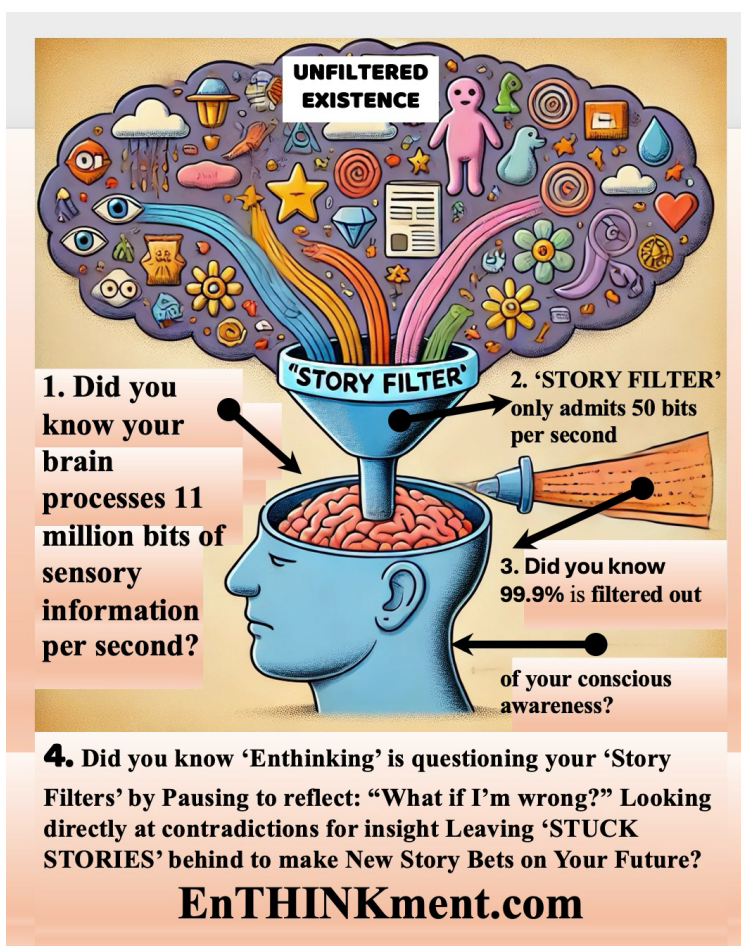


Enthinking™: Break Free from Stuck Stories & Rewrite Your Future

By David Boje Feb 6, 2025

"Insanity is telling the same story over and over again, expecting different results." – Albert Einstein (paraphrased)

Your Story Is Not Set in Stone—You Can Restory It



Are You Ready to Enthink Your New Story?

1. **Did you know your brain processes 11 million bits of sensory information per second?**
2. **Did you know your 'STORY FILTER' only admits 50 bits?**
3. **Did you know 99.9% is filtered out of your conscious awareness? Did You Know**

4. Did you know that Entinking the 7 Bs of Pre-Story Filtering & 7 Restorying Steps Recovers 10 to 20 % of Your Brain's Embodied Intuition and Sensory Awareness?

◆ Breaking Free from Stuck Stories and Story Filters

Did you know 'Entinking' is questioning the validity of your 'Story Filters' by Pausing to reflect: "What if I'm wrong?" Looking directly at contradictions for insight Leaving 'STUCK STORIES' behind to make New Story Bets on Your Future?

- 👉 Are you stuck in repeating patterns?
- 👉 Do you feel like you're always one step away from real transformation?
- 👉 Are you ready to **challenge your Story Filters** and finally break free?

Good news! You don't have to stay stuck.

Entinking™ is the key to moving beyond old narratives, challenging the unseen assumptions shaping your reality, and creating the transformation you desire.

Have you ever felt like your life is stuck on repeat? Like the same thoughts, the same fears, and the same struggles keep happening, again and again... This happens because of something called "**story filters.**" These filters shape how we see the world, what we notice, and what we ignore. They come from our past experiences, our beliefs, and what society has told us about who we are.

Think of it this way: Your brain takes in about **11 million bits of information per second**—all the sights, sounds, and feelings around you. But here's the catch: Your conscious mind can only process **50 of those bits per second.** That means your brain is constantly **filtering out** 99.9% of everything around you! This filtering isn't random. It's based on the **stories you've already learned** about yourself and the world. If you believe, "I'm not good at math," your brain might ignore all the times you've 'actually' done well in math. If you think, "People don't like me," your brain will notice tiny signs that seem to confirm that belief while ignoring moments when people do show kindness toward you.

