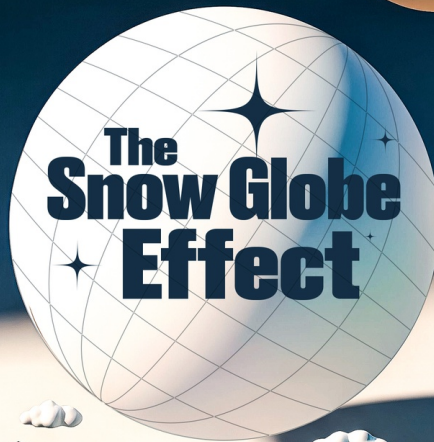




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02

John Gillette
Framework





CONTAINED WITHOUT KNOWING

What's a snow globe?

It's a tiny little village,
perfectly contained
inside a glass boundary.

And here's the
thing—nobody in that
village even knows the
glass is there. Why would
they?

To them, this isn't a
boundary.

This is just life.

Inside that snow globe is
where you learned
everything.

How to give and receive
love.

How to fight.

What's acceptable.

What's not.

How to navigate conflict.

How to communicate.

Every single one of us
was raised in a different
snow globe.

And the where, the
when, and the how... all
of it shaped who you
became.

It became the lens
through which you see
the world.

Most people never
stop to think about
this. They assume the
way they do it is the
way.

But then you bump
into someone else's
globe.



DIFFERENT ISN'T WRONG

And suddenly, their way
doesn't match yours.

And without even realizing
it, you judge it.

Not because you're mean.

Not because you're
closed-minded.

Because to you... it just feels
wrong.

Here's the truth: it's not
wrong.

It's just different.

And if you can learn to see
that—if you can recognize
the glass—you get a chance
to expand the way you see
the world.

Think about it.

Somebody ten houses down
from you might have grown
up with a mom from Turkey
who brought an entirely
different culture into their
home. They see things you
don't see. They expect
things you don't expect.
They value things you've
never been taught to value.

And that doesn't make them
wrong.

It makes them... different.

Because every time you
bump into a new snow
globe, you get two choices:

Defend your glass.

Or get curious enough to
see through theirs.



And that's what this book is about.

The Snow Globe Effect is the lens that changes the way you approach communication.

This isn't just a metaphor—it's a way of seeing the world. And by the end of this book, you'll see why I reference it in everything I teach, coach, and preach.

Because once you see the glass, you'll never unsee it.

And when that happens?

That's when life—and leadership, and love—gets a whole lot bigger.

Your snow globe isn't broken.

But it's way too small.

LEAKING

When someone says, “your snow globe is leaking,” here’s what they mean:

It’s what happens when someone expects you to do it their way—and in the process, they dismiss yours.

They’re not trying to hurt you.

They’re not trying to be controlling.

But in that moment, what they’re really saying is:

“The way I see it is the only way that matters.”

And if you’ve ever been on the receiving end of that? It stings.

THE SNOW GLOBE CHECK

When you feel that sting, pause.

Ask yourself:

“Is this a snow globe moment?”

REALITY MEETS REALITY

Because this may be all they know.

That's not a choice.

That's a reality.

And when you realize that, everything shifts.

Instead of defending your glass, you can say:

"Let me share mine with you as a point of reference. Once we understand each other's realities, we can find level ground."

That's it. That's the move.

Not judgment.

Not blame.

Just curiosity.

STORY ONE: LOUD VS. QUIET

I grew up in a loud snow globe.

We laughed loud. We talked loud. We interrupted each other constantly—not to be rude, but because it meant you were excited. We even tapped each other mid-conversation just to connect.

That was normal for me.

But when I got older, I started bumping into people from quiet snow globes. And suddenly, my joy was being read as "too much."

"John, you're too loud."

"John, you're interrupting."

REALITY MEETS REALITY

And after years of hearing that, I started to wonder if something was wrong with me.

But it wasn't wrong.

It was just different.

