

Self-image

*Conversations you have with
yourself about yourself*

Persona

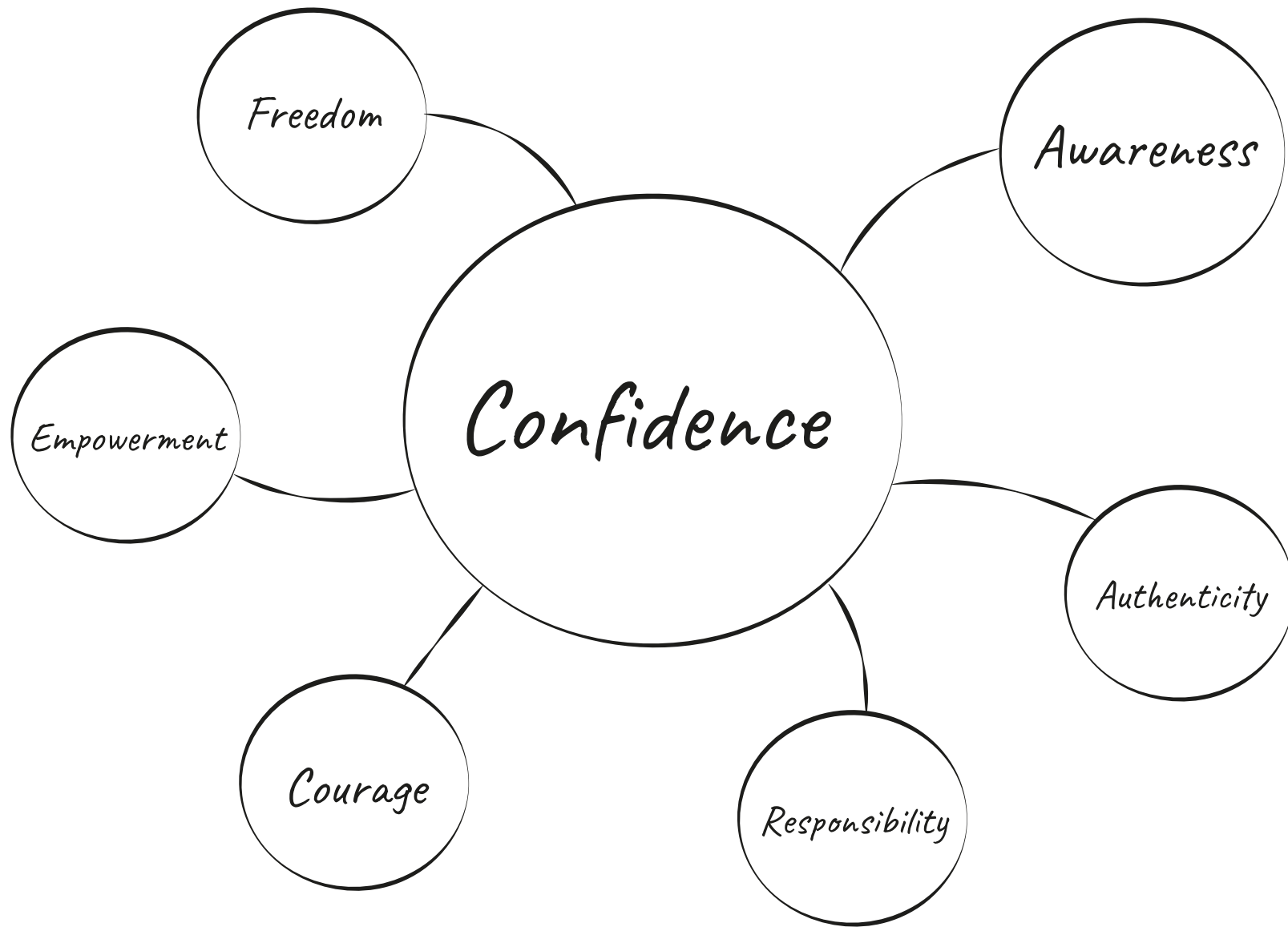
*Conversations you have with
the world about yourself*

