



Questions to think about...

What are the memes in a given domain/work environment?

What is their valence?

What beliefs do they really represent?

What are the new beliefs and memes that can build towards positive change?

What experience could build them?

PROBLEM	WHO	THOUGHTS	OUTCOME
	WHAT	CLIMAX	
	WHEN	EFFECT	
	WHY	METAPHOR	
SOLUTION			

What might you consider about the trust network in the organization?

What is the anchor metaphor in your world?

What is the future metaphor?

What effect(s) are you trying to create?

Vanish
Production
Restoration

EFFECTS

Transformation
Teleportation
Escape
Prediction

Balance
Container
Control

METAPHORS

Connection
Journey
Resource
Transformation