

THE ICEBERG

“LEVELS OF PERSPECTIVE”

Example:

EVENTS

- What has happened?
- Newspaper headlines
- Real data/activities



i.e. Catching a cold.

Above the surface (10 %)

PATTERNS

- What continues to happen over and over again?
- What's changing?
- What patterns are the events part of?



i.e. I've been catching more colds when sleeping less.

Below the surface (90 %)

STRUCTURES

- What has influenced the patterns?
- What maintains the pattern?
- What are the relationships between the parts?

Rules, norms, culture(s), policies, guidelines...
visible/physical or invisible, written or unwritten.

i.e. More stress at work, not eating well, difficulty accessing healthy food near home or work.

MENTAL MODELS

Deeply held **beliefs and assumptions**, whether conscious or unconscious, that **drive behaviour**.



i.e. Career = the most important part of your identity, healthy food is too expensive, rest is for the unmotivated.

“I've always thought this way and don't even question it.”

“I know I think like this.”

“I was told at a young age that...”

