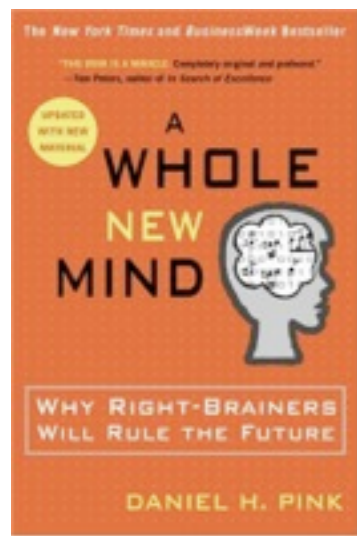




mastering  
**THE METAPHOR**

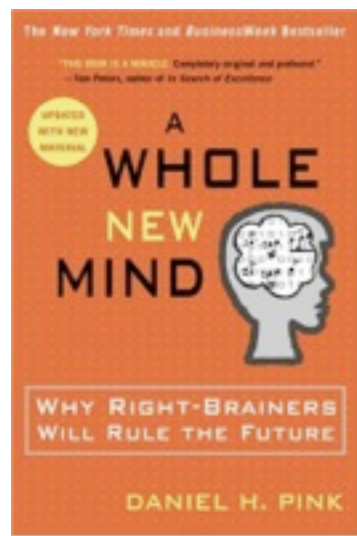
*presented by*  
**patrick maurer**



# mastering THE METAPHOR



**“The future belongs to a very different kind of person with a very different kind of mind— creators and empathizers, pattern recognizers, and meaning makers...”**

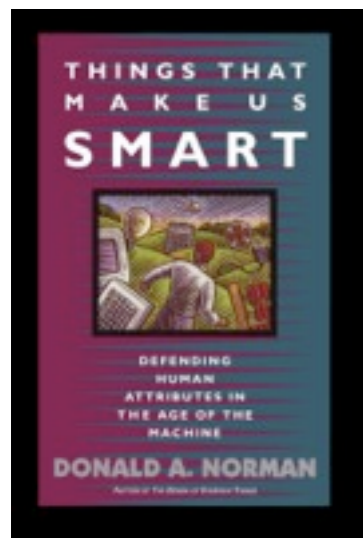


# mastering THE METAPHOR



**“...These people – artists, inventors, designers, storytellers, caregivers, consolers, big picture thinkers – will now reap society’s richest rewards and share its greatest joys.”**

**DANIEL PINK**  
A Whole New Mind

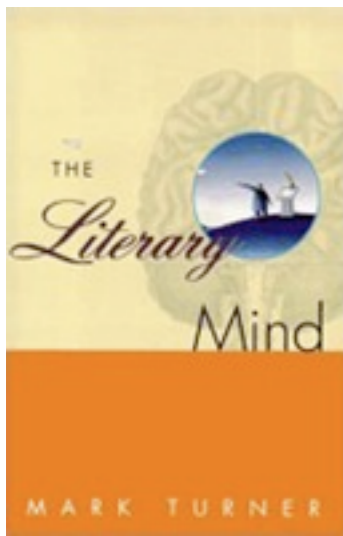


# mastering THE METAPHOR



**“Stories are important cognitive events, for they encapsulate, into one compact package, information, knowledge, context, and emotion.”**

