





# WSF Culture

Ethics does the job



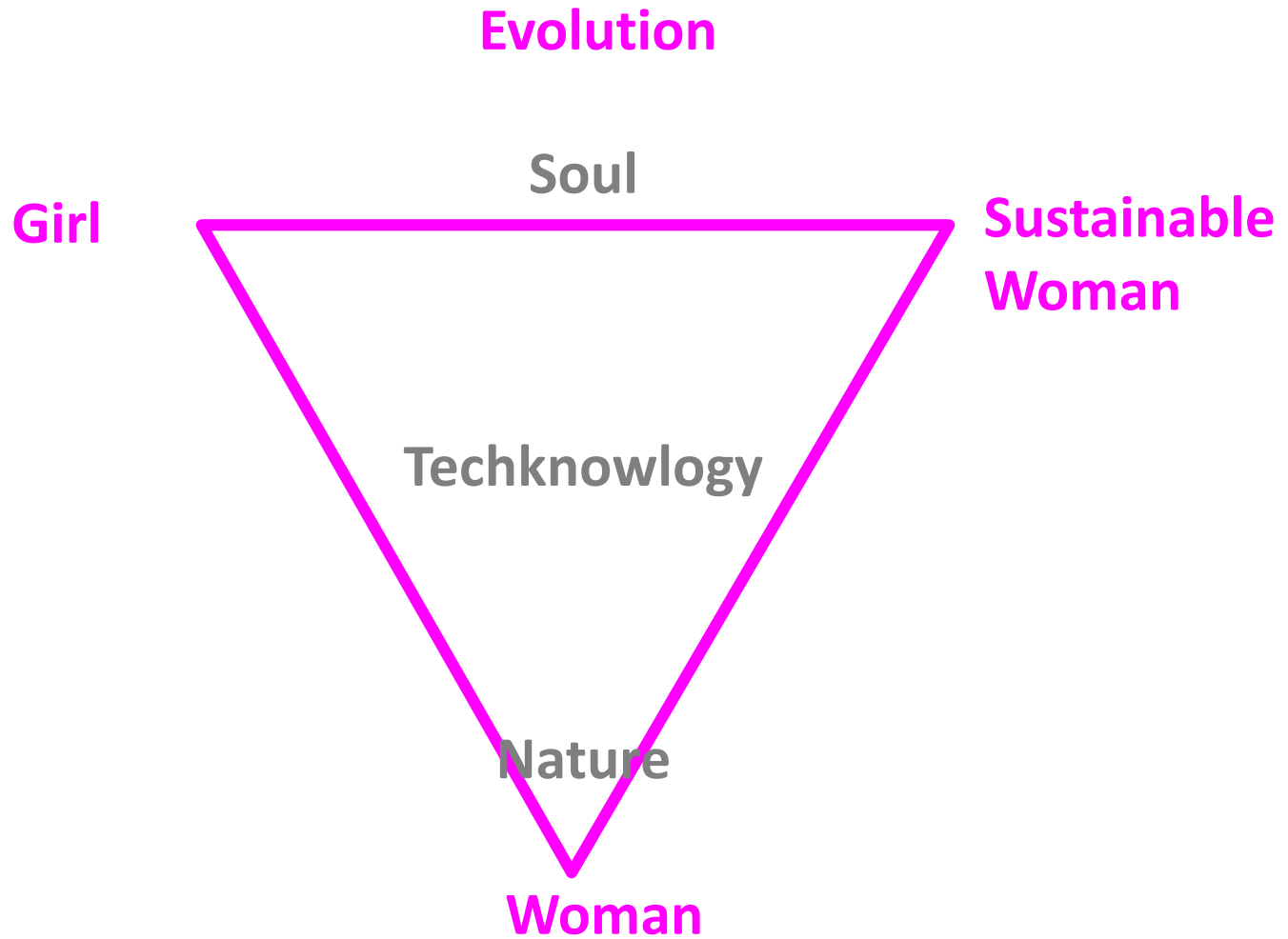
Culture eats targets for breakfast.

