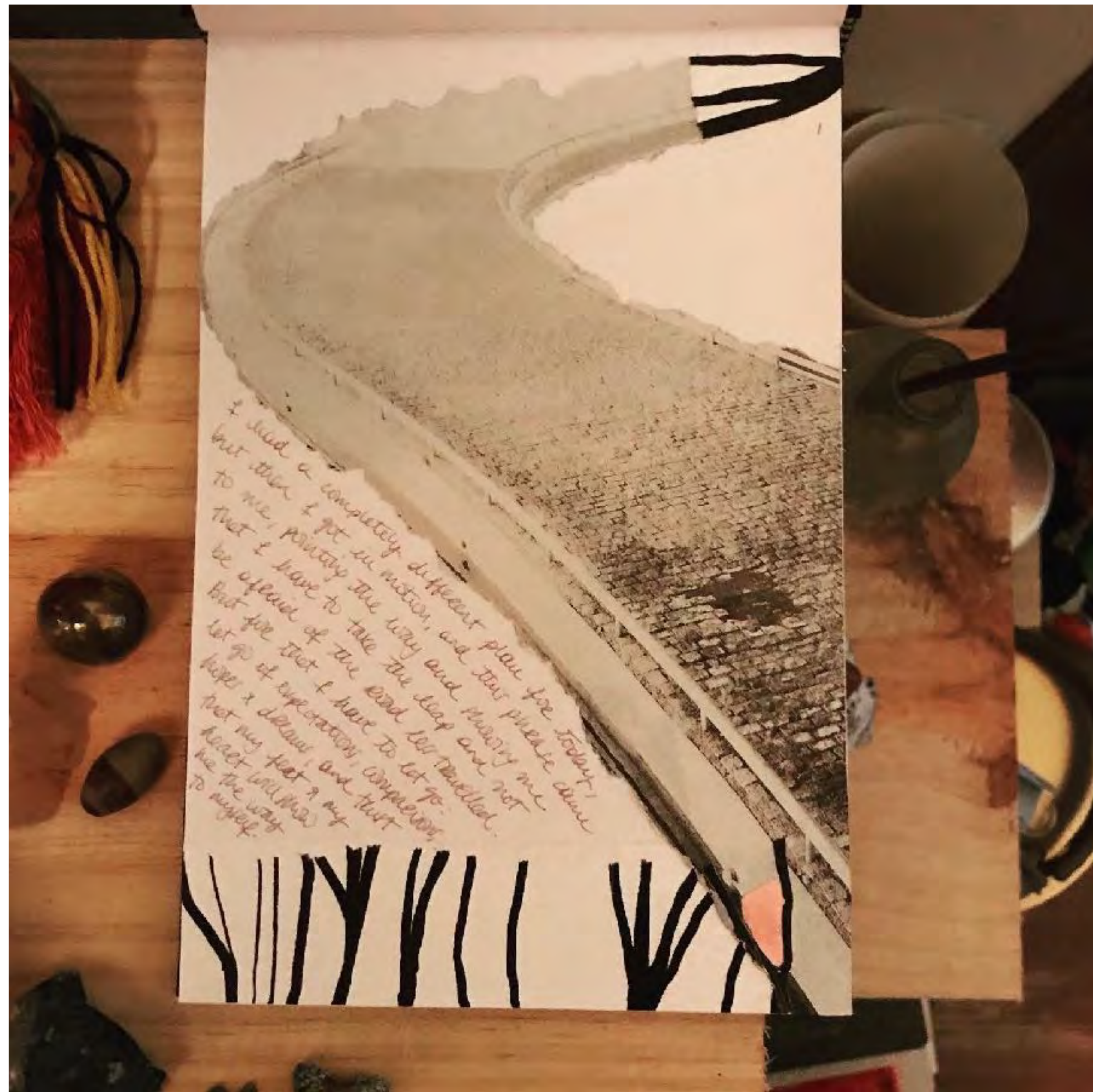






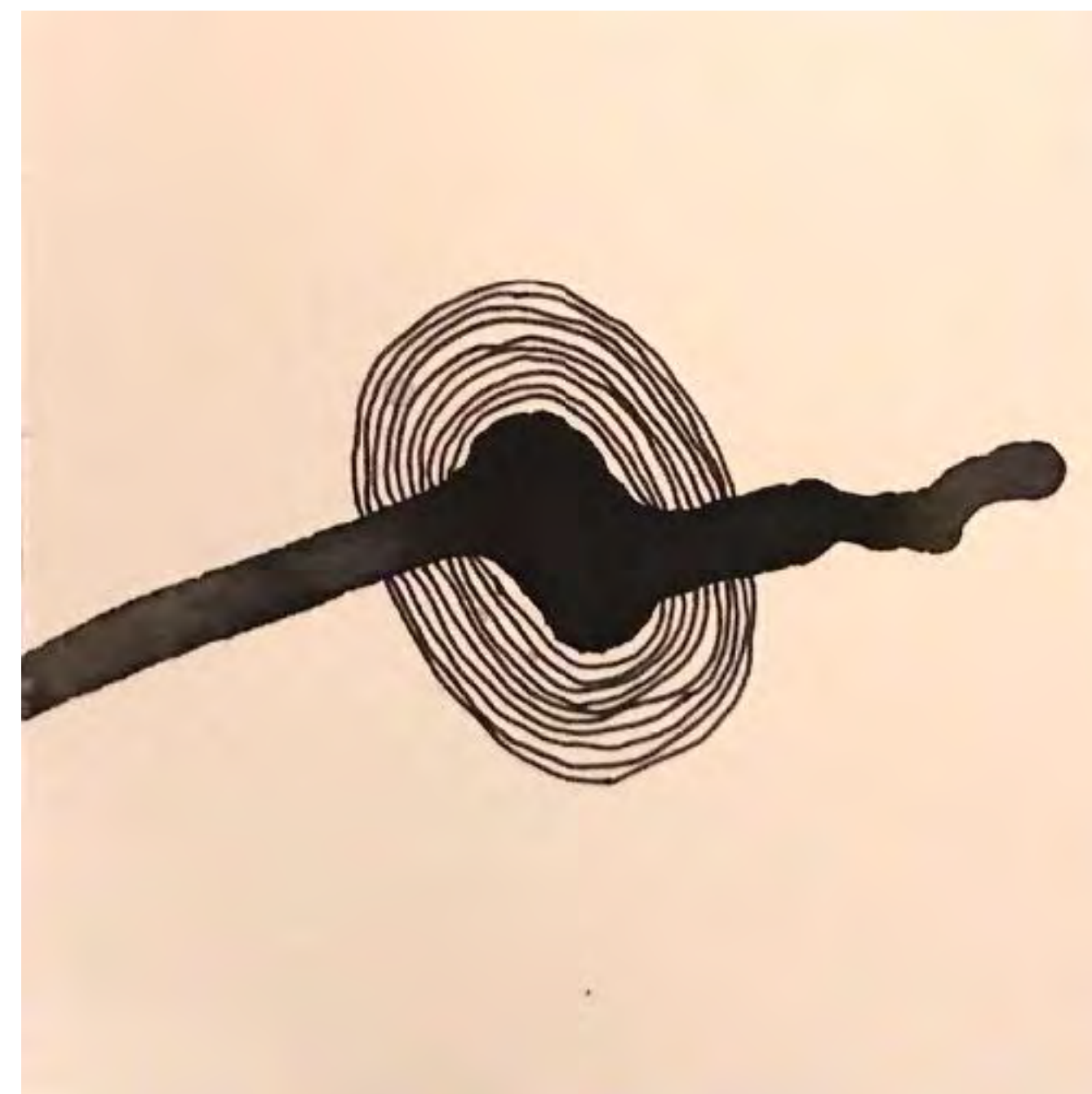
