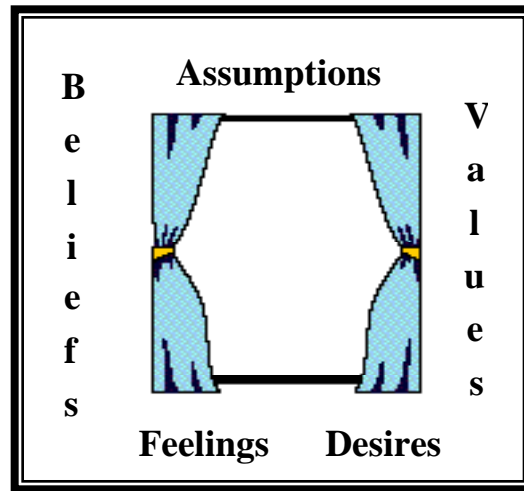


WINDOW FRAME

Personal & Cultural perspectives



The window frame is a powerful metaphor for how we view the world. It

1. Evolves via individual and cultural biographies and personal biology.
2. Shifts according to current life conditions: historic times, geographic place, human problems & social circumstance.
3. Colors and limits sensory perception.
4. Shapes our explanations of our experience of reality.
5. Provides the context within which we communicate.
6. Structures the meanings we make of each other's communication.

Our window frames determine how we convert what happens in the world to our experience of the world. In turn they provide us with the structure for making sense of our experiences. In other words, our window frames shape the stories we create about the world we live in. If we wish to change our stories, we need to change our window frames. One way to do this is to keep in mind the words of Arthur Koestler.

The Map is not the Territory.