Peter Drucker,  
management consultant and writer

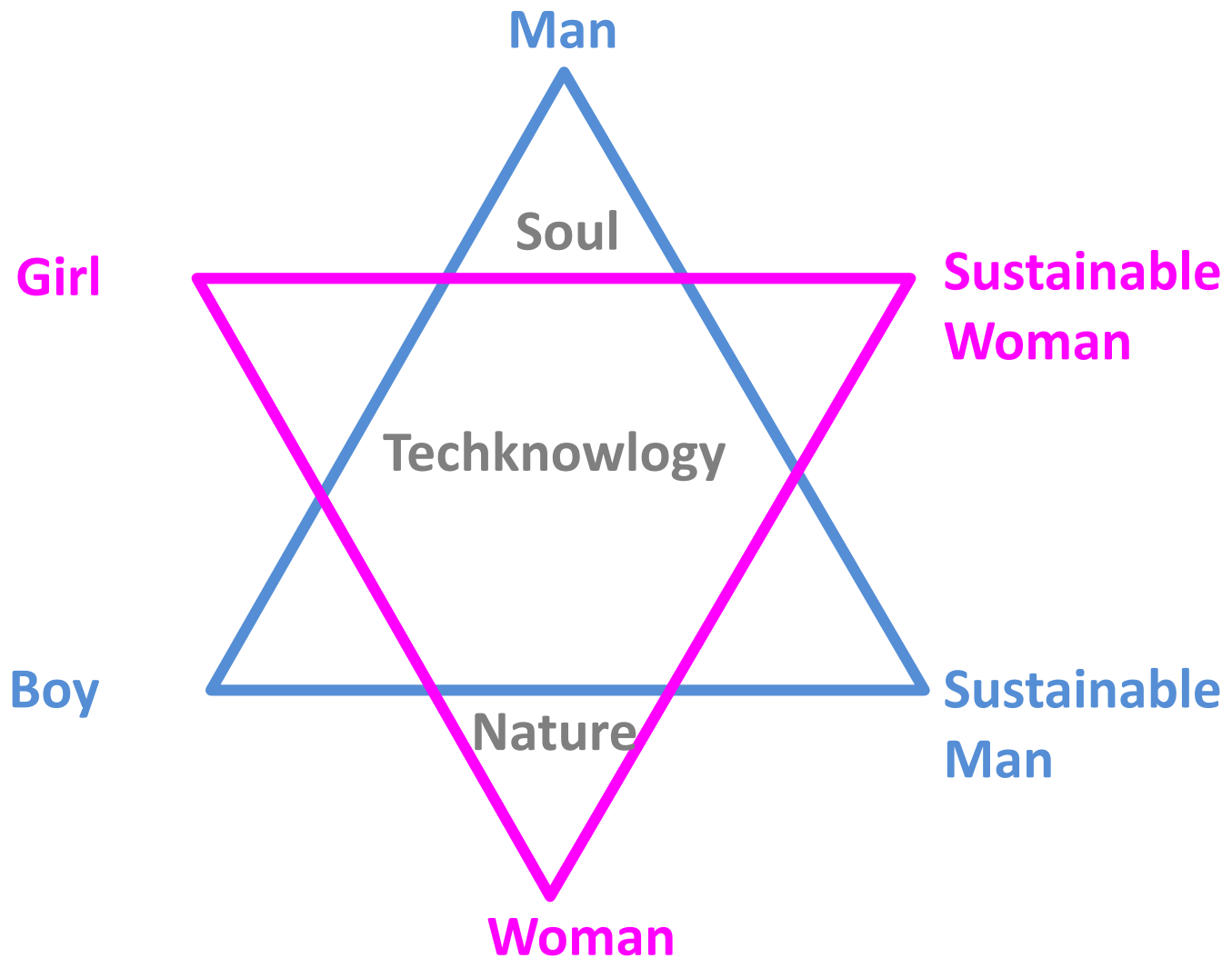
# Index

1. Start positions	3
2. The spiral of creation	10
3. Spiral dynamics	15
4. Theory U	22
Extra:	
5. I Ching, Can Tong Qi	27
6. The Essene Essence	34
7. Dianetics Scn	39
8. The Celestine Prophecy	43
Not over yet:	
9. Quantum Thinking	52
10. Blur	64
11. ECOintention	70
12. Homo Biosimos	90

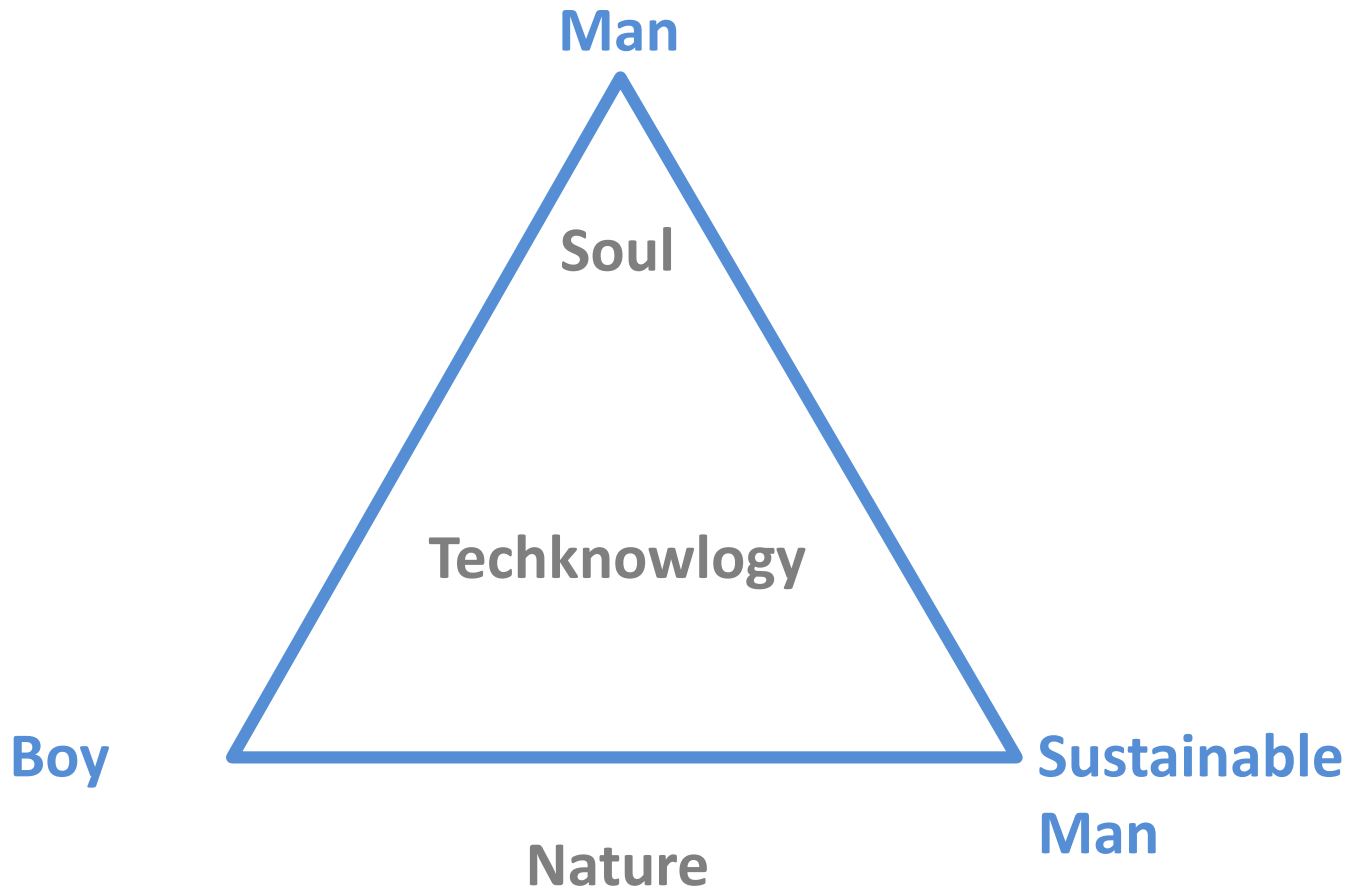




# Back to Evolution



# Back to basics



# Purpose:

## What are we jointly becoming?

The World Sustainability Fund is a global organization that facilitates initiatives that contribute to sustainable life on earth.