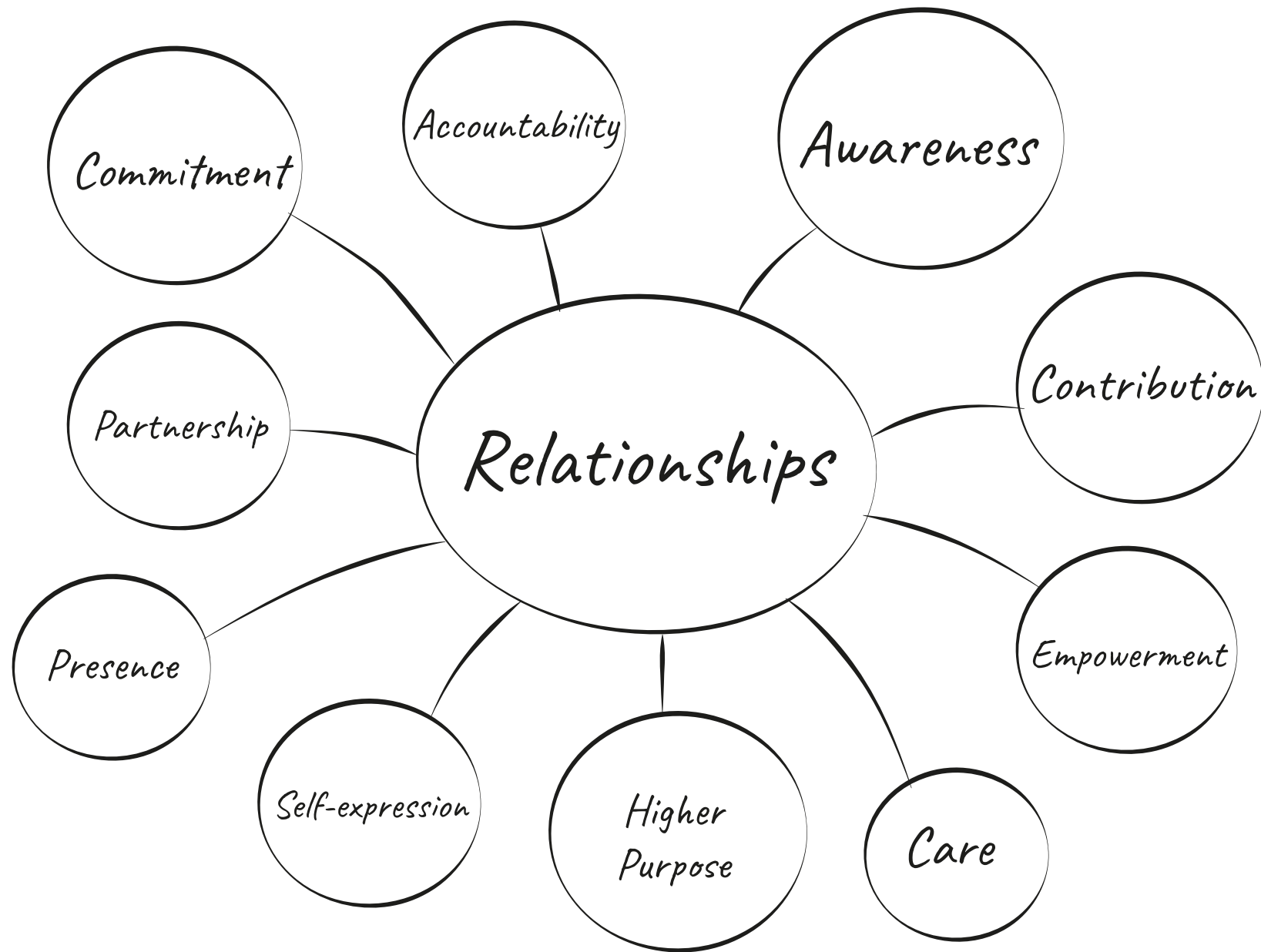
Beliefs

*Conversations you have with
yourself about the world*

Opinions

*Conversations you have with
the world about the world*





Care about
AND
Effective at

Don't care about
BUT
Effective at

Care about
BUT
Not effective at (yet)

Don't care about
AND
Not effective at