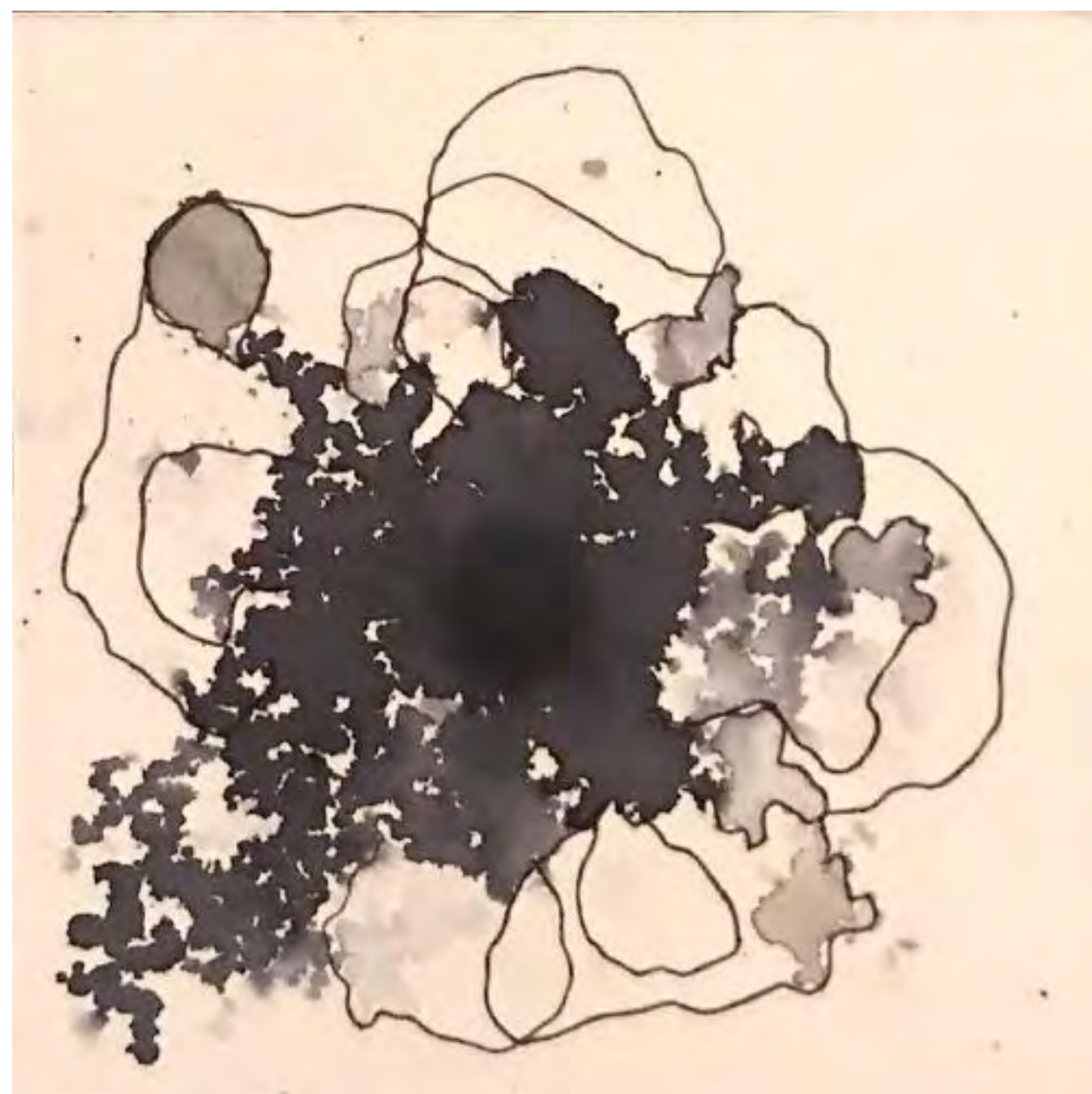
