

DRAW YOUR OWN MAP

This might look like child's play. But making visible how your environment actually shapes you is rarely this simple.

Every person, and every business, sits inside a web of influences seldom seen as a whole. Place what surrounds you below and notice how it connects. There is nothing to get right here, only what you perceive. Feel free to add as many clusters as you will need to assemble your picture.



IDEAS TO DRAW FROM

Pick whichever of these apply, there's no need to use them all.

People · Objects · Surroundings · Your Past · Routines · Present Concerns · Pastimes · Personal Interests · The idea or dream you've tucked away · The next step you know is necessary · Industry Context · Materials Reputation · Founding Story · Clients and Partnerships

That's how your awareness begins.



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