

"Interpretation is revelation based upon information."

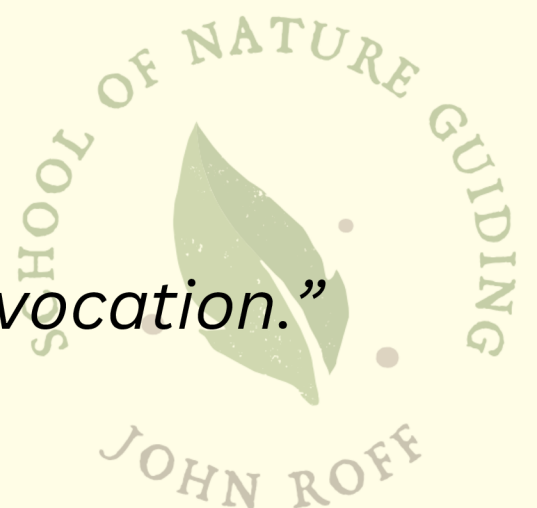
Freeman Tilden

Connect to the person

Guiding must relate the subject to something within the personality, experience, or interests of the visitor, making it relevant and personally engaging.

"The chief aim of interpretation is provocation."

Freeman Tilden



***"Interpretation is revelation based upon information."
Freeman Tilden***

Reveal meaning

Guiding is an educational process that uses information to reveal deeper meanings, relationships, and values, encouraging discovery.

"Information, as such, is not Interpretation. They are entirely different things." Freeman Tilden

***"The chief aim of interpretation is provocation."
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*"Interpretation is revelation based upon information."
Freeman Tilden*

Tell a good story

Good guiding uses narrative,
metaphor, and thematic
structure to connect ideas.
This forms stories that inform,
entertain and enlighten,
helping visitors understand
the why and the how.

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Stimulate thought and emotion

The goal of guiding is to
provoke curiosity,
reflection, and emotional
engagement. This
encourages visitors to
think for themselves.

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Present wholeness and context

Nature guiding emphasises holistic understanding, placing facts within broader ecological and cultural contexts. This helps people see patterns, systems, and connections.

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Include diversity

Audiences with varied cultural backgrounds, ages, and learning styles require different interpretive approaches. Good guides respect these differences and adapt accordingly.

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Inspire stewardship

A core aim of nature guiding is
to promote appreciation,
responsibility, and care for
the Earth, leading to
conservation action.

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1. Reveal meaning before sharing facts

Focus on helping people discover deeper meanings and stories in nature, rather than overwhelming them with information.

2. Design every experience to build connection

Aim to help participants feel that they belong to nature and have a relationship with the living world.

3. Use interpretation to spark conversation

Encourage dialogue, reflection, and shared discussion rather than one-way delivery.

4. Engage people as active participants

Invite observation, questioning, and interaction so visitors co-create understanding.

5. Make nature personally relevant

Link what people are experiencing in nature to their own lives, values, and everyday choices.

6. Interpret with purpose and intention

Be clear about the difference you want the experience to make in how people think, feel, or act.

7. Interpret authentically, using your own voice

Apply shared principles while developing a personal style grounded in your strengths, passion, and context.

