

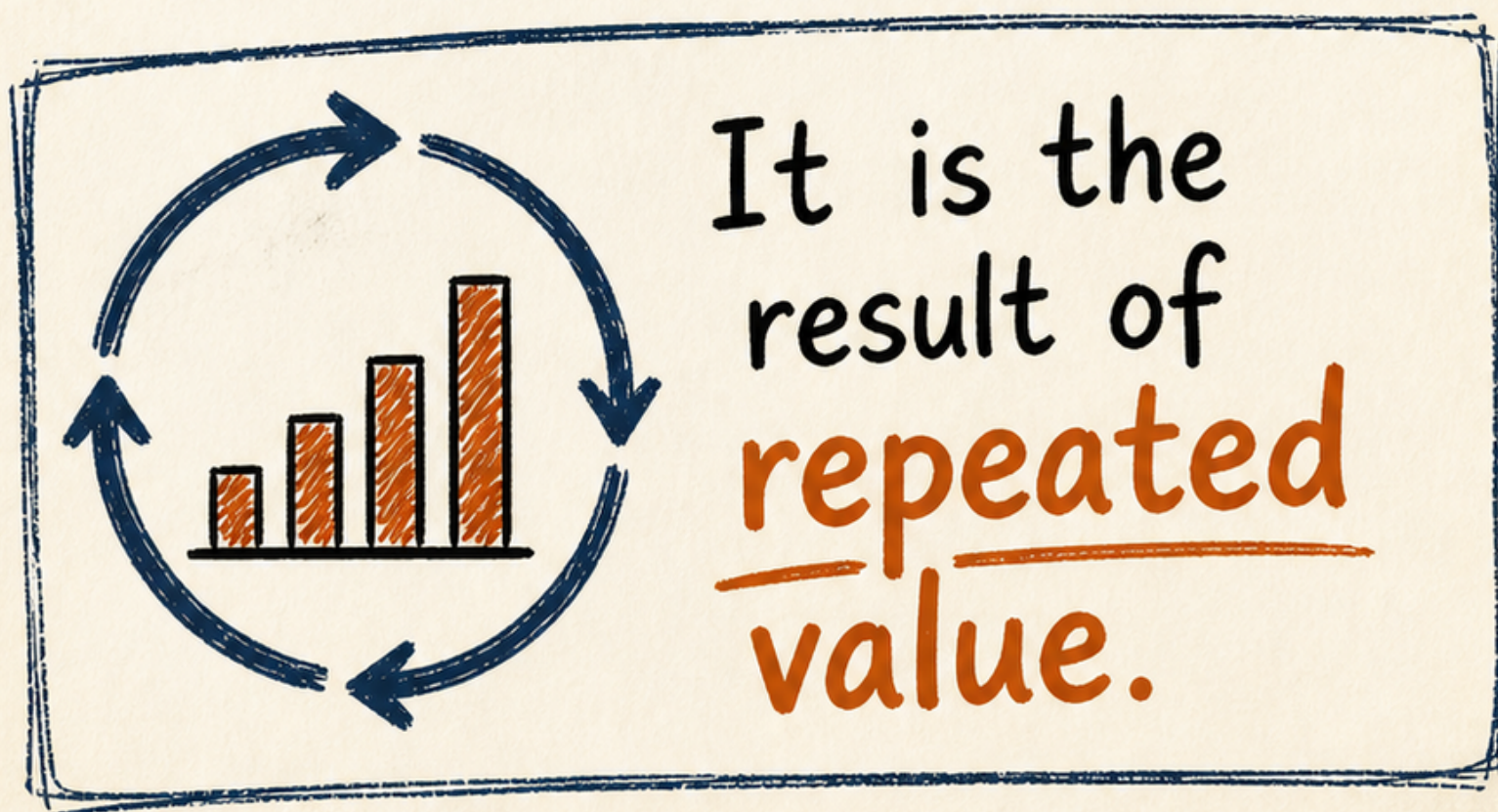
THE RETENTION DRIVER WHEEL

Retention is built by continued value.



RETENTION

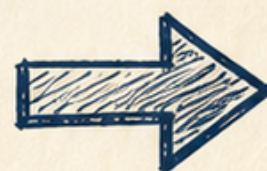
IS NOT
ONE MOMENT.



It is the
result of
repeated
value.

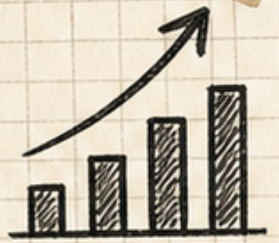


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FIVE

RETENTION DRIVERS



OUTCOME — value achieved



EXPERIENCE — effort reduced



HABIT — useful repetition



TRUST — confidence maintained



EVOLUTION — value expanded



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FIND THE WEAK DRIVER



GOOD
OUTCOME

+



POOR
EXPERIENCE

=



FRICTION



STRONG
HABIT

+



LOW
EVOLUTION

=

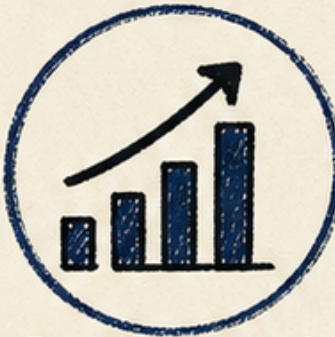


STAGNATION



TRUST

+



EVOLVING
VALUE

=



RESILIENCE



RETENTION REQUIRES VALUE TO CONTINUE.