**DAN NORMAN**  
Things That Make Us Smart



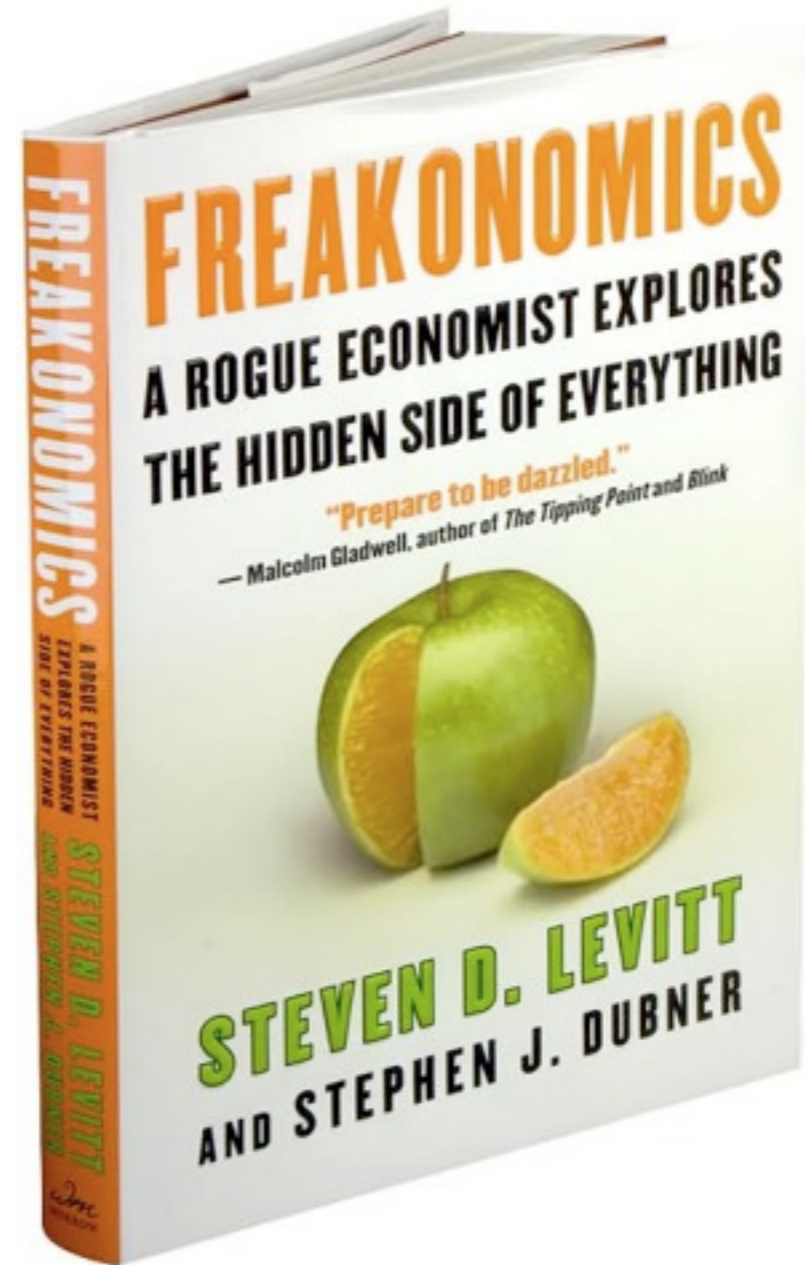
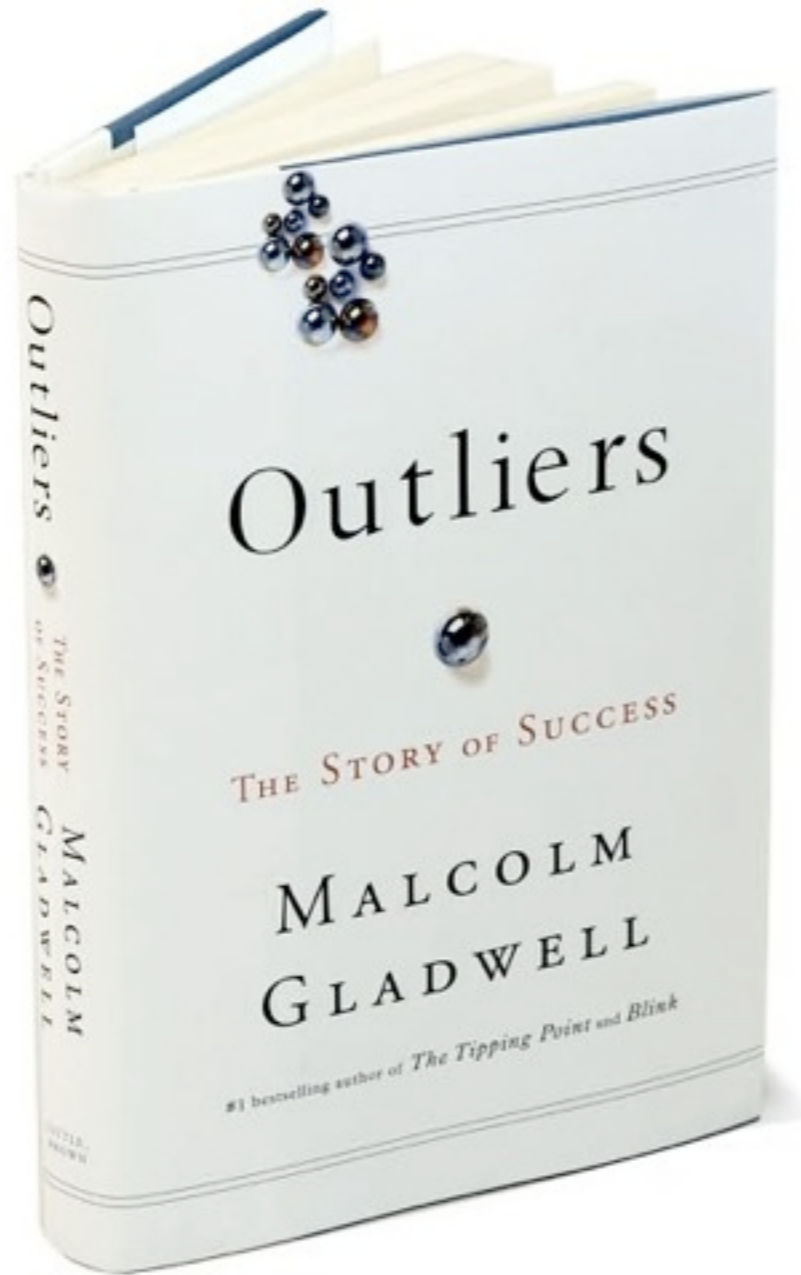
# mastering THE METAPHOR