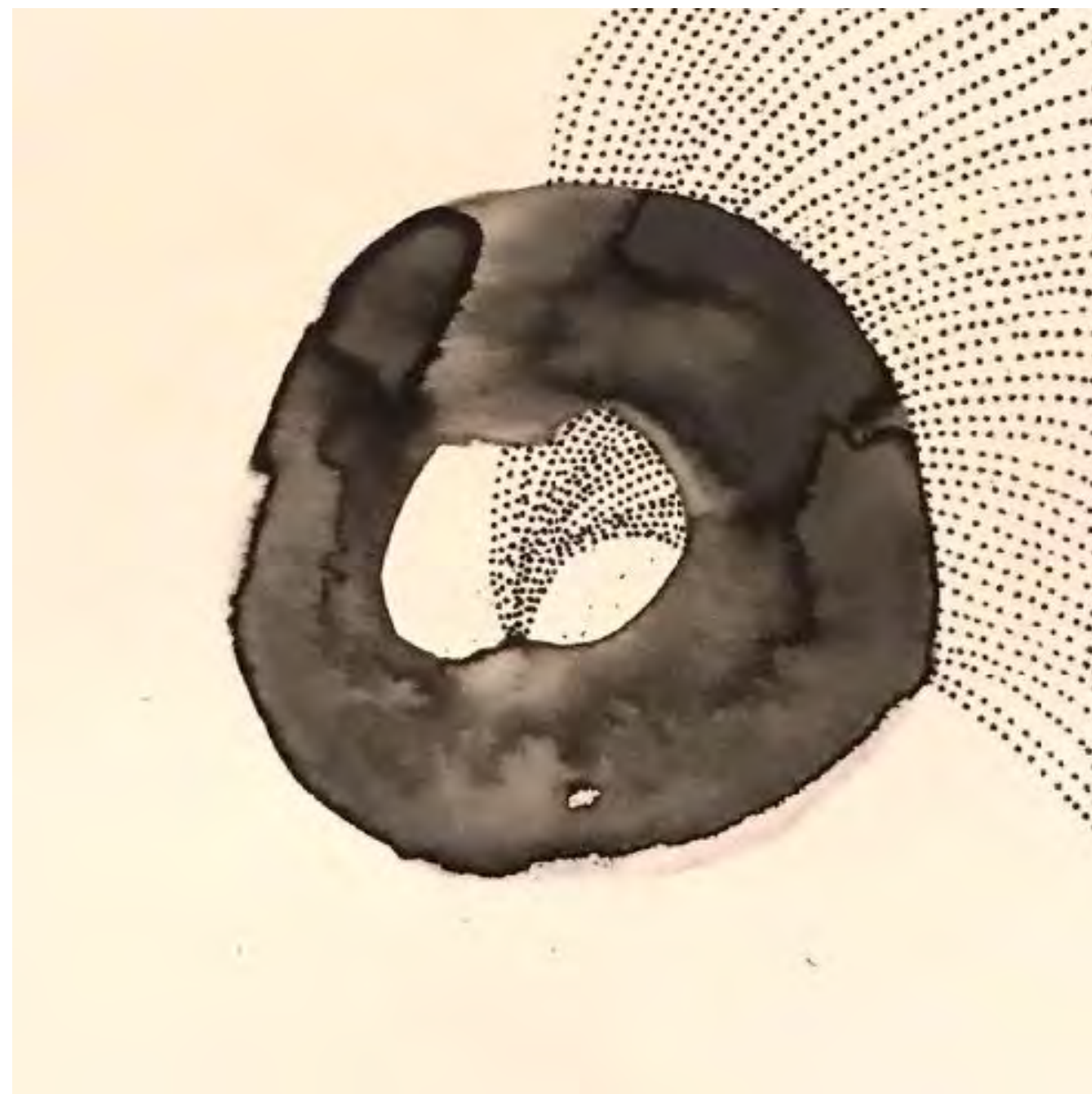
this is what I want
this journey, this journey
to be about: growth
So how can I going to keep
about my growth?
