

# KEY TAKEAWAYS

- There is no objective reality we each have an individual, unique map of the world
- Our territory map is how we interpret the world around us. It is our image of reality and causes us to act and think the way we do.
- The words we speak and the way we communicate are not the same as the event or objects they represent because they are influenced by our territory map.
- A territory map is a good tool for us to use as coaches because it can help us discover our employees' individual motivations.
- If we understand how others view the world, we're more likely to know what excites them and makes them happy.