

GAME MASTER HINTS

How the puzzle works:

Participants must:

- Read the letter carefully
- Understand that the entire message revolves around value, authenticity, and cause
- Fill in the missing hashtag with the most meaningful one:

#LeadWithValues 

Guiding questions and hints:

◆ Level 1

“The message is in the mood, not in the exact words.”

◆ Level 2

“They care about purpose. What kind of hashtag would reflect that?”