And once I could name it as a snow globe difference, I could explain it. And the people who cared enough to understand could say:

"Ok, I get it now. You're not unaware of your volume. You just never knew there were other ways. The only reality you know is to let it out. That's not a choice... but now I can see it."

No fight.

No shame.

Just understanding.

STORY TWO: AFFECTION

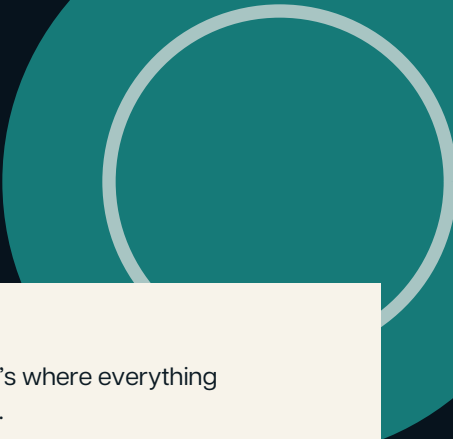
I didn't grow up with a lot of affection.

I might have seen my parents kiss once. Maybe. Hugs were rare.

So, when I dated someone who was very affectionate, I didn't know what to do with it. She reached for connection; I pulled away—not because I didn't care, but because it didn't feel natural to me.

That relationship ended.

If I knew then what I know now... WHO KNOWS!

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After therapy and intentional work, I have FULLY expanded my snow globe in this area, and my relationships are MUCH healthier because of it.

I used my awareness of MY OWN snow globe as an opportunity for growth and reshaping.

THE POINT OF A LEAK

This is why calling out a snow globe leak isn't about blame.

It's an invitation.

When someone says, "Your snow globe is leaking," what they really mean is:

"This may be all you know. That's not a choice—it's a reality. Let me share

And that's where everything changes.

A leak isn't an attack.

It's a chance to trade lenses—and finally see the same thing the same way.

EXPOSURE CHANGES SCALE



If you've only ever lived inside your own snow globe, you're not wrong. You're just limited.

Because if you've only ever looked through one lens... how could you even imagine another one exists?

You can't want what you've never seen.

You can't reach for what you don't know is out there.

And that's why exposure is everything.

THE KEVIN HART ROOM

Kevin Hart once said he spent his entire career trying to get into a certain room—a room full of giants, the people he admired most.

And when he finally got there?

He realized there was another room in the back. A room he didn't even know existed.

And in that moment, his perspective exploded.

Because you can't want the second room until you even know it's there.

That's what exposure does.

It doesn't just show you something new.

It changes what you believe is possible.

CHOICE

REALITY

CHOICE VS. REALITY

Here's the check-in:

When you bump into someone else's snow globe, ask yourself:

"Are they making a choice... or is this just their reality?"

Because if it's reality—if this is simply all they've ever known—judgment won't get you anywhere.

In fact, I'd venture to say you may be received as an asshole.

You have to move differently.

You have to get curious.

Because their snow globe isn't wrong—it's just the only map they've ever had. And the same is true for you.

Exposure is what puts the maps on the table.

Neither are wrong.

Neither are right.

But which version is more effective in this situation?

Or maybe neither are.

Or MAYBE... a combo of them are.

That's what exposure gives you: the chance to find out.

THE DOOR IS OPEN

EXPOSURE IS JUST THE INVITATION

Exposure doesn't change you.

It just puts the opportunity in front of you.

My snow globe might have me cook eggs this way. And you might sit there thinking:

"What in the hell is this? Who even eats eggs like that?"

You could text your friend the shadiest thing ever about my eggs.

Or... you could pause.

Because here's the truth:

You've never seen them done this way.

Guess what? Exposure.

And that's the moment—the invitation.

Now you have a choice:

- You can laugh it off and stay in your globe.

- Or you can lean in, ask why, and maybe walk away with a new favorite way to make eggs.

Exposure doesn't force growth.

It simply cracks the door open.

What you do next? That's on you.

FIRST INGREDIENT

THE FIRST INGREDIENT

Exposure doesn't fix everything.

