

BREAKING OPEN THE BOXES

100 Quadrants For Wisdom
& Success in Life



Andrew Munro & Robert Bolton



Am I a Jerk?

The Jerk



Waiter: Would monsieur care for another bottle of Chateau Latour?

Navin: “Ah yes, but no more 1966. Lets splurge! Bring us some fresh wine! The freshest you've got - this year! No more of this old stuff.

He doesn't realize he's dealing with sophisticated people here.”

The Jerk Restaurant Scene
https://youtu.be/jP51U_QBx48?si=fhg78oJ6pNXabWEed

Have a go: Am I jerk?

Is this a good question?

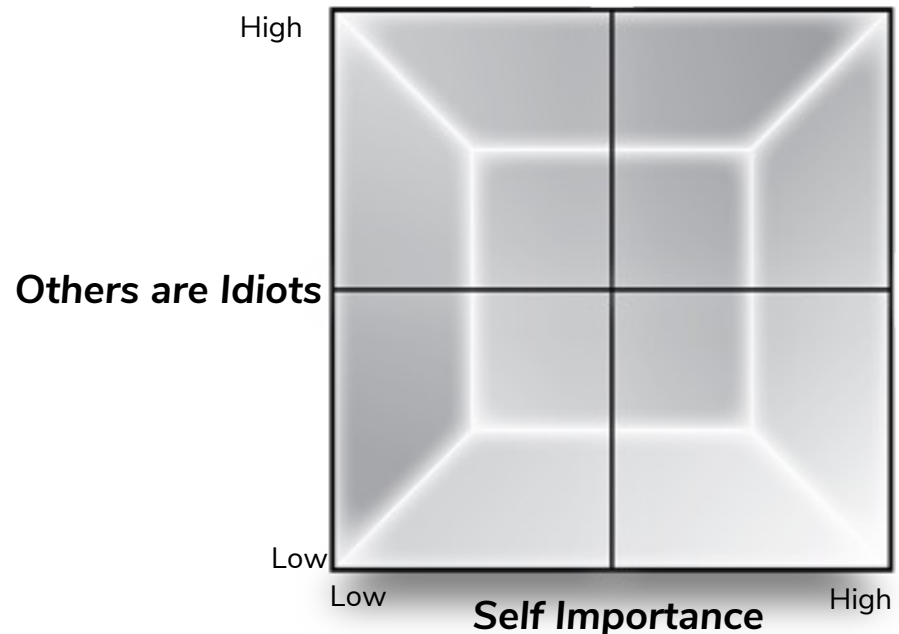
Have we identified relevant dimensions that are differentiated to gain traction on the question?

Work through the permutations of low-low, low-high, high-low, and high-high.

Scribble down a label for each of the four boxes.

Avoid tautology to say the same thing twice

Attempt to summarise the essence of each combination with a fresh perspective.



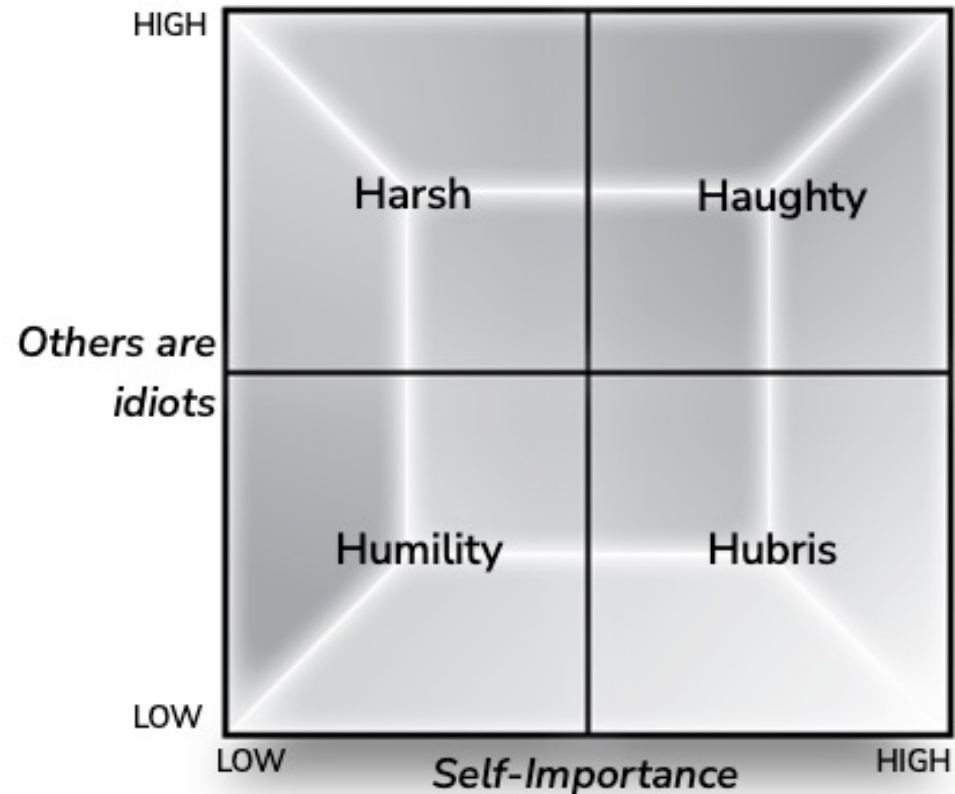
The Phenomenology of Being a Jerk;
<https://schwitzsplinters.blogspot.com/2010/11/phenomenology-of-being-jerk.html>

Am I jerk?

A descriptive approach

Does this highlight four distinctive patterns that are thought provoking to stimulate debate (eg as part of a workshop)?

Are there pros and cons for each psychological pattern?
Specific contextual factors that explain the upside and downside?



Criteria of a “good” quadrant

In his foreword to *The Power of the 2 X 2 Matrix*, **Joseph Gilmore** proposed that the matrix *represents the most notable analytical tool ever to emerge in business management.*

More recently, **Venkatesh Rao** argues: *the quadrant diagram has achieved the status of an intellectual farce, providing mediocre consultants a picturesque path for their descent into madness.*

Purpose is critical, as is the target audience.

Take time to frame the question. An issue that resonates and appeals to hearts not just minds.

What research has been conducted on this topic?

Which big hitting dimensions get to the heart of the issue?

Can we label the four boxes to differentiate patterns of activity?

Is there an actionable insight emerging from the grid?