But what if those **story filters are wrong?** What if they're keeping you trapped in what David Boje calls "**stuck stories**"—narratives that make you believe you can't grow, change, or succeed? Boje's research shows that breaking free from these stuck stories isn't just about "thinking positive." It's about "**entinking**" —pausing to question your 'own' assumptions, looking at contradictions, and daring to imagine a different future.

We will explore:

- The 7 B's of Antenarrative as a method for shifting narratives.
- Embodied Restorying Processes to rewrite personal and organizational stories.
- Practical steps to identify, challenge, and transform your story filters and stuck stories.

Boje introduces **The Four WHOs**, which are four different versions of yourself:

1. **Your ego life** – Your personal identity, thoughts, and emotions.
2. **Your social life** – How you relate to others, including family and friends.
3. **Your corporate life** – The roles you play at work or in school.
4. **Your ecological life** – Your connection to nature and the world around you.

When your **story filters** are outdated, they create conflict between these different versions of yourself. For example, your **corporate life** might tell you to follow strict rules at work, but your **ego life** may want more freedom. Or your **social life** may push you to fit in, while your **ecological life** makes you feel disconnected from nature. **By breaking free from story filters, you can align these different parts of yourself into a more authentic and fulfilling life.**ⁱⁱ

Enthinking is defined here as the practice of stepping outside of automatic thought patterns, questioning assumptions, and engaging in deep reflection to uncover hidden biases, contradictions, and untapped possibilities. Unlike enactment, which relies on habitual responses and predetermined frameworks, entinking invites individuals to pause, challenge their story filters, and restory their perceptions. This process enhances awareness, adaptability, and creativity, enabling leaders, entrepreneurs, and consultants to break free from "stuck stories" that limit potential.

◆ **Enthinking™: The Practice of Breaking Free**

Most people try to change their lives by “thinking positive.” But **real transformation** comes from something deeper—**Enthinking**.

- ◆ **Enthinking is NOT about “thinking harder.”**
- ◆ **Enthinking is NOT about motivation hacks.**
- ◆ **Enthinking is about questioning the filters that shape what you think is possible.**

Instead of **blindly enacting** the same old patterns, **Enthinking invites you to:**

- ✓ Pause and ask, “*What if I’m wrong?*”
- ✓ Examine contradictions instead of ignoring them.
- ✓ Notice where your story isn’t aligned with reality.
- ✓ Create new, **evidence-based narratives** about who you are.

◆ What's Holding You Back? Stuck Stories & Story Filters

Every day, your brain **filters out 99.9%** of the information around you. Out of the **11 million bits of data** you receive per second, your conscious mind only processes about **50 bits**—the bits that fit your **current** story about yourself.

- **If your story says, "I'm not good enough,"** your brain **ignores** evidence that contradicts it.
- **If your story says, "People don't value my work,"** your brain **filters out** moments of appreciation.
- **If your story says, "I'm too late to change,"** your brain **blocks** new possibilities before they even arrive.

But what if these story filters are wrong?

What if your biggest limitation **isn't reality itself**—but the **story you're telling about reality**?

In "The Management Thought of Louis R. Pondy..." David Boje and Rohny Saylor delve into Pondy's exploration of open systems and conflict theory, offering insights that can help individuals break free from entrenched narratives. Pondy's work emphasizes the importance of understanding and challenging existing mental models to foster organizational change. By applying these principles, we can identify and overcome the 'story filters' that keep us stuck in repetitive patterns.

Read excerpts of the book taylorfrancis.com

Boje's new concept of "enthinking" aligns with Pondy's emphasis on reflective thinking. Enthinking involves pausing to question our assumptions, examining contradictions, and imagining alternative futures. This process enables us to restory our perceptions, enhancing awareness and adaptability. By engaging in enthinking, we can align different aspects of our lives—personal, social, professional, and ecological—leading to a more authentic and fulfilling existence.

By integrating Boje and Saylor's with Pondy's insights, we can develop practical strategies to identify and transform the narratives that limit our potential, fostering personal growth and organizational transformation.

◆ The Four WHOs: Aligning Your Life's Narratives

Your **story filters** don't just affect one part of your life—they shape your **entire identity**.

According to **David Boje's Four WHOs**, we each have **four competing stories** about ourselves:

WHO	Description
Ego Life	Your personal identity, emotions, and inner self.
Social Life	How you relate to friends, family, and society.
Corporate Life	Your professional identity—your role at work, in business, or school.
Ecological Life	Your connection to the natural world and long-term impact.

● The Problem? These Stories Often Conflict.

🚧 **Your corporate life** may demand productivity, while **your ecological life** longs for sustainability.

