

Survival is about performance.

**Every day in Africa, a gazelle wakes up.
It knows it must run faster than the fastest lion
or it will be killed.**

**Every morning a lion wakes up.
It knows it must outrun the slowest gazelle
or it will starve to death.**

**It doesn't matter whether you are a lion or a gazelle...
but when the sun comes up,
you'd better be running!**