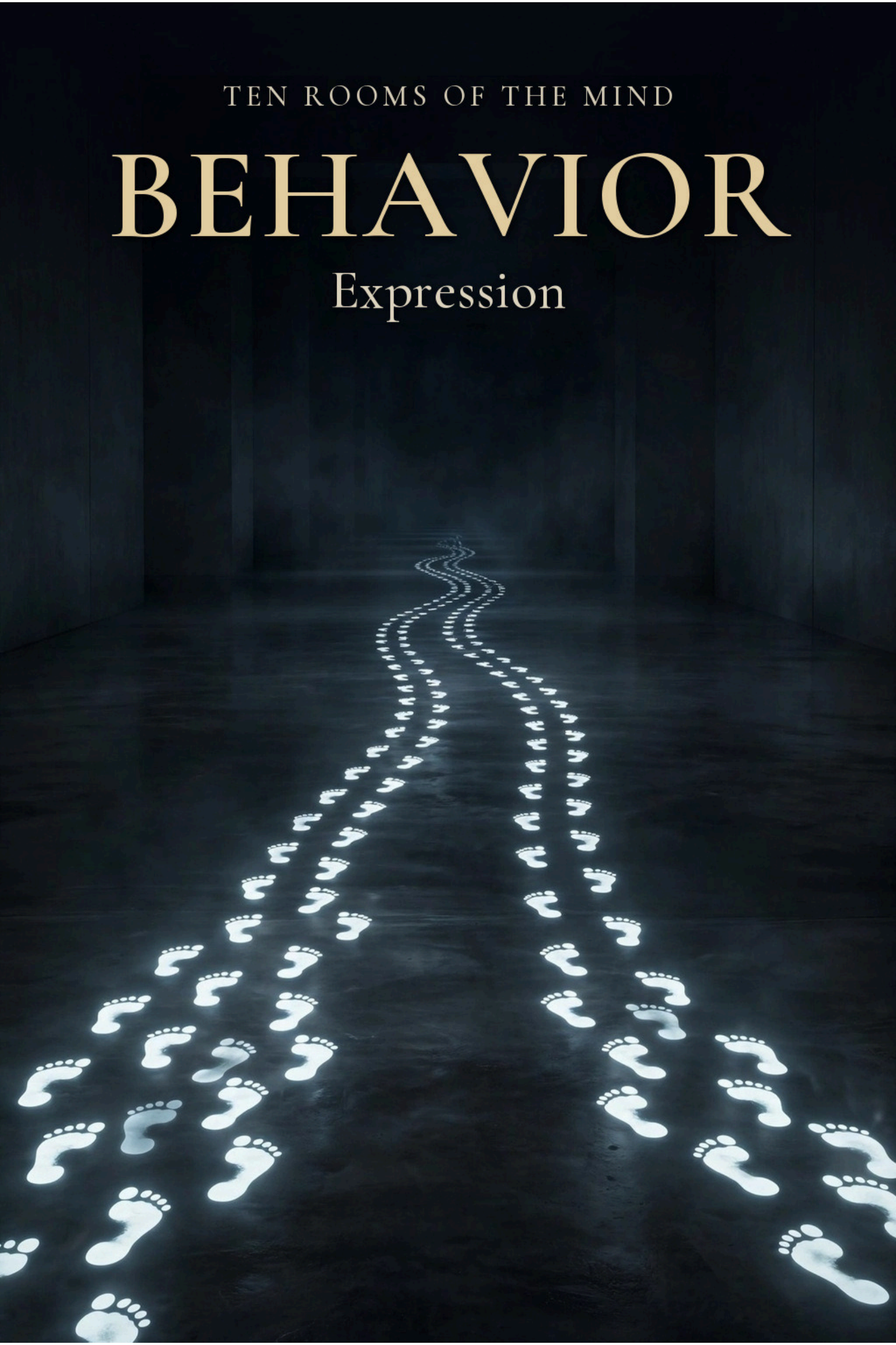
TEN ROOMS OF THE MIND

BEHAVIOR

Expression



GILLETTE BEHAVIOR

Expression

TEN ROOMS OF THE MIND

There is a house that each of us inhabits without ever having chosen it.

It has no address. It appears on no map. Yet we know it better than any place we have ever truly lived. Inside, there are ten doors.

Some we open every day without realizing it.

Others we keep locked, pretending they have nothing to do with us.

And then there are rooms we did not build ourselves, yet somehow carry within us all the same. This is not a theory.

It is not a psychology manual gathering dust on a shelf.

It is the account of a man who walked through these ten rooms one by one, often without knowing where he was, and who now, with a few more years on his shoulders, is trying to describe them exactly as he experienced them.

Ten doors.

I opened them all.

Some with curiosity.

Some reluctantly.

Some only when it was already too late to turn back.

If these rooms feel familiar, it is not because they tell my story.

It is because, somewhere deep down, they tell yours as well.

Ferdinando

BEHAVIOR — Expression

Words tell stories.

Behavior reveals them.

What we are emerges constantly through details we cannot control.

A hand.

A posture.

A silence.

A retreat.

An embrace.

The body is a tireless writer.

It fills pages every day.

Even when we believe we are saying nothing.

Over the years I learned that most people do not lie out of malice.

They lie out of fear.

To protect themselves.

To appear stronger.

Yet behavior continues telling the truth.

Always.

And those who learn to listen to it discover stories no confession could ever contain.

In the end, everything comes down to two words.

Style.

Class.

But you cannot buy them on Amazon.

There is no next-day delivery.

There is no return policy.

These are products that company does not sell.

Because style and class are born from character.

And character is built slowly.

One choice at a time.

The kind nobody sees.

But everybody eventually recognizes.

Ferdinando