



**One World One Hour | 21 November 2025**

**Transcript of Message from Yoshimi and Jon | Founders**

Thanks for coming to our babe's birthday party! When your child turns 25 years old... it makes you think and wonder. Was I a good parent...were WE good parents? Were we congruent with our values?

Our hopes are reflected in how TetraMap is playing out her life...in how she is contributing to whanau and to the world. You are her whanau (family). I use the Maori word for family (whanau) because in the last 3 years, we've been immersed in Te Ao Maori (Maori world view) mainly through Kataraina, Jade and our local marae.

2 weeks ago, we saw a play called TIRI: Te Araroa: A Woman Far Walking. It was about an 185 year old woman, named after a piece of paper called Te Tiriti o Waitangi...The Treaty of Waitangi. TIRI lamented on a life both beautiful and tragic. The beautiful bit was about life before colonisation...the tragic bit was about the piece of paper that sits in the National Library of New Zealand in Wellington. A piece of paper that continues after 185 years!... to reflect struggle and injustice.

Why is this significant? Because when you look at the biggest uptake of...AND deepest dive into TetraMap in Aotearoa NZ... it's with our TetraWhanau, Maori communities. I've learned these past few years why TetraMap resonates so well with Maori. It's because Nature is at the heart of te reo, the language... at the heart of BEING. Maori and indigenous cultures spiral around messages of the beauty and power of AI (Ancestral Intelligence). Ancestral Intelligence understands our connections to Nature. Ancestral Intelligence IS Nature.

One of our mantras is... Heal self, heal Nature. TetraMap can play a big role in this mantra, thus YOU play a big role in our hope for the differences we can all make when we guide others to reflect our TetraMap values. To help you reflect on 4 of our 6 values, think about how YOU are living these values right now in your life.

The first...Sustainability: What are you doing now that your children will thank you for?

Responsibility: What triggers to help yourself and others play and stay Above-the-Line?

Interdependence: How do you celebrate and show gratitude for the success of others?

Creativity: In what creative ways do you share TetraMap to optimise her value?

Another message we like to share with you is the need for Nature to be given a seat at EVERY decision making table. Give Nature a Seat at EVERY table...and I mean every. Put a chair for her to sit in! She can, and will help you quell the many injustices humanity and the planet are now experiencing.

JON: We've had 4 realisations that give us hope for you, your whanau and the communities you work with.

1. Number one. Consider when is enough enough? It seems that wanting is stronger than having, because as soon as we have what we wanted, we want more. What drives us is pursuit, not fulfilment. That actually brings me hope, because it gives2. credibility to chasing worthy but impossible dreams like world peace. Yoshimi and I started our relationship on an adventure sailing offshore for 8 months and living in Japan for 2 years, we lived very simply. And of course, TetraMap is a very simple tool that is enough for many situations
2. Number 2 Is to embrace uncertainty... TetraMap is an adventure into the nature of behaviour. Why an adventure? It's really just about the challenge of dealing with uncertainty. We expect to learn something

about ourselves, and hopefully have fun doing it, or at least have fun telling stories about it later. On an adventure, we embrace uncertainty and learn to value diversity.

3. Number 3 is the formula, Diversity plus interdependence = synergy, the unexpected result where one plus one equals 4 when everyone expected two. The TetraMap of behaviour, helps us to make sense of the diversity and the interdependent relationships between the four Elements. That's what makes the pursuit worthwhile, and the uncertainty worth the stress.
4. And number 4 is our most recent revelation...The four Elements metaphor is like a fractal. It is a pattern of relationships that show up again and again and at many different levels.  
For example, in Mexico the people are so bright and enthusiastic (Fire) compared to Singapore where the people are much more reserved and thoughtful. Yes, Air. But all the individuals still have the same diversity of the four Elements, perhaps with an overlay of their country's Element. Mexican Air Elements are much more tolerant of tardiness than Singapore Air Elements.

- ▶ So in the pursuit of world peace, we are really pursuing a world at peace with the uncertainty of Mother Nature and at peace with the diversity of human nature.
- ▶ To do this we need to learn to speak as Nature, speak as a leader, because if we to change ourselves for the better AND bring other people with us, each of us must lead.
- ▶ Speak as your unique combination of the Elements and... listen to the others speaking their Elements. Then if we try working interdependently, who knows, we might end up at peace with each other and with Mother Nature.

Yoshi:

In closing...here's the bottom-line. TetraMappers are our biggest hope... YOU are our biggest hope!! Most decision-making conversations do not have a seat for Nature at the table. YOU must fill that seat. You, in your understanding of the Elements and Nature's success principles must BE Firm – Clear – Calm – Bright! in the moment, in the context that calls you to step up.

And as Yodimi has said for 25 years:

Y&J: May the Natural Force be with you!