Soul

Technology

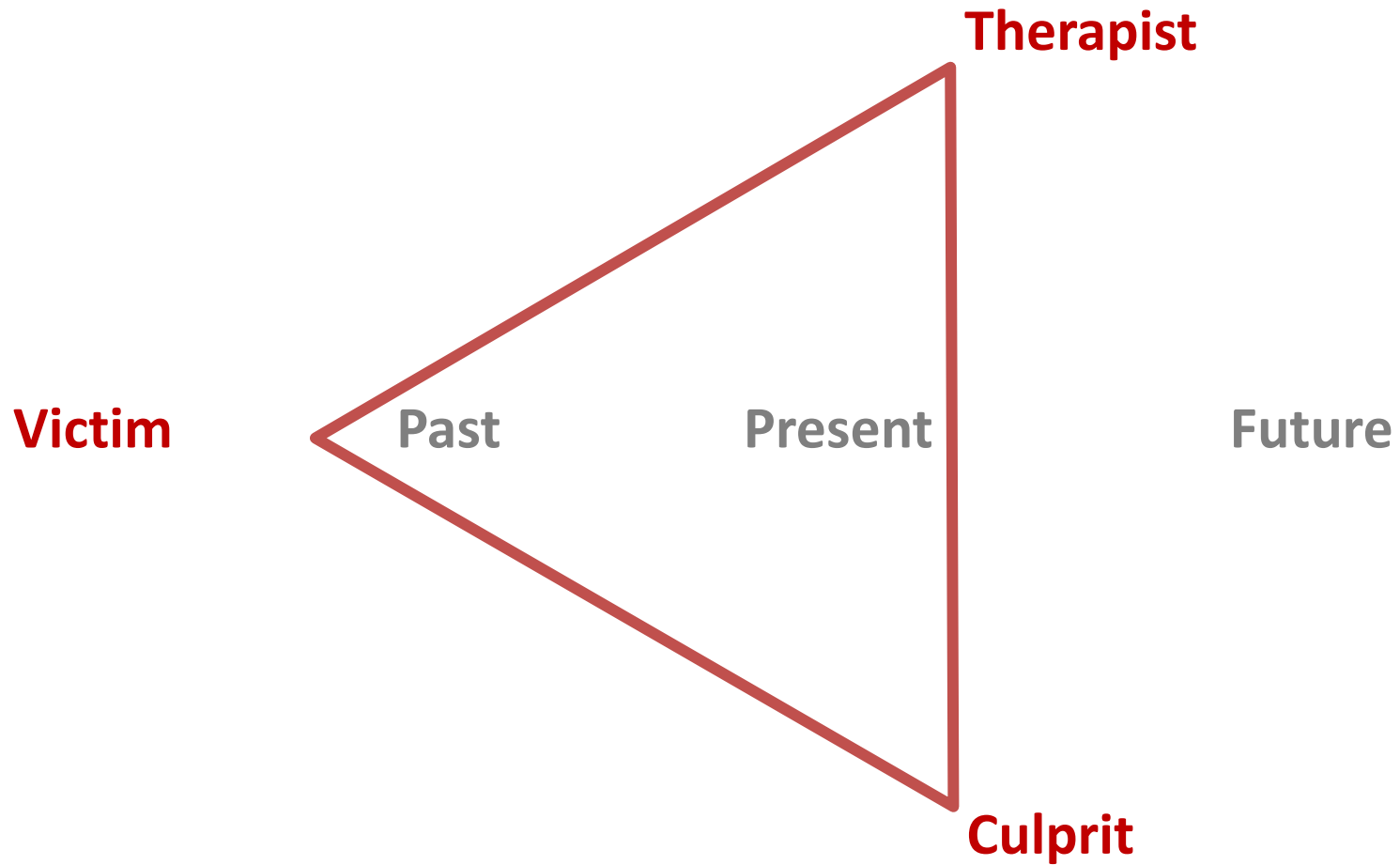
Nature

Past

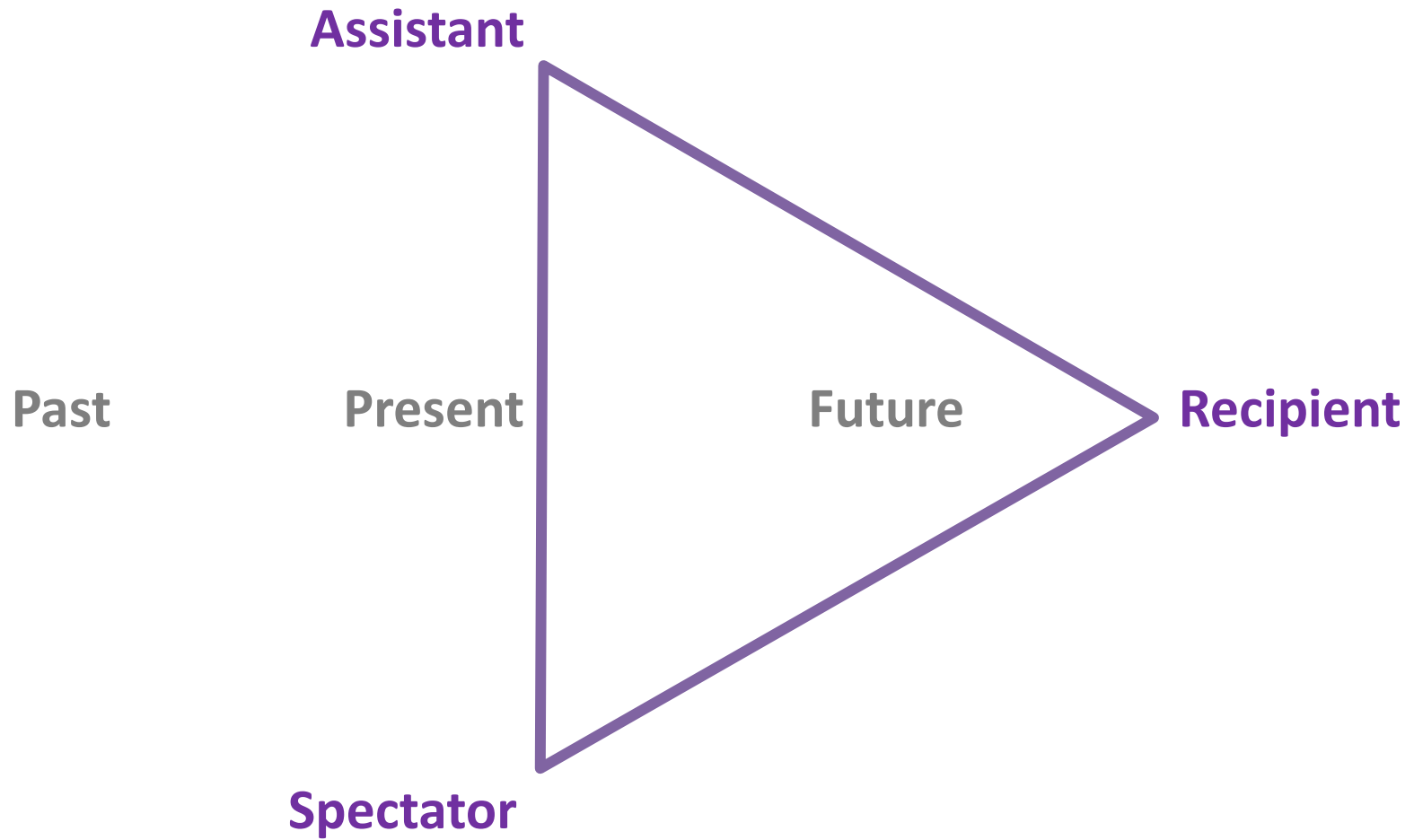
Present

Future

