



BREAKFAST MEETING

CALL ACCOUNTANT

CALL FINANCE

MEETING 9:00AM

COLLECT CLIENT

LUNCH 12:30

FRIDAY 23RD DEADLINE

PRESENT TO BOARD

JOHN CALLED

FINANCE MEETING

CALL PHIL

GROUND MEET CALLED

MARK 3:30

DEADLINE TOMORROW

BOOK CONTRACT

SIGNED CONTRACT

ACCOUNT LATE

BUDGET REVIEW

PRESENTATION FRIDAY

BEN MON 8:45

FL 13

PROJECT LAUNCH WED.

THURSDAY 13:45

CALL ANDY TUESDAY

PROJECT LAUNCH 9:30 MONDAY

TRACT APPROVAL

LAUNCH DATE 15

CALL CLIENT

FINANCE DUE

INTERVIEW THURSDAY 11:00

MANAGER CALLED

CALL SHARON ASAP

GO AHEAD

ON TIME FOR CLIENT

FINANCE DIRECTOR CALLED

BUSINESS LUNCH

BUDGET APPROVAL THUR

ON TARGET FOR TOMORROW

CALL ACCOUNTS

SARAH CALLED

BUDGET MEETING

MEETING 10:30 TUESDAY

PROJECT UPDATE

JASON CALLED

BUDGET DUE WEDNESDAY

LUNCH 10:35

ACCOUNTANT TUESDAY

MEETING 12:30

SUPPLIER

BUSINESS MEETING

CALL DETE

MEETING 12:15

AIRPORT 13:45

LATE NIGHT FRIDAY

BUSINESS PLAN

REPORT DUE THURSDAY

ACCOUNTANT RETURN

DIRECTOR MEETING

DEADLINE TUESDAY 18:30

INTERVIEW MONDAY 11:00 AM

PROJECT POSTPONED 2 WEEKS

BUSINESS LUNCH 12:30

LUNCH 13:00

DINNER WITH JANE

BOARD ROOM 11:30

TION

CAL 10:

CEO

SE

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MEET

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LUNCH

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EDNESDAY

WEDNESDAY

CHANGE DEADLINE

ALL

CALL

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PRESENT

00PM

MEETING

TING



CLASSIFY



universal mental act



• personal islands of meaning

• Classification



language

language

HOW AND WHY WE CLASSIFY?

- Classification is a universal mental act that we all perform.
- A lot of classification is personal (e.g., music we like, don't like; food we like, don't like; people, etc.)
- We cut up the world into personal islands of meaning.
- Classification is a process of sculling up these islands rather than identifying something that already exists in the natural world.
- Breaking up the world into mental chunks is accomplished through language.

HOW AND WHY WE CLASSIFY?