I am going to challenge myself,
to experiment, to put my work
in my "thick skin", and
I will also listen & open myself
up to what others have to offer
& to learn me

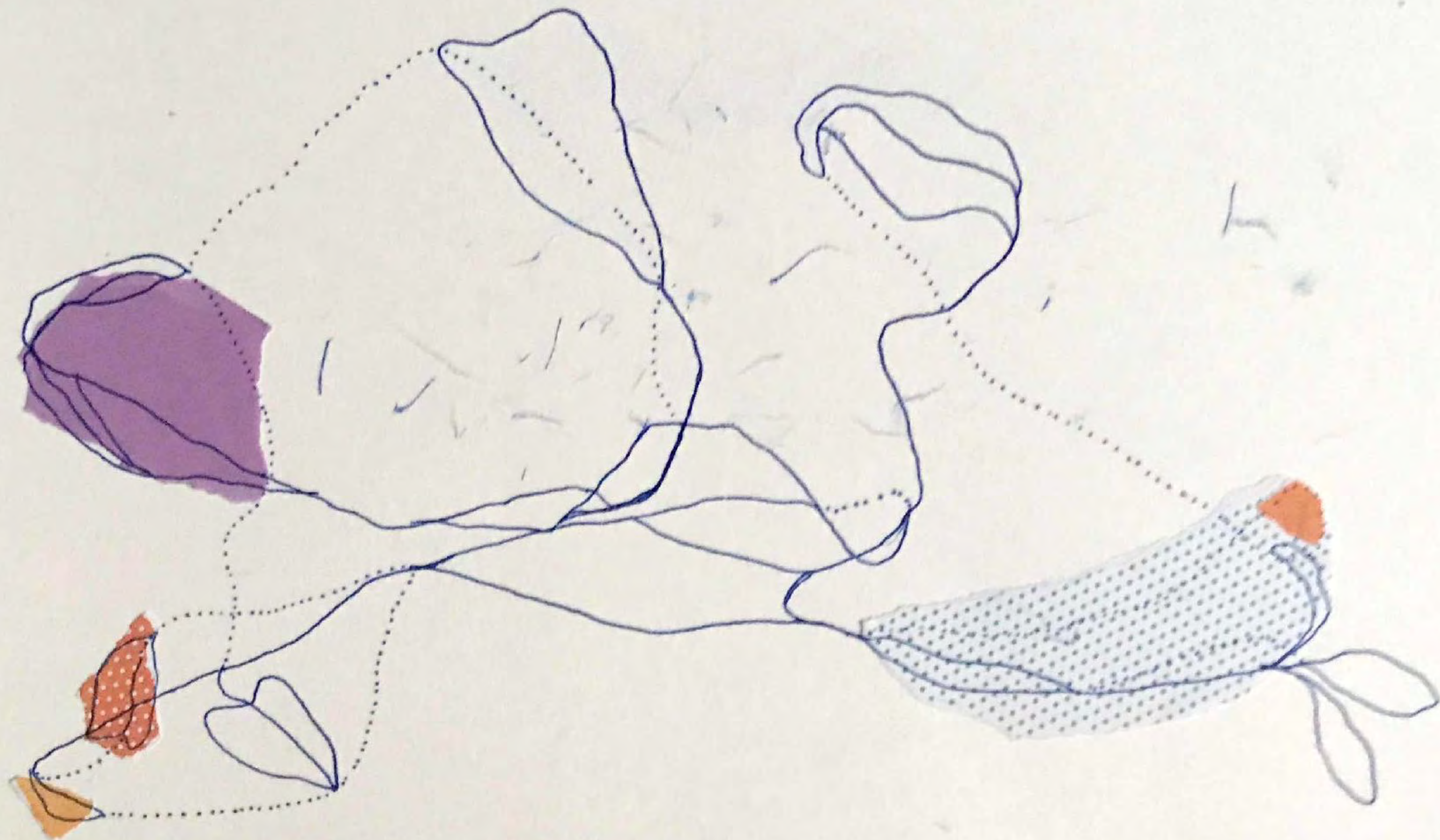
and I want to be able to
and I want to be able to
and I want to be able to
and I want to be able to
and I want to be able to
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and I want to be able to
and I want to be able to