🚧 **Your social life** may push you to fit in, while **your ego life** craves self-expression.

🚧 **Your stuck stories** keep these parts of you **disconnected**, causing inner conflict and external struggle.

Enthinking™ Aligns Your Stories

By **breaking free from Story Filters**, you **harmonize** these four parts of yourself—so you can live, lead, and create **without contradiction**.

◆ Ready to Apply Enthinking™? Here's How:

✅ Step 1: Recognize Your Stuck Stories

📌 Identify where **your beliefs are keeping you trapped**.

- ◆ *What's a story I keep telling myself that may not be true?*
- ◆ *What evidence am I ignoring?*
- ◆ *What happens if I challenge this belief?*

✅ Step 2: Reframe Your Story Filters

📌 Challenge **old interpretations** and rewire them.

- ◆ *What's a different way to interpret my past experiences?*
- ◆ *How would I see my life if I believed the opposite of my stuck story?*
- ◆ *What's a more empowering story I can create?*

✔ Step 3: Entinking Your Future

📌 Shift from **reacting to old stories** to **creating new ones**.

- ◆ *What's the "next chapter" I want to write in my life?*
 - ◆ *How can I align my Ego, Social, Corporate, and Ecological Life?*
 - ◆ *What bold action can I take TODAY to live my new story?*
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◆ The Truth? You Are Not Your Stuck Stories.

- 🚀 Your past does NOT define you.
 - 🚀 Your old beliefs do NOT have to dictate your future.
 - 🚀 You CAN rewrite your story—starting **right now**.
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💡 Your Next Step: Take the First Action Toward Entinking™

- 🟢 **Option 1:** Download the Free **Entinking Starter Guide** → Download PDF
- 🟡 **Option 2:** Join the Next **Entinking™ Masterclass** → Limited to 7 person cohort, \$977 for 7 sessions on Zoom with the Entinkment Circle on Tuesdays 1pm Mountain Time
<https://entinkment.com>
- 🟠 **Option 3:** Work With a Certified Entinking™ Coach → Contact David Boje at DavidBoje@gmail.com

Your transformation starts with one choice. Make it today.

◆ About David Boje: The Creator of Entinking™

David Boje is a pioneer in storytelling theory and transformation. His work on **Stuck Stories**, **Story Filters**, and **Antenarratives** has helped leaders, entrepreneurs, and consultants around the world break free from limiting narratives and create lasting impact.

📌 **More from Boje:**

- ◆ **Books:** *You Are Not Your Story* | *to be released soon*
- ◆ **Research:** [Storytelling in Organizations](#) | [Quantum Storytelling Conference](#)

◆ **Courses & Coaching:** Enthinking™ Leadership | [Antenarrative Coaching](#) | Contact David Boje at DavidBoje@gmail.com

ⁱ For the scholar’s version of these theories, please see Boje & Saylor (2023) *The Management Thought of Louis R. Pondy*, London: Routledge.

ⁱⁱ **Connection of Lacan to Enthinkment:** ‘*Enthinking*’ moves beyond the **imaginary and symbolic ‘Story Filters’** sedimented into ‘Stuck Stories’ by questioning hidden power structures to recover the ‘**Real Order**’ or our existence, those yet untold ‘*true stories*’ David Boje calls the **four WHOs**: 1. Ego life, 2. social life, 3. Corporate life, and 4. Ecology life

Jacques Lacan (1901–1981) built on Freud’s work but introduced a **more linguistic and symbolic approach**. He described **three registers** that shape the human experience. David Boje develops this with Story Filters and Stuck Stories. For True Storytelling® principles, please see Larsen, Boje, & Bruun (2021) book and <https://truestorytelling.org> for training classes and certification in true storytelling®.

Lacan’s Three Orders	Boje’s Reformulations
Imaginary Order	The world of illusion, images, and false identifications. This is where we create idealized versions of ourselves constitute ‘Story Filters’ .
Symbolic Order	The world of language, structure, and societal expectations become ‘Stuck Stories’ that shape our reality.
Real Order	The raw, unfiltered truth of existence that our thinking and intuition rarely perceive because ‘ <i>Enthinking</i> ’ exists beyond language and illusion in the pre-stories Boje calls ‘ Antenarrative processes. ’

Lacan’s Impact on Storytelling and Thought

Jacques Lacan (1901-1981) argued that **language itself creates our reality**, but much of what we believe is **an illusion shaped by societal norms**. To reach ‘true awareness’, we must break through **false narratives** (aka *Stuck Stories*) and confront deeper truths of our ‘Story Filters.’