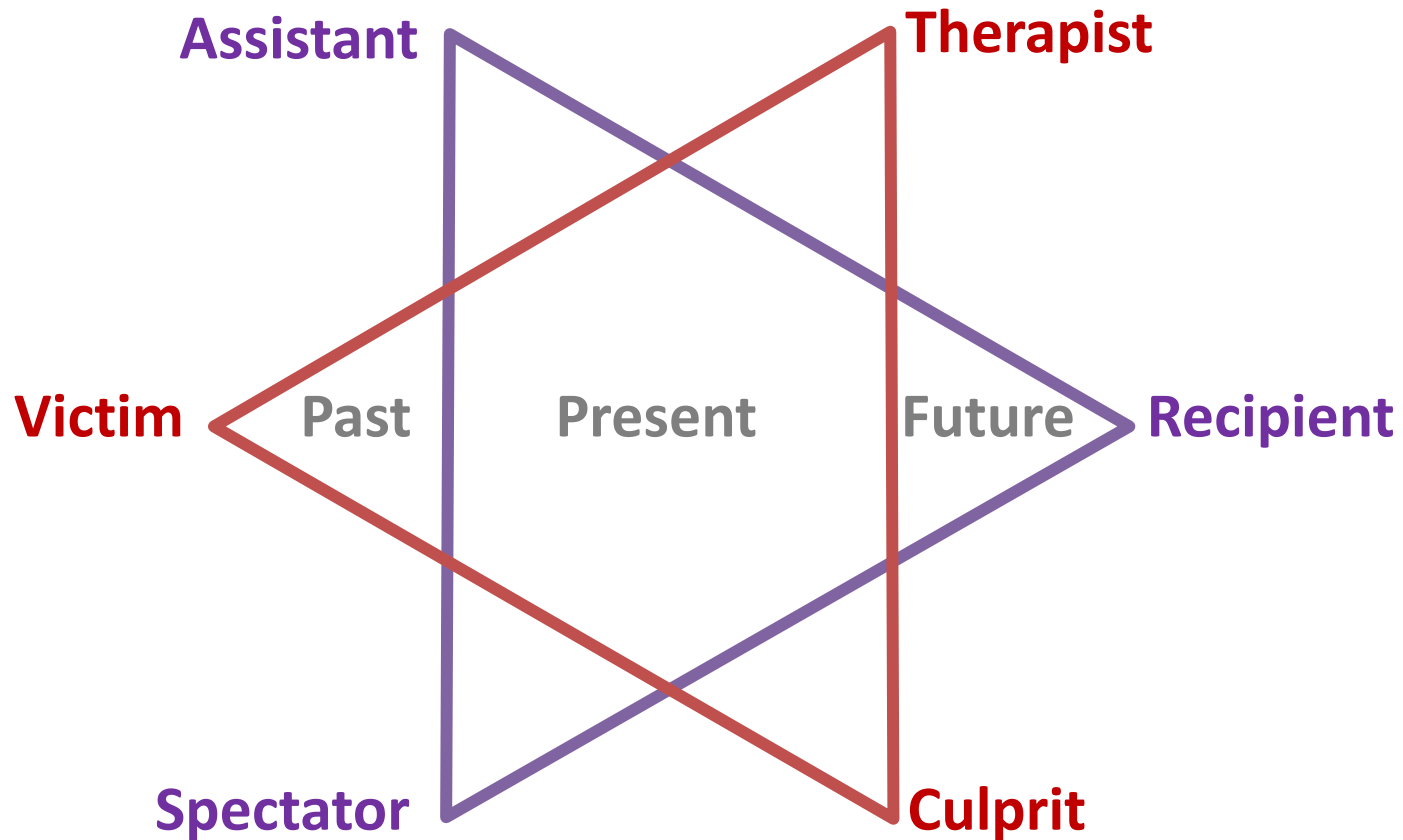
# Drama Triangle



## Triangle of joy



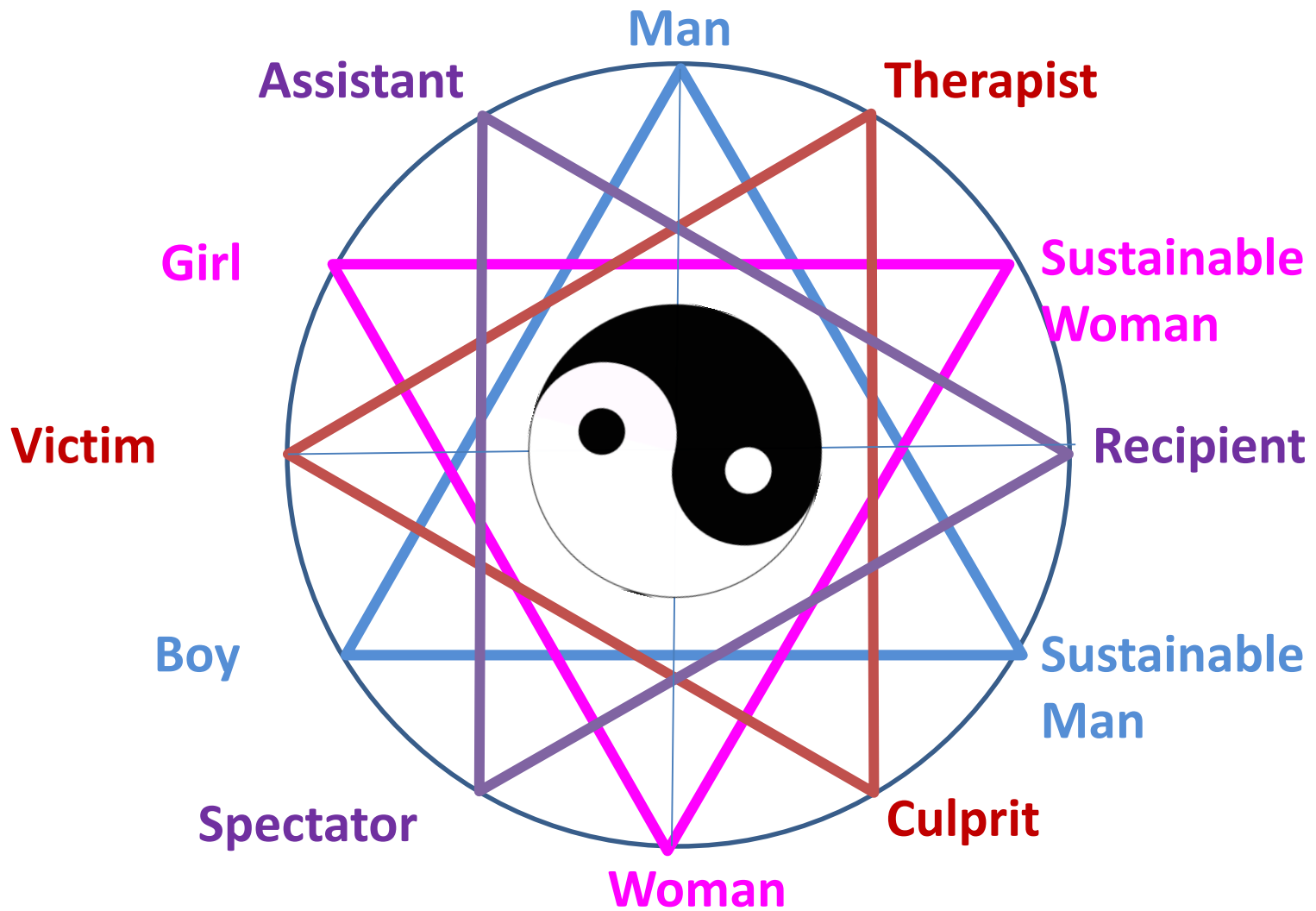
**Triangle of joy**  
**Drama Triangle**