It just starts everything.

It's the first ingredient to growth,
to understanding, and to curiosity.

Because the moment you see a
different snow globe, you're faced
with a choice:

Defend your glass.

Or lean in and learn.

And if you choose to learn—even a
little—your globe will never be the
same size again.

You can't expand what you've
never been exposed to.

Once you've seen it, you can
never go back.

CURIOSITY OVER JUDGMENT



Assumption is the death of communication.

Judgment is the death of understanding.

Curiosity is the beginning of alignment.

If assumption kills communication and judgment kills understanding, curiosity is what opens the door again.

Curiosity doesn't mean you agree.

It doesn't mean you change your snow globe.

It simply means you're willing to step close enough to see through theirs for a minute.

And that changes everything—

Not only for you and your own expansion,
but for them.

They feel respected.

They feel loved.

They feel seen.

Curiosity doesn't erase differences.

It just removes the threat from them.

Because when someone feels safe with you, they stop defending their glass. And when that happens? Now you can actually meet.

WHY JUDGMENT FAILS

Judgment is second nature. It's automatic.

We see something that doesn't fit our snow globe and we immediately label it:

"That's wrong."

"That's weird."

"Who even does that?"

But judgment doesn't create clarity. It doesn't get you anywhere. All it does is reinforce your own glass walls while you pound on someone else's.

When judgment shows up, understanding shuts down.

And without understanding? You don't stand a chance at connection, leadership, or resolution.

CURIOSITY FEELS DIFFERENT

Curiosity is the opposite.

It's warm.

It's open.

It says, "I want to understand your lens before I defend mine."

Curiosity doesn't erase differences.

It just removes the threat from them.

Because when someone feels your curiosity, they feel safe enough to offer context. And context is everything.

GET CURIOUS



Without context, you're just guessing.

With context, you can actually see their snow globe.

And once you see it, you can meet them at level ground.

THE CURIOSITY MOVE: CHOICE VS. REALITY

When you hit a snow globe collision, here's your move:

Ask yourself: "Are they making a choice... or is this just their reality?"

If it's reality—if this is all they've ever known—judgment won't help.

In fact, you might come across like an asshole.

Instead, you move differently.

You get curious.

You ask.

You learn.

And if it is a choice? That's a different conversation—one rooted in accountability, not misunderstanding.

But either way, curiosity gets you to the truth faster than judgment ever will.

WHAT CURIOSITY SOUNDS LIKE

WHAT CURIOSITY SOUNDS LIKE

Curiosity sounds simple:

- “Can I ask why you do it that way?”
- “Help me understand what that means for you.”
- “I’ve only ever done it this way... what’s your way?”

No heat.

No edge.

Just interest.

And here’s the best part:

Curiosity doesn’t just disarm them—it disarms you.

You stop defending your glass and start learning what’s outside of it.

THE SHIFT

Judgment keeps your globe sealed.

Curiosity?

Curiosity cracks the glass—just enough for two people to see each other clearly.

And once you can see each other, you can finally talk about what matters.

Curiosity doesn’t erase the glass.

It just gives you a window through it—and that’s where alignment begins.

EXPANDING YOUR GLOBE

Your snow globe is only as big as the perspectives you've been exposed to.

If all you've ever known is the view from where you stand, how could you possibly see anything else?

This isn't about being wrong.

It's about being limited.

Therapy is one way we expand.

We learn about ourselves, our triggers, our patterns.

We get tools to communicate better, regulate better, connect better.

That's expansion.

Internal expansion.

But there's another kind of expansion—the kind that happens when you bump into other snow globes.

Because every time you see through someone else's lens, your glass stretches.

And the more it stretches, the more you see.

WALK AROUND THE TABLE



When I was a kid, I used to play pool with my dad.

At first, I only cared about one thing: sinking the shot in front of me.

Line it up. Hit it. Done.

And every time I did, my dad would stop me.

“Why did you choose that shot? Sure, it was easy... but this one? This one was only a little harder, and it would’ve left you in a much better position for the next shot.”

