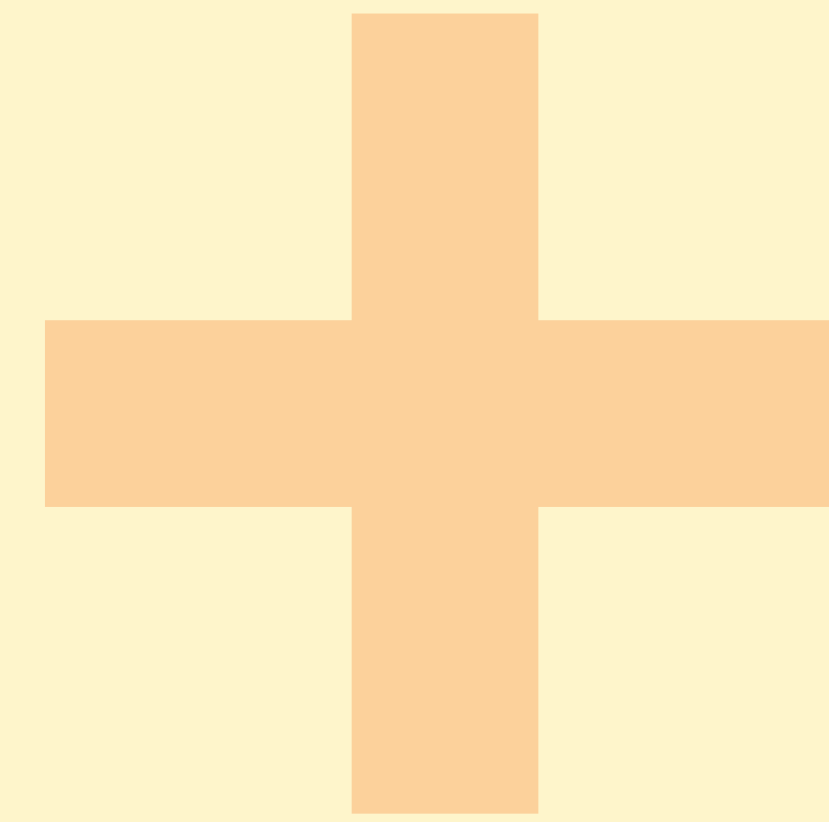


*What we want*

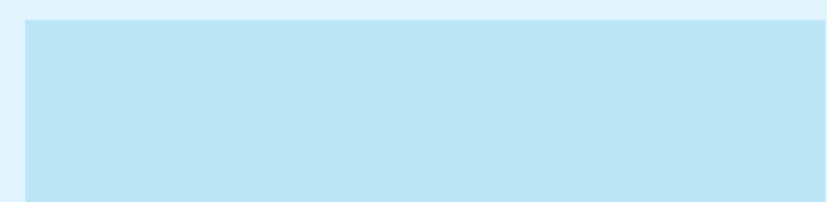


**Benefits** of a focus on  
the left pole:



**Benefits** of a focus on  
the right pole:

**AND**



**Unintended consequences**  
of an over focus on the left pole  
(to the exclusion of right pole)



**Unintended consequences**  
of an over focus on the right pole  
(to the exclusion of left pole)

*What we don't want*