

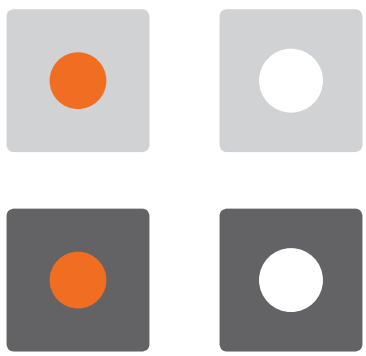
THE POWER OF PERSPECTIVE

Categorization (i.e., to organize ideas or objects into a part-whole system) can lead to costly thinking errors. The problem is that every category is based on one implicit perspective, but there are many perspectives possible. Change your perspective and you change how the part-whole system gets organized.

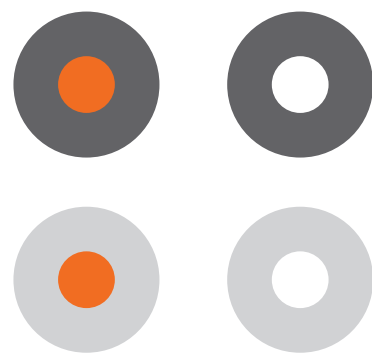


These eight shapes can be grouped in different ways depending on perspective. View the examples below to see how many more possibilities you can find.

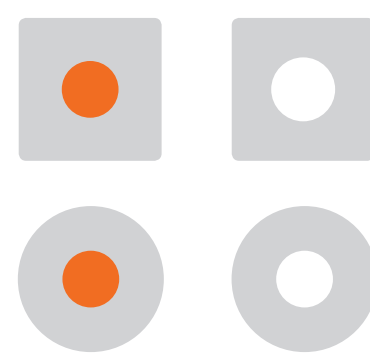
Squares



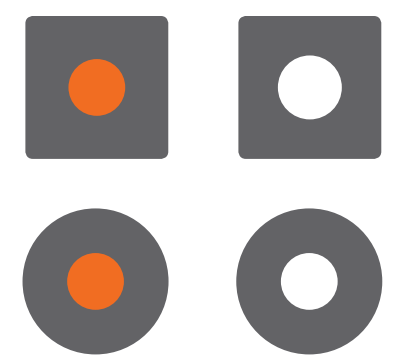
Circles



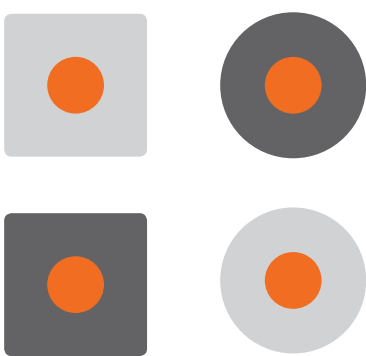
Light backgrounds



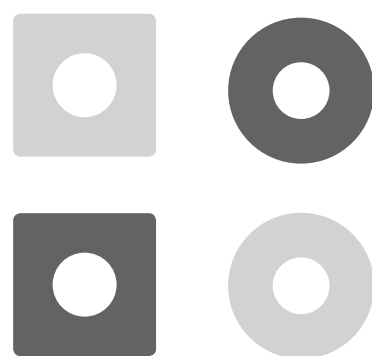
Dark backgrounds



Orange dots



White dots



Light background w/ orange dots



Light background w/ white dots



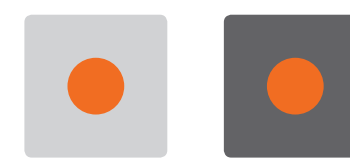
Dark background w/ orange dots



Dark background w/ white dots



Squares w/ orange dots



Squares w/ white dots



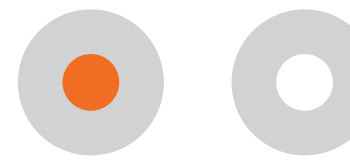
Circles w/ orange dots



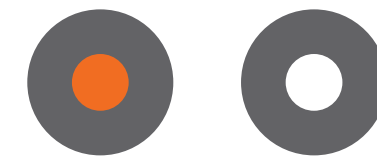
Circles w/ white dots



Light background circles w/ dots



Dark background circles w/ dots



Others



THINK WATER thinkwater.us

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