**“Most of our experience, our knowledge and our thinking is organized as stories.”**

**MARK TURNER**  
The Literary Mind

# mastering THE METAPHOR





**1** immediate vs mediated

**2** it happened  
yesterday

**3** it happened  
to you



**1** specific ⇔ universal

**2** ordinary ⇔  
extraordinary

**3** external ⇔  
internal





**1** the “novel”  
(indirect)

**2** the “short story”  
(small wind-up)

**3** the “sentence”  
(direct)

**4** the “blog”  
(interactive)



# ROCK CLIMBING



**lessons**  
continued growth  
adversity  
work ethic



# FOREIGN COINS

**lessons**

opportunity

action

saving/investing



# PLAYDOH

**lessons**

continued growth  
sharing leadership  
collaboration





**“WOW”**  
lessons  
connection  
communication  
information



**CAN PHONE**  
lessons  
communication  
strategy  
disconnect





**SPORK**  
lessons  
serving two roles  
utility  
service



# JUNK MAIL

lessons  
communication  
strategy  
reputation





**SCREW**  
lessons  
diversity  
longevity  
customization



**GPS**  
lessons  
goals  
assessment  
adaption



# MR. POTATO HEAD

**lessons**

flexibility

parliamentary

procedure





# TAPE MEASURE

## lessons

assessment  
increased limits  
following a plan





**SALT**  
lessons  
impact  
empowerment  
legacy





# TENNIS BALL

**lessons**

effort

responses

\*different approach



**STUD FINDER**  
**lessons**  
seeking resources  
going deeper  
awareness



**ERASER**  
lessons  
mistakes  
revision  
innovation





# CANDLE WAX

lessons  
empowerment  
support  
legacy



mastering  
THE METAPHOR



**MIX TAPE**  
**lessons**

sequencing  
investment

communication



**GLASSES**  
lessons  
help or hurt?  
customization  
diversity



# PAINT PRIMER

lessons  
foundation  
empowerment  
planning





# DENTAL FLOSS

lessons

habits

diligence

maintenance



**BALLOONS**  
**lessons**  
diversity  
impact  
creativity



# PEANUT BUTTER

lessons

effort

short-term

vs. long-term





# TOMS Shoes

## lessons



purpose  
serving & success  
values





# RUBIK'S CUBE

**lessons**

strategy

work ethic

following procedures

# mastering THE METAPHOR



**CHESS**  
lessons  
strategy  
vision  
sacrifice





**1** [www.stevespanglerscience.com](http://www.stevespanglerscience.com)  
[www.klutz.com](http://www.klutz.com)

**2** *A Whole New Mind*  
by Daniel Pink

**3** [www.pa.org](http://www.pa.org)

**4** Google Newsfeed

mastering  
THE METAPHOR



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