

THEORY OF CHANGE

THE

PASSION

PROJECT

WHY WE ARE HERE

A man with dreadlocks is shown in profile, looking down at a baby he is holding. The baby is laughing joyfully. The background is a solid, warm red color. The man is wearing a dark green long-sleeved shirt and blue jeans. The baby is wearing a light purple long-sleeved shirt. The overall mood is warm and positive.

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OUR HUMANITY MUST RETURN ONCE MORE

We have created a social no man's land, where many exist, where exclusion prevails. We will create a sustainable solution to this man-made problem. Humanity in all its forms must return again.

IT'S TIME TO CHANGE FOR THE GOOD OF ALL

The PASSION PROJECT was created to equip future generations with the skills needed to help build and shape a better world. We all agree it's time for a change to create a society that supports cultural empowerment of all peoples.

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It's time to level up. There needs to be a reset on our society. For the first time in our history we have the power to redress the balance of power globally.

EQUITY
IS NEEDED
RIGHT NOW

YOUR
POTENTIAL
IS VAST.
REALISE IT.

We can all break this cycle of despair. The power of the individual to achieve this is limitless. With the advances in technology and a real willingness to change, your own potential for change and improvement can make the impossible happen.

A young boy with dark hair, seen from behind, is looking out of a bright, circular airplane window. He is wearing a light blue, textured sweater. The background is a soft, out-of-focus view of the sky and clouds.

SUSTAINABLE IMPACT IS NEEDED

This solution must be sustained. If we are to change it must be for good, and for all time.

WE CAN ACHIEVE THIS SHIFT

This cannot be done alone. Together we can move the dial. To maintain the current status quo and imbalance would be a disaster for society as we know it.



A young child in a diaper is holding a remote control and looking towards the camera. The background is dark and blurry, suggesting an indoor setting. A large blue letter 'S' is overlaid on the left side of the image. A vertical purple bar is on the right side.

THE MINDSET OF THE INDIVIDUAL MUST CHANGE

Nothing can happen without a change in mindset. The power of the individual is amplified when we work together as one.

WE NEED A LASTING STRUCTURE

Chaos ensues without structure. We are working on a framework to develop real balance using technology, banking and innovation.



REMOVE ALL OBSTACLES

We need to create momentum.

Helping individuals by moving to a
trouble-free framework for change.

We will create freedom within a framework, creating an Impact Index, this will help create the fuel for the fire to one day create a global reset.

CREATE THE NARRATIVE

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Through wellness comes prosperity for all.
Not in a financial sense but in the living of
a life that is levelled up with others.

BUILD TO PROSPERITY FOR ALL

REVIVE COMMUNITIES

We can only achieve this level up in
prosperity levels if we work to revive
communities, not just villages, towns and
cities, but also communities of expertise,
united in a single goal.




ALIGN AND ORGANISE

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This framework requires best practice, real organisation and alignment of professional bodies, banks and policymakers. Only with precise alignment is this possible.

Such a paradigm shift in values will create changes we were not prepared for. Bravery and strong commitment to the plan will ensure we get to where we need to be in the long run.

READY FOR THE JOURNEY



We need to start the conversation and keep the momentum.

Be of no doubt the work involved to shift the dial once and for all will be substantial. The endgame will change the way we are forever.

THE **EFFORT**
IS WORTH IT

KEEPING THE
CONVERSATION
ALIVE



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STAYING ON TRACK

Governance is key. Now more than ever. We will ensure how we operate within the framework of our core qualities is underpinned by strict and respected governance.

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