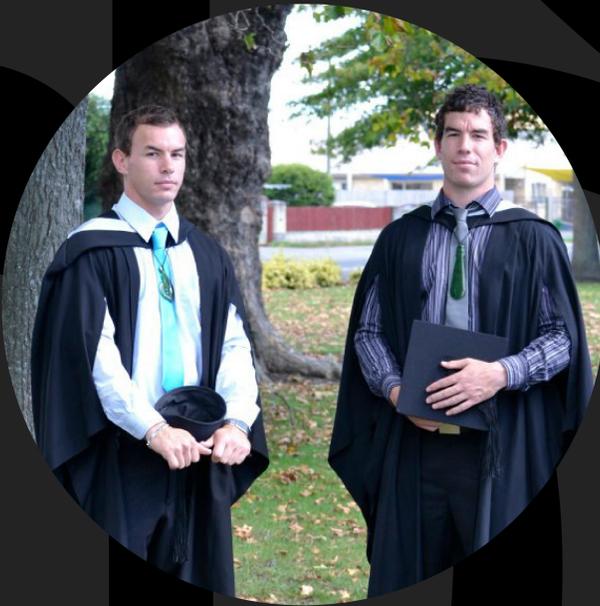




LEVI  
ARMSTRONG





THE  
PATU  
APPROACH



# WHAREROA

Kaikohe

Ōkaihau

Manurewa

Hamilton

Tauranga

Te Puke

Napier

Whanganui

Wairoa

Hastings

Waipukurau

Paraparaumu

Masterton

Porirua

Christchurch

Tīmaru



# THE WARRIOR



**Business Bottom Line  
vs Value Based Approach**



**Without the people,  
there will be no Patu**



**People vs Profit**

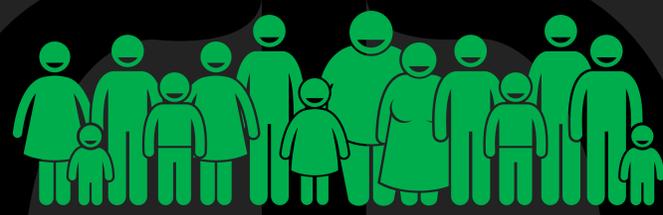


# THE HUMAN WEARO

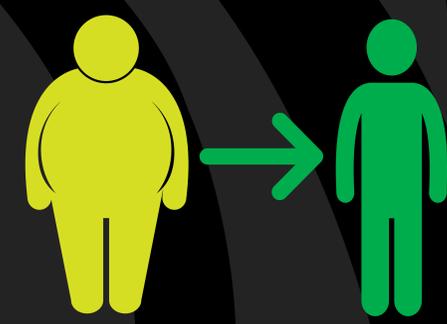
1/2 t lost in the programme



300 People participated



54% decrease in body fat



82% decrease in weight



- 5 kg



Waist (>22cm)  
Hip (>18cm)



