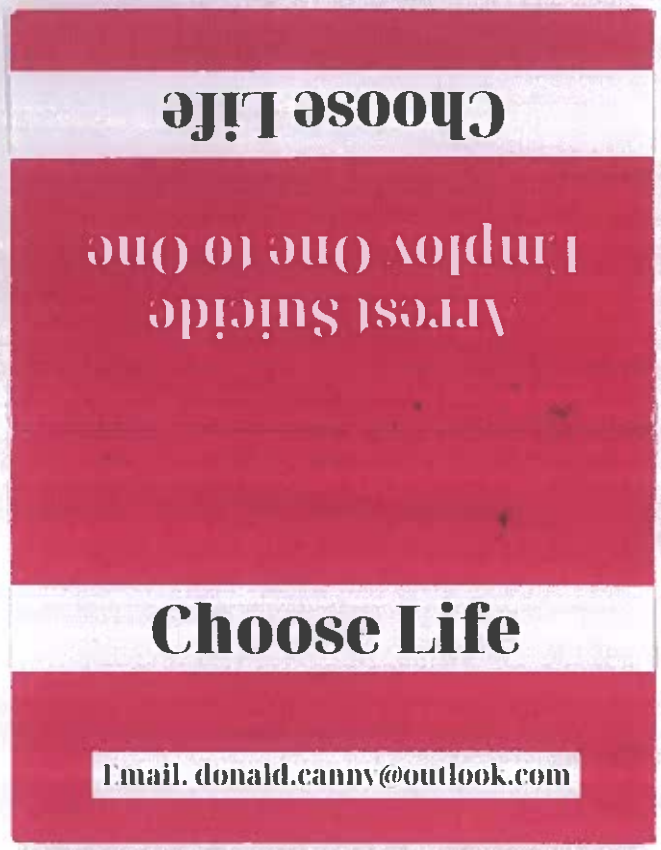


Mission:

To reduce suicide in Construction year on year.

Aim:

To invite the CEO, down to director level, to attend 6 hours of counselling in a 12-month window.

Then, through reflection on its success invite the middle management structure.

Then, through reflection on its success, invite the non-management employees.

Objective:

To change the national psyche.

(Patton Pending)