

# The Map-Rewire Protocol

*A Field Guide For Rebuilding Your Rulebook When The Old One Dies*

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## THE CORE IDEA

In 1933, the engineer and philosopher Alfred Korzybski coined a phrase that later became one of NLP's founding presuppositions: “the map is not the territory.” Whatever picture of reality you're carrying — your habits, your SOPs, your beliefs about what works — is a map. It is not the actual terrain. Decades later, the cybernetician Heinz von Foerster and the psychologist Ernst von Glasersfeld pushed this further into what they called radical constructivism: we don't perceive reality directly at all. We construct working models of it, and test those models not against some final Truth, but against whether they keep functioning — whether they're viable.

You fail not because you stop trying — you fail because you keep using an old map (your habits, routines, and beliefs) to navigate a territory (the market, reality) that has already changed. This protocol doesn't chase the “right” answer. It chases what works. The goal isn't Truth — it's Viability.

## THE NLP CONNECTION

This is the exact ground NLP itself stands on: practitioners aren't taught to find the one true model of a client's problem — they're taught to build a model that's useful, and to replace it the moment it stops being useful. The Map-Rewire Protocol takes that same logic and applies it structurally, one deliberate step at a time, rather than leaving it as a vague philosophical stance.

## THE 4-STEP PROTOCOL

### STEP 1 CALL IT DEAD

**The Concept:** Recognize when your current routine is broken — not underperforming, dead.

**The Action:** If you're working harder for worse results, the environment has changed. Say it plainly: "My old rulebook is dead." This stops the panic and the self-sabotage of just trying harder.

## **STEP 2 DROP THE "RIGHT" ANSWER**

**The Concept:** Stop searching for an objectively accurate picture of the market.

**The Action:** Ask instead: "What's a completely different angle that might get me a result today?" You have permission to invent a new way of operating — as long as it gets you moving.

## **STEP 3 FORCE A CONSTRAINT**

**The Concept:** You can't think your way into a new map — you have to force one structurally.

**The Action:** Introduce a severe, artificial limit (e.g. "I'm cutting working hours in half, revenue stays the same"). Remove the crutch of the old map and your brain will construct a new way to survive.

## **STEP 4 RUN THE TEST**

**The Concept:** Constant, mechanical feedback — not perfection.

**The Action:** Try the new approach immediately. Better result than the dead map? Keep it. Not better? Change it now. Run the loop until things stabilize.

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## **THE SHIFT**

From emotional paralysis ("I am failing") to mechanical action ("My map failed — I am building a new one.")

# **A QUESTION WORTH SITTING WITH**

Step 2 asks you to give up the need for a perfectly accurate picture of reality. That can read as license to make things up.

***Consider:** Isn't dropping the need for "right" just denial — or is there a real difference between denying reality and simply refusing to be paralyzed by it?*

## LINEAGE

This protocol draws on cybernetics and radical constructivism — the same body of thought (Macy Conferences, 1946 onward) that gave us the idea that we never perceive reality directly, only the maps we build of it. The aim is not to have the truest map. It's to have one that keeps you moving.