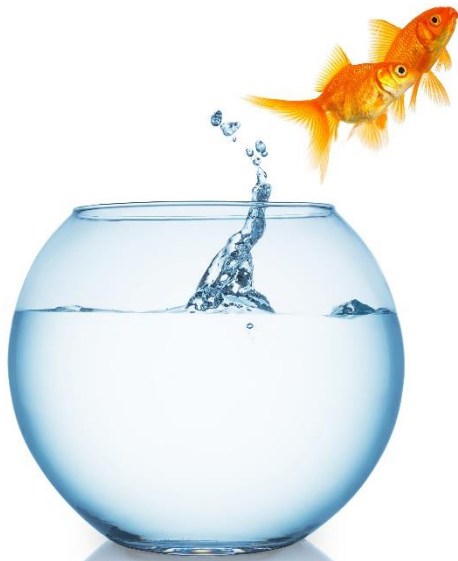


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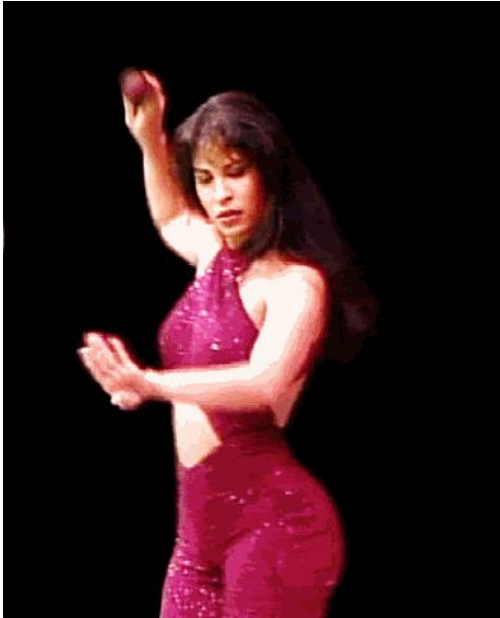




Elizabeth Strike
Vice President, Diversity and
Inclusion Talent Consultant,
Human Resources, Associated Bank

WHAT IS THIS? WHAT CULTURE DID THIS COME FROM?

PICTURE # 1



PICTURE # 2



PICTURE # 4



PICTURE # 3



BEYOND TRANSLATION: WHAT IS TRANSCREATION?



**HOW CAN TRANSCREATION
HELP US IN BUSINESS?**



Thank you, Elizabeth Strike!



ELEVATE
Don't Wait. Elevate.