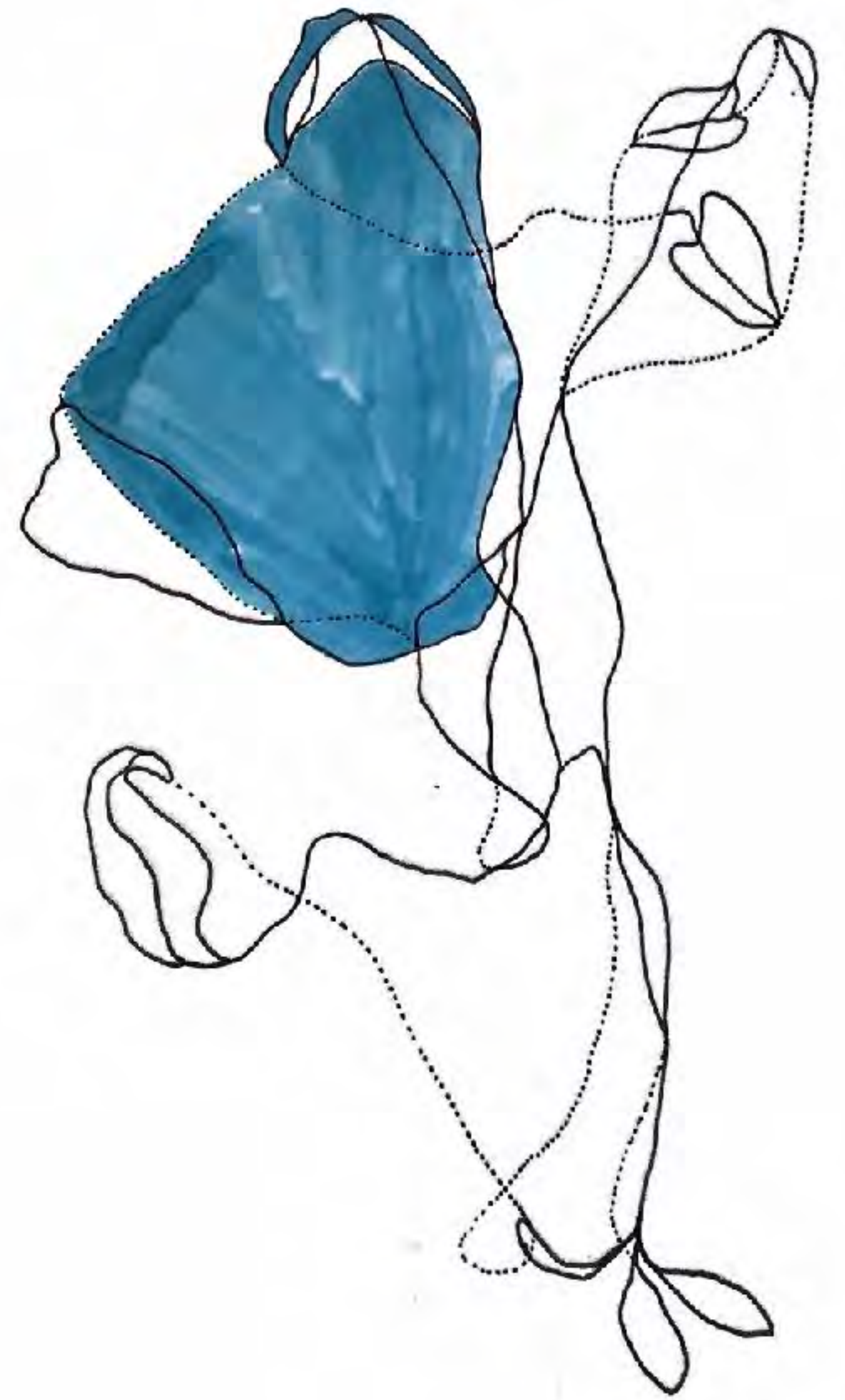


I had a completely different plan for today,
but then I got in motion, and that please came
to me, realizing the way and moving me
that I have to take the leap and not
be afraid of the end, let me travel.
But for that I have to let go.
Let go of expectations, comparison,
hope & dreams, and trust
that my feet & my
heart will find
the way
to myself.











*Thank
You.*

annaluizabraga@me.com