

GUMPTIONWORK

A Short Guide to Reference Points

You can do this better online:
www.gumptionade.com/reference-points

Review the examples provided and write in examples of your own invisible reference points, if you please.

FOOTPRINT	VISIBLE REFERENCE POINT	INVISIBLE REFERENCE POINT
<i>Fear of spiders</i>	You think spiders are creepy.	Instinctive avoidance behavior toward poisonous creatures
<i>Choice of spouse</i>	You're in love.	Similarity to a parent
<i>Racial prejudice</i>	How stupid, bad, and/or different those people are.	Tribal instinct, fear
<i>Obsessive neatness</i>	Things should be in their place.	Anxiety
<i>Anorexia</i>	You're so fat.	Feelings of lack of control
<i>Promiscuity</i>	You need to have sex with many partners.	You need intense experiences to feel anything.
<i>Obesity</i>	You can't control your eating habits.	Your Hairy Ancestor's famine survival instincts

