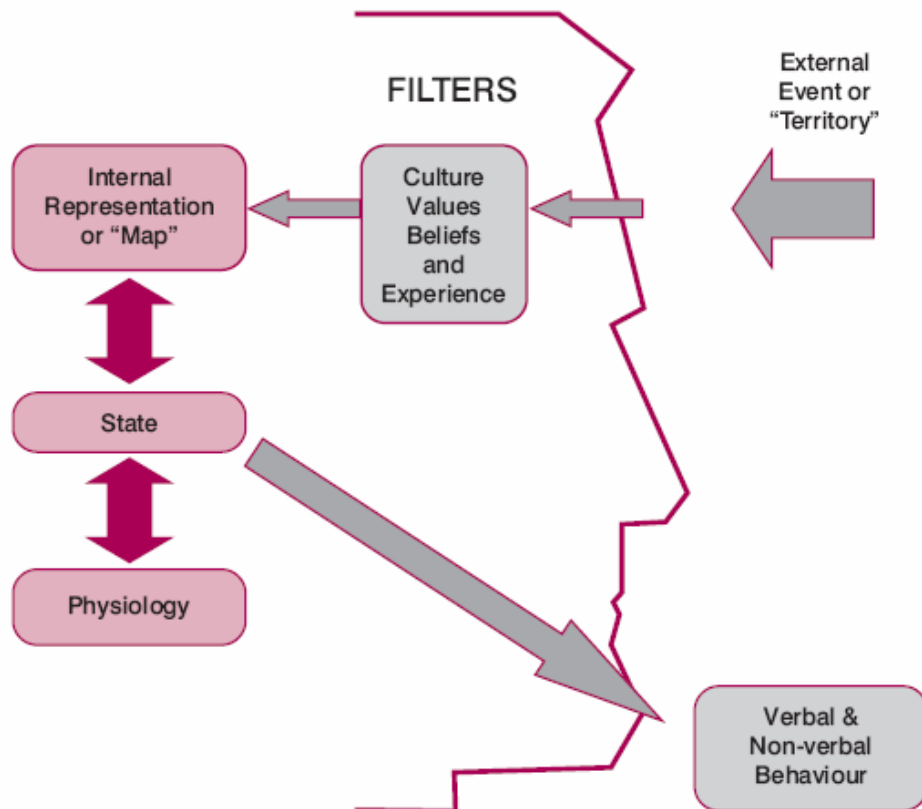


MAPS OF THE WORLD



- The map is not the “territory” (everyone has their own unique map)
- People’s maps are made of pictures, sounds, feelings, tastes and smells
- People respond to their maps of reality, not reality itself
- Experience in and of itself has no meaning

Maps of the world are made up of beliefs, values, customs, superstitions, behaviours, relationships, reward systems, patterns of thoughts and communication, strong emotions, impactful past experiences, rituals, laws of society, genetic learnings, education, family background, etc