Then he made me do something that felt ridiculous at the time:

He made me walk around the table before every single shot.

Every angle. Every perspective.

And somewhere between those laps around the table, I realized something:

This wasn’t about pool anymore.

Walking around the table taught me to stop making decisions in isolation.

It taught me to look at the bigger picture.

It taught me that sometimes the “obvious shot” isn’t the right one—and that a slightly harder shot now might set me up perfectly for what’s next.

I’ve carried that with me my entire life.

And that’s what expansion really is.



WHAT EXPANSION REALLY IS

Your snow globe works the same way.

Every snow globe you bump into is another angle around the table.

A new way to see the game.

A new way to position yourself.

And the more you collect those angles, the more strategic you become—not just in how you communicate, but in how you live.

Because now you're not stuck in one fixed view. You've seen too much for that.

THE POWER OF PERSPECTIVE

When you expand your snow globe:

- You stop reacting and start responding.
- You make decisions with context instead of assumption.
- You lead with flexibility instead of control.
- You stop playing life shot-to-shot... and you start seeing the whole table.

And that's the thing about expansion:

The bigger your snow globe gets, the fewer things feel like threats—and the more life feels like possibility.

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PERSPECTIVE CHANGES HOW YOU MOVE

Perspective doesn't just change how you see the world.
It changes how you move through it.

OTHER SIDE OF THE GLASS

Once you see the glass, you
can't unsee it.

You now know what a snow
globe is.

You know how leaks happen.

You've seen why exposure
matters.

You've felt the difference
between judgment and curiosity.

And you've learned how
expansion works.

Now here's the thing:

This isn't just a concept.

This is a way of moving through
the world.

A NEW WAY TO SEE

Most people spend their lives
sealed inside their snow globe,
believing their way is the way.

But not you.

Because once you've named
the glass, you start to see it
everywhere:

In the way your partner
communicates.

In the way your boss manages.

In the way strangers react to
things you don't even think
twice about.

And when you see it, you have a
choice:

You can judge it.

Or you can get curious.

And if you get curious, you start
to live on the other side of the
glass.

OTHER SIDE OF THE GLASS

THE OTHER SIDE OF THE GLASS

The other side of the glass isn't a destination.

It's not a perfect, enlightened state.

It's a practice.

It's choosing, moment after moment, to pause and ask:

"Is this a choice... or is this just their reality?"

It's noticing leaks and responding with curiosity instead of defense.

It's using exposure as an opportunity instead of a threat.

It's letting your snow globe stretch, crack, and grow—again and again.

And the more you do it, the more you realize:

The other side of the glass isn't about changing the world.

It's about changing the way you see it.

TWO THINGS YOU NEED TO KNOW

FIRST: Not everyone will meet you here.

You will start to notice who's willing to accept your reality—and who isn't.

Sometimes, that's an exposure you didn't want.

But it's still clarity.

And clarity is never the enemy.

PRACTICE THE PAUSE

SECOND: You're human.

You will not get this right all the time.

Neither do I.

You'll miss it. You'll default to judgment. You'll snap at someone and only later think, "Ah... snow globe."

That's okay.

This isn't about being perfect.

It's about practicing.

The more you practice, the faster you catch it.

And the faster you catch it, the bigger your globe gets.

YOUR INVITATION

This book isn't here to make you agree with me.

It's here to give you a lens.

A way of noticing.

A way of leading.

A way of connecting that starts with one simple truth:

"This may be all they know. That's not a choice—it's a reality. Let me share mine."

The background of the slide features three concentric circles in a teal color, centered on a dark navy blue background. The circles are of increasing size, creating a sense of depth and focus.

If you start there, everything else gets easier.

Because curiosity scales.

Respect scales.

Understanding scales.

And every time you choose those things, your snow globe gets bigger.

Live on the other side of the glass.

That's where the growth is.

That's where the connection is.

And it's where your world gets
bigger—one snow globe at a time.