# Principles:

## How do we achieve our purpose?

- We are transparent in our actions and in how we provide structure for our organization and relations;
- We act out of compassion for every life form and every individual;
- We communicate with respect for each other and clarity in our message;
- We add value by connecting to what is needed and by providing customized support.



# The Only 3 Things That Every Single Human Being Wants:

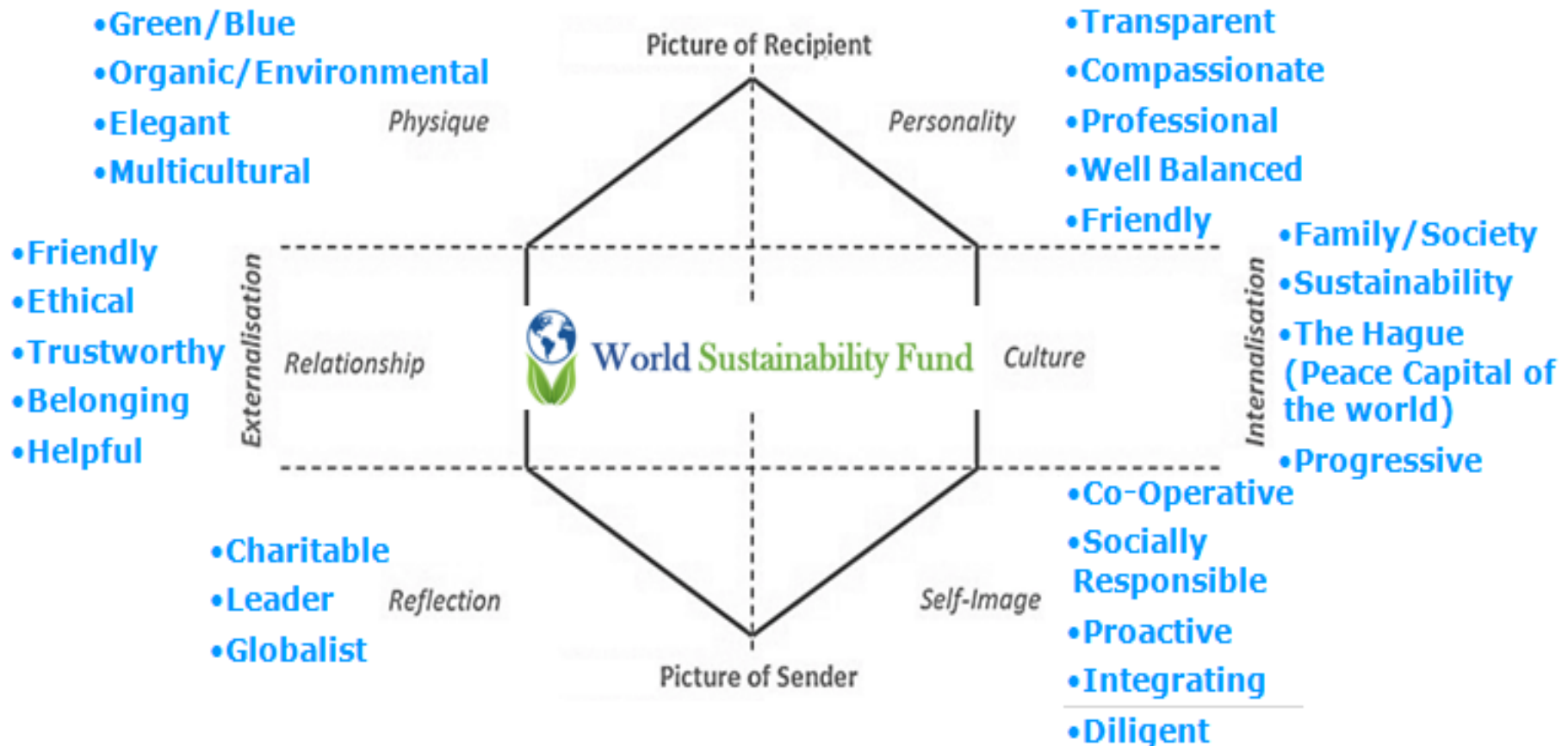
Not fame, money, power or success.  
They cannot satisfy our deepest, innermost longings,  
but:

1. To be seen as we really are;
2. To be held by someone;
3. To be known as we truly are.



# Brand Identity

## BI Prism – WSF Love Mark



2.

