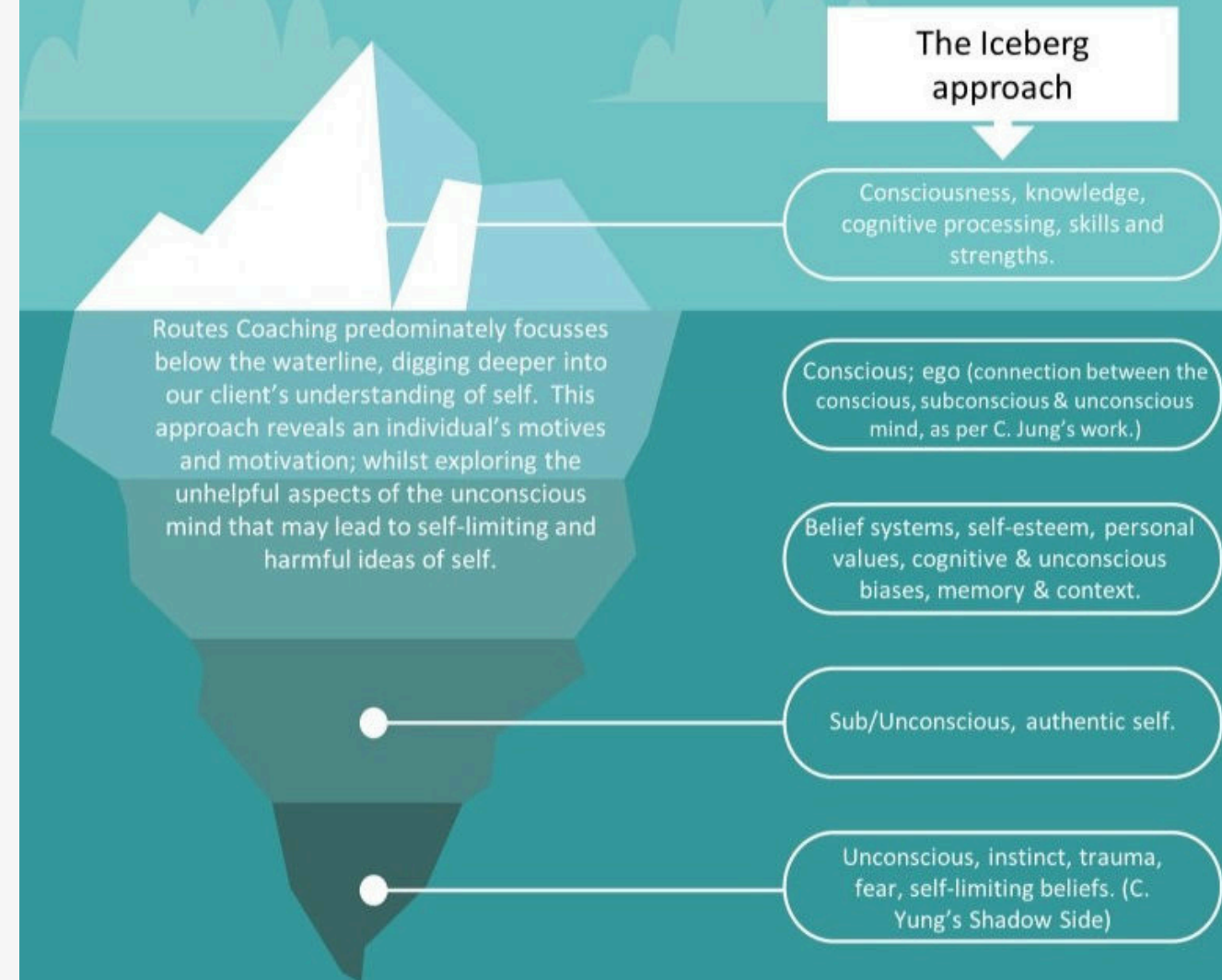


Where We Work

It is known that the exposed tip of the iceberg that sits above the waterline is made up of about 10% of the whole structure. The foundation of the iceberg, the remaining 90% of the ice, is below the waterline. The tip of the iceberg floats on the deeper and more substantial portion of the whole structure. The human psyche is the same. Above the waterline is directly influenced by the depth of the ice below. The power of this unseen portion of the psyche should never be underestimated, as it is within this depth that true human power is held. Within these depths, untapped strength and power can be accessed. This is where the foundation for technical proficiency is created, barriers to success (perceived or real) are removed.



**Broadly based on Sigmund Freud's Iceberg Theory, and the Carl Jung's Model of the Psyche, as interpreted by Routes Coaching.*