



The HOUSE OF FEAR

with
PIERS BROWN & SEAN WORKER



Psychics predict world didn't end yesterday
 Two seers also envision Treasure Coast boom

Cyclone victims sleep among ruined homes
HEALTH RISKS RISE AS AID FAILS TO ARRIVE
A world turned upside down
Forty-five killed in 'Tornado Alley'

The Times Dispatch
TITANIC'S DEATH LIST, 1,601; ONLY 739 LIVES ARE SAVED
 CARPATHIA COMES BRINGING DIRECT NEWS OF DISASTER
 65 to 745 Sailed After Disaster: When She Lined Up South Side of the Rock, Put out All Hand at Sea
 ALL WERE ALONG TO HELP THE SAVED
 PLAY - WOULD BE ONE TO THE

NEWS
 Twelve Michael Cohen audiotapes released to federal investigators

AP
 Remarks: 'I never paid 'bush money' for Trump relationships

CNN
 Exclusive: CNN obtains secret Trump-Cohen tape

THE WALL STREET JOURNAL
 Trump Organization Finance Chief Called to Testify Before Federal Grand Jury

The Washington Post
 Federal judge allows emoluments case against Trump to proceed

CNN
 Cohen claims Trump knew in advance of 2016 Trump Tower meeting

TIME
 Majority of U.S. Voters Think Russia Has Compromising Information on President Trump

MSNBC

BREAKING NEWS

City Council runs out of time to discuss shorter meetings
 LAGUNA BEACH, Calif. (AP) — Another marathon City Council meeting forced councilors to put off agenda item No. 6: a proposal to limit the length of meetings.
 "We didn't have time to discuss time," Councilwoman Ann Christoph said after Tuesday's meeting.
 Members have been known to stay as late as 3 a.m. for meetings that regularly begin at 6 p.m. But even the most dedicated politician can run out of patience in the wee hours.
 "It is not good for the public and is not good for the council members," Christoph said. "Our decision-making is not that good that time of the morning."
 Christoph and Councilman Wayne Peterson introduced the meeting limitation measure, which also proposes to limit time allotted speakers.
 Tuesday's meeting ended at 11 a.m. and item No. 6 was tabled on Feb. 3. But then it will be from No. 1

Sun
 CRIME EXCLUSIVE
MUGGED BY A PARROT
 Flying bird grabs Scots tourist's £700 worth

بھارت کشمیر سے فوج باہر نکالے ورنہ۔۔ امریکا کی کڑی دھمکی

3 PM HEADLINES

Couple having sex outdoors in goat costumes gets accidentally shot by hunters
 5th February 2019



Deutsche Bank



Breaking News

*USA PRESIDENT -
IMPREACHED*

NEW WORLD NEWS

*WHATS DOES THE FED DO NEXT?
USA ELECTION UNCERTAINTY
MIDDLE EAST TENSION*



NEW WORLD NEWS

*COPORATE PROFITS STAGNATE or DROP
HOUSE PRICES FALL APART in
CANADA, AUSTRALIA & SWEDEN
STUDENT DEBT GROWING*

NEW WORLD NEWS

*SHORTAGE of RATIONALLY PRICED
PROPERTIES for RENT /LEASE*

Breaking News

*LACK OF TALENT AVAILABLE to
MATCH BUSINESS NEEDS*

SHRINKING AUTO INDUSTRY

Breaking News

*SLOW ECONOMIC GROWTH IN
EMEA, JAPAN AND CHINA*

*CONSUMERS CREDIT
BUBBLING*

NEWS PAPER

*ANTI TRUST, PRIVACY AND TECH
REGULATIONS*

AFFORDABLE HOUSING



WTF?!

FOBO



Fear of better options?



Be Confident
FEAR
is a new sense of *awareness*

Be Confused and *FEARFULL*



Breaking News

Tesla hits \$513.03

Jan 16, 2020

SpaceX Falcon Sticks Triple Rocket Landing
& 1st Commercial Launch
April, 2019

ALL ODDS

NEW WORLD NEWS

*Tesla's Chinese factory just
delivered its first cars*

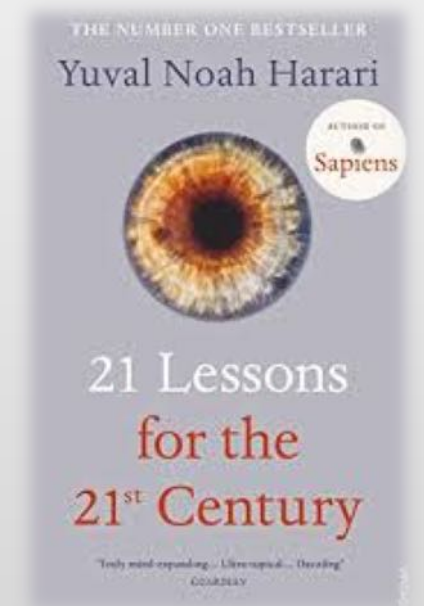
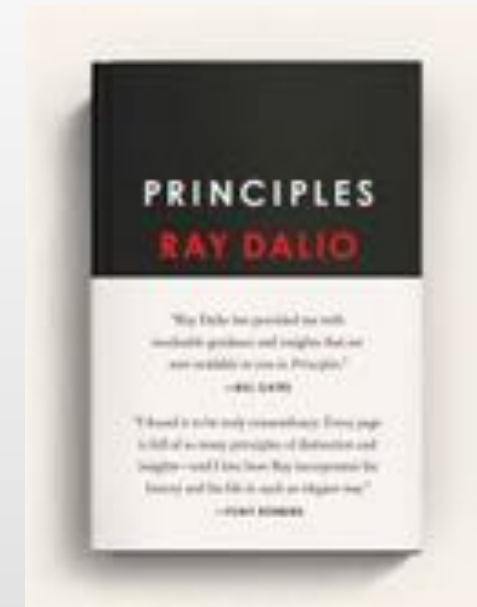
Dec 19, 2019





Turn Fear into Opportunity

- Set **clear goals** and face your reality
- Identify and **don't tolerate** problems
- Diagnose problems to get to their **root causes** – financial, product and **talent**
- Design a **plan** and a rational **strategy**
- Push through to **completion**
- Find your way to **manage** stress



Be **Fearful** and take the "see what happens" status quo approach
or

Take Action and solve for your Consumer/Clients/Employees pain points



*Gwynne Shotwell
President & COO*





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