



# The PEMB Matrix

The Human Experience of Reality

by Dr. Myke Merrill and Michael E. Wilson



**PERCEPTIONS**  
(10 Senses)



**EMOTIONS**  
(5 Systems)

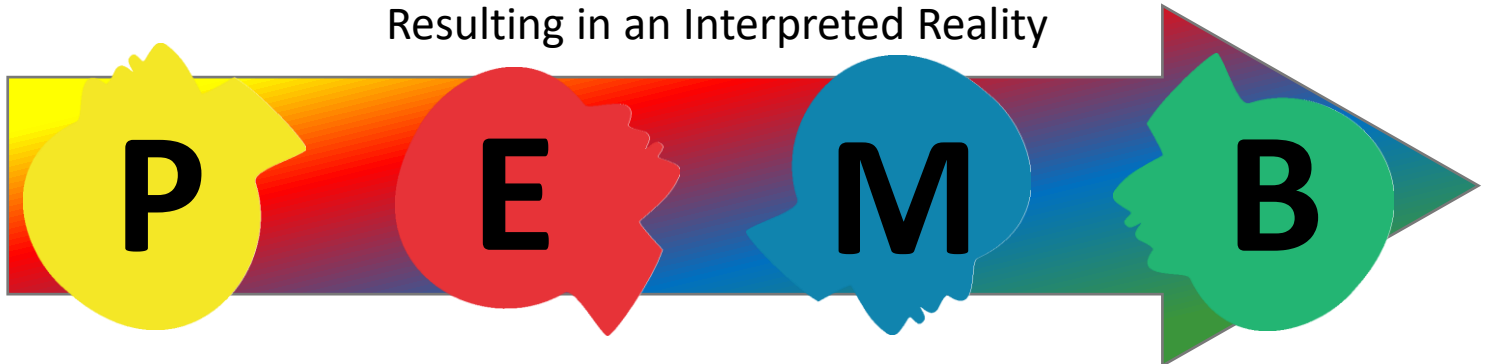


**MOTIVATIONS**  
(5 Drivers)



**BEHAVIORS**  
(2 Pathways)

The Initial Sequence Occurs in Any Experience  
Resulting in an Interpreted Reality



**INTENSITY**  
Hypo- to Hyper-

**ENERGY**  
Bland to Passionate

**FLEXIBILITY**  
Fluid to Solidified

**ACTIVATION**  
Disengaged TO Engaged

**PERCEPTIONS**

**EMOTIONS**

BECOME  
INTERACTIVE  
WITH

BECOME  
INTERACTIVE  
WITH

BECOME  
INTERACTIVE  
WITH

BECOME  
INTERACTIVE  
WITH

**BEHAVIORS**

**MOTIVATIONS**