## The Spiral of Creation

A natural road  
from desire to reality

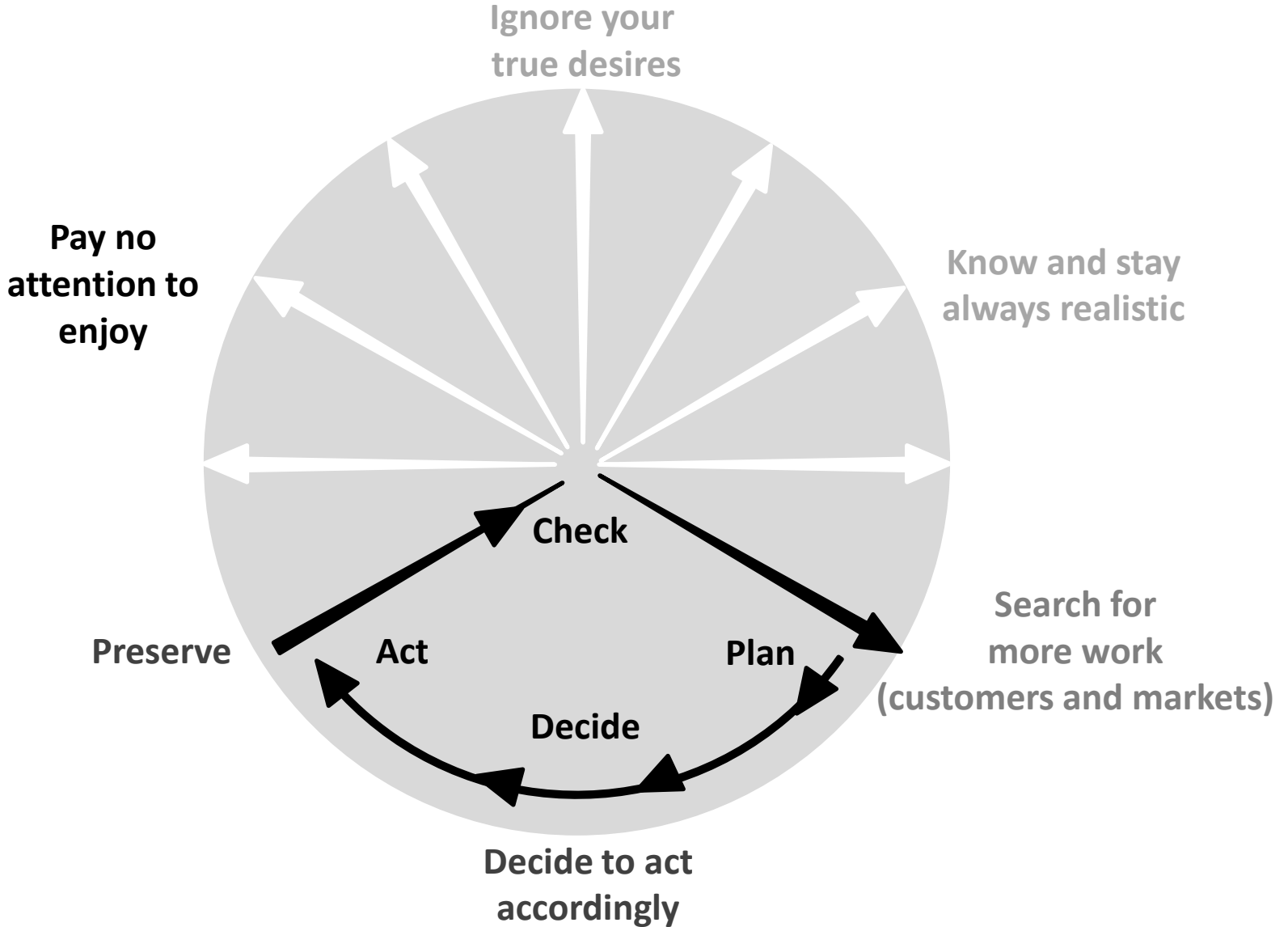




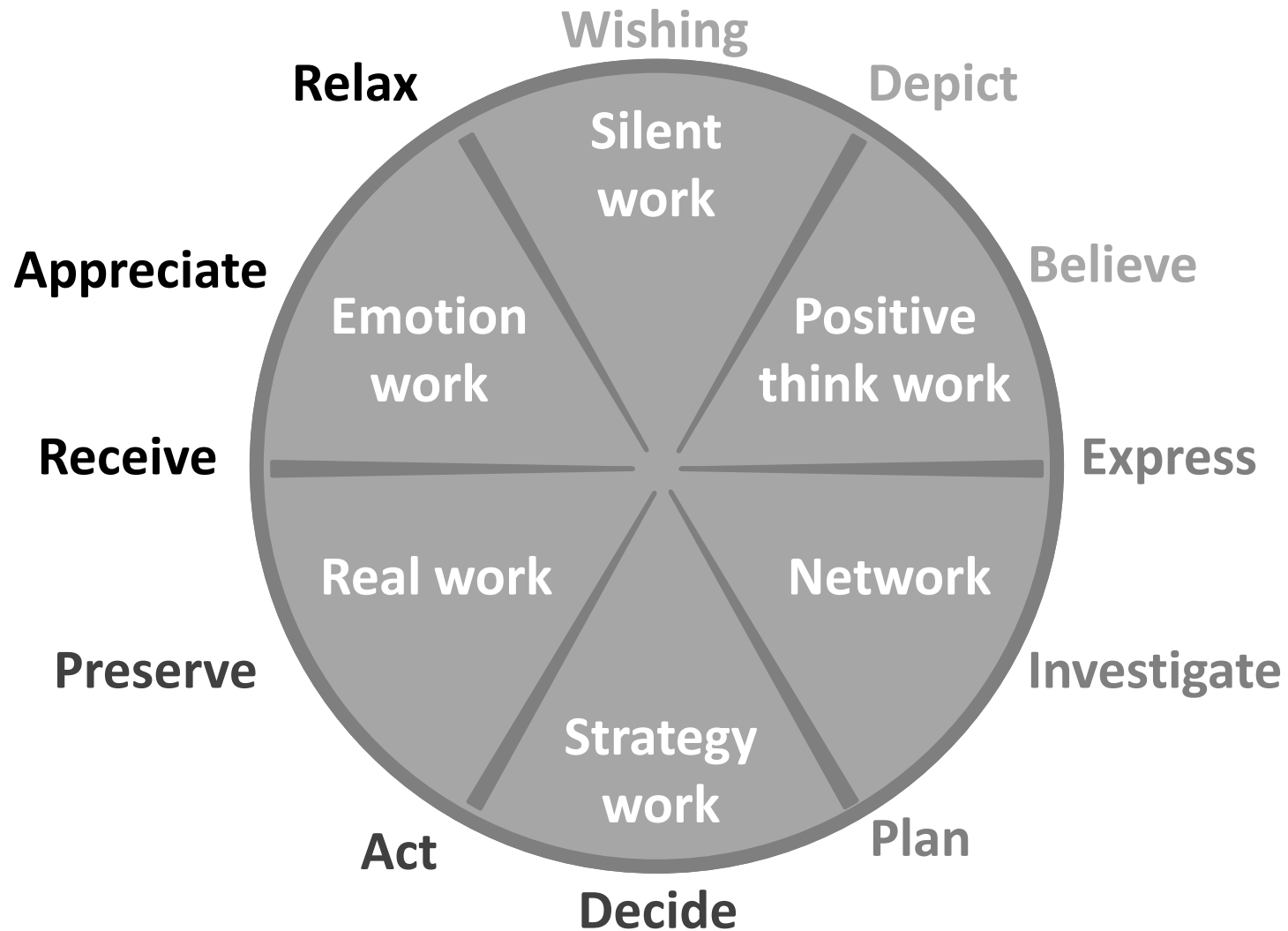
# Deming Circle



# The shortened creation spiral for lack of inspiration



# The six work areas are all equally indispensable





3.

# Spiral Dynamics

Culture  
and Behaviour



# Spiral Dynamics at a glance 7 minutes video

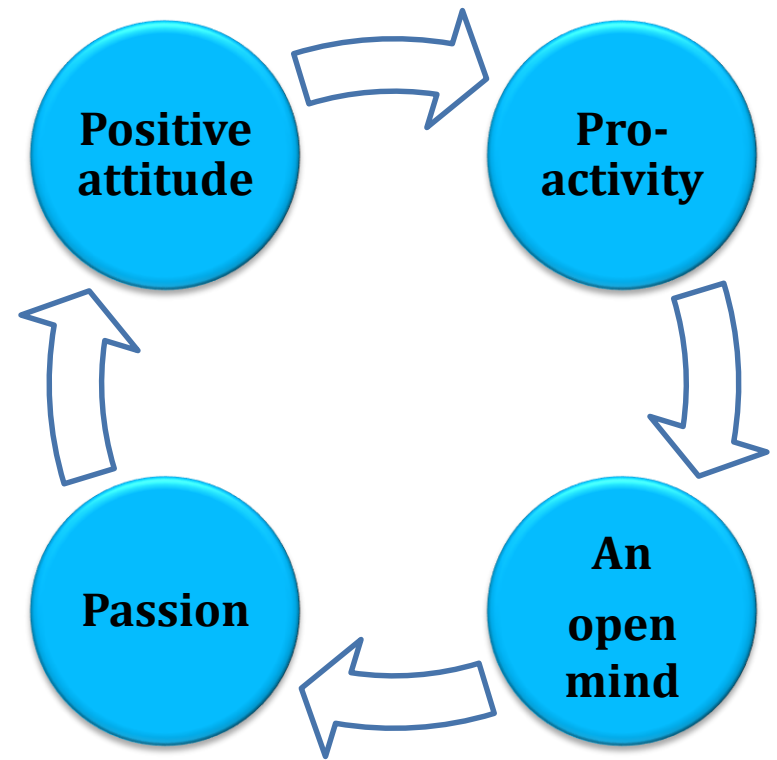
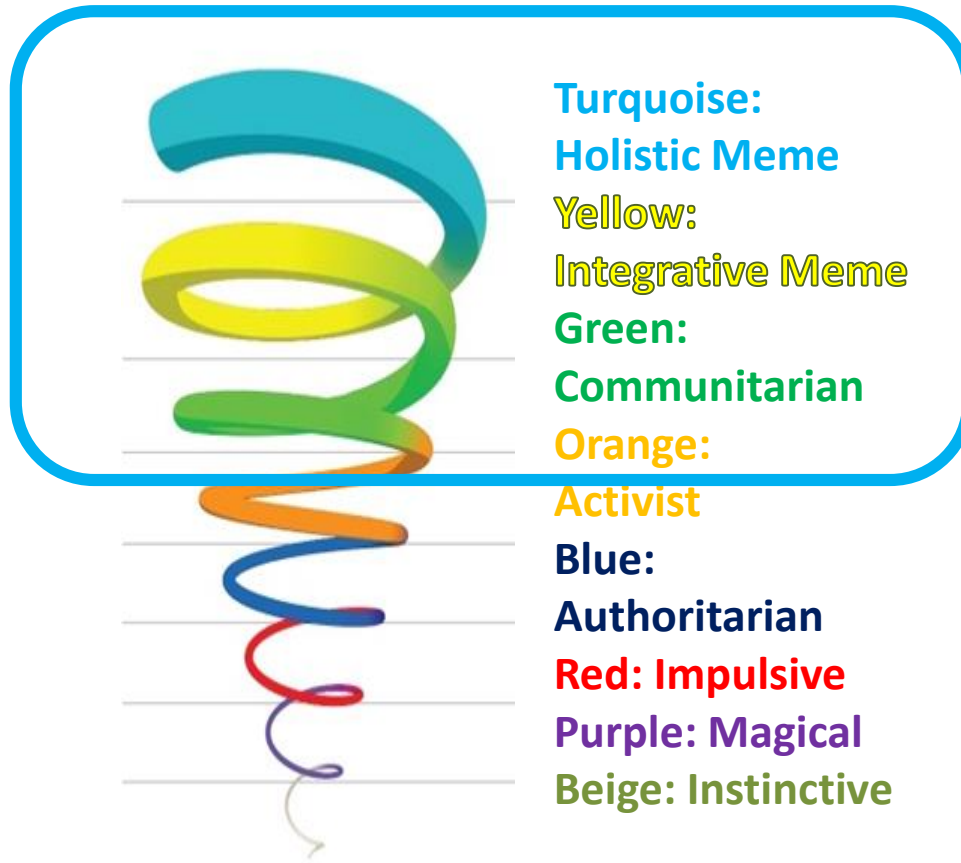


An exploring journey with the  
concepts of

Spiral Dynamics<sup>®</sup>  
and  
Great Place To Work<sup>®</sup>



# Spiral Dynamics Culture



<https://www.123test.nl/werkwaardentest/>

# SPIRAL DYNAMICS\*

## LIFE CONDITIONS

Times, Place, Problems, Circumstances

A 'MEME' ("vee-meem") is a core value system, a world view, an organizing principle that permeates thought structures, decision-making systems, and various expressions of culture.

Awakened 'MEMEs  
Core Adaptive Intelligences

WholeView  
synergize & macromanage

FlexFlow  
integrate & align systems

HumanBond  
explore inner self, equalize others

StriveDrive  
analyze & strategize to prosper

TruthForce  
find purpose, bring order, insure future

PowerGods  
express impulsively, break free, be strong

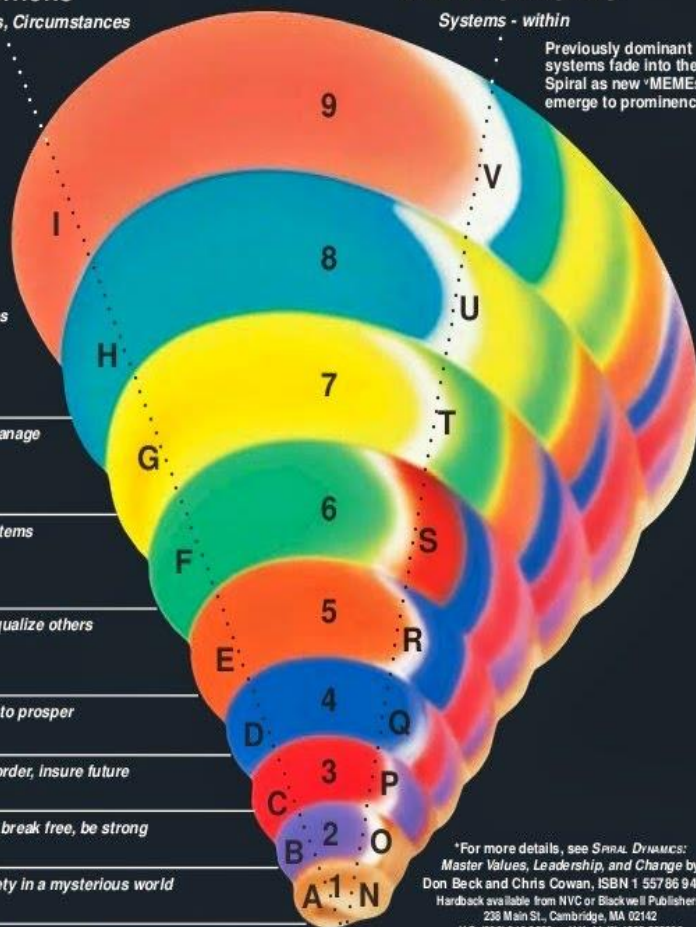
KinSpirits  
seek harmony & safety in a mysterious world

SurvivalSense  
sharpen instincts & innate senses

## 'MEME' CAPACITIES

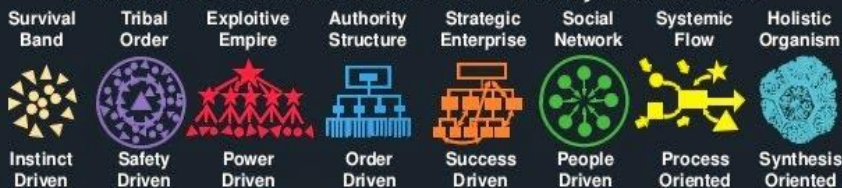
Systems - within

Previously dominant systems fade into the Spiral as new 'MEMEs emerge to prominence.



\*For more details, see *SPIRAL DYNAMICS: Master Values, Leadership, and Change* by Don Beck and Chris Cowan, ISBN 1 55786 940 5. Hardback available from NVC or Blackwell Publishers. 238 Main St., Cambridge, MA 02142 U.S. (800) 218-2522 or U.K. 44 (0) 1865 382308

## ORGANIZING CODES AND PRINCIPLES — The Psychosocial "DNA"



# SPIRAL DYNAMICS INTEGRAL

DON BECK, Ph.D.

## DIFFERENT CULTURES, DIFFERENT FUTURES

EXPRESS-SELF SYSTEMS  
Focus on Individual/Elites  
(AN'-CP'-ER'-GT'...)

TRANSITIONAL  
FACTORS

SACRIFICE-SELF SYSTEMS  
Focus on Communal/Collectives  
(BO'-DO'-FS'-HU'...)

BEIGE  
VALUES

World 1

AUTOMATIC/  
INSTINCTIVE  
"I survive"

- Awareness of distinct self.
- Awakening of cause and effect.
- Concerns with threats/fears.
- Survival requires group effort.

PURPLE  
VALUES

KIN SPIRITS

RED  
VALUES

World 2

EGOCENTRIC/  
EXPLOITIVE  
"I control"

- Emergence of dominant ego.
- Self more powerful than group.
- Confronts adversaries and dangerous forces to control.
- Niches are limited.

ANIMISTIC/  
TRIBALISTIC  
"We are safe"

TRUTH FORCE

ORANGE  
VALUES

World 3

EGOCENTRIC/  
EXPLOITIVE  
"I control"

- Recognition of mortality.
- Quest for meaning and purpose in life.
- Extended time-frame/future.
- Consequential thinking arises.

BLUE  
VALUES

YELLOW  
VALUES

World 4

EGOCENTRIC/  
EXPLOITIVE  
"I control"

- Aspires to better life now for self.
- Challenges higher authority to produce tangible results.
- Seeks one best way among many options.

ABSOLUTISTIC/  
SAINTLY  
"We are saved"

GREEN  
VALUES

World 5

EGOCENTRIC/  
EXPLOITIVE  
"I control"

- Discovers material wealth does not bring happiness or peace.
- Renewed need for community, sharing, and richer inner life.
- Sensitivity to have, have-not gaps.

RELATIVISTIC/  
SOCIOCENTRIC  
"We become"

YELLOW  
VALUES

World 6

EGOCENTRIC/  
EXPLOITIVE  
"I control"

- Overwhelmed by economic and emotional costs of caring.
- Confronted by chaos/disorder.
- Need for tangible results and functionality.
- Knowing moves above feeling.

RELATIVISTIC/  
SOCIOCENTRIC  
"We become"

SYSTEMIC/  
INTEGRATIVE  
"I learn"

World 7

EGOCENTRIC/  
EXPLOITIVE  
"I control"

- Senses order within chaos.
- Search for guiding principles.
- Whole-earth problems arise as technology connects everybody.
- Spirituality back with physics.

TURQUOISE  
VALUES

CORAL  
VALUES

World 8

EGOCENTRIC/  
EXPLOITIVE  
"I control"

- The next system will be a new form of expressiveness, extended to the planetary level. Global problems will appear to require unified control, a new way of being to fit a world where collective living has changed the milieu.

GLOBALIST/  
RENEWALIST  
"We experience"

World 9

## Bottom Lines for the Systems

INDIVIDUAL/ELITE  
(Inner-Control,  
Expressive)

AN SurvivalSense  
Staying Alive

CP PowerGods  
Power & Action

ER StriveDrive  
Success &  
Autonomy

GT FlexFlow  
Qualities/  
Responsibilities  
of Being

COMMUNAL/COLLECTIVE  
(Outer-Control,  
Sacrificial)

BO KinSpirits  
Safety & Security

DQ TruthForce  
Stability &  
Purposeful Life

FS HumanBond  
Community  
Harmony &  
Equality

HU GlobalView  
Global Order  
& Renewal

## ORGANIZING CODES AND PRINCIPLES — The Psychosocial "DNA"

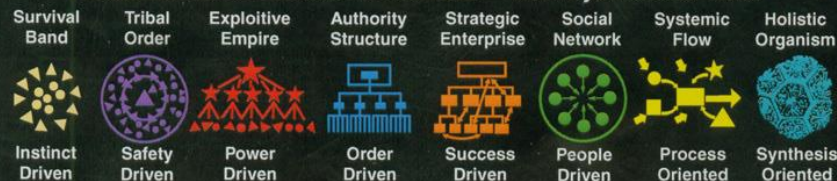


Table I: Summary of Spiral Dynamics

Main Themes	Security (Purple)	Energy & Power (Red)	Absolute Order (Blue)	Success & Entrepreneurship (Orange)	Community (Green)	Synergy (Yellow)	Holistic life system (Turquoise)
Environment	A frightening world	Limitless challenges about boundaries of the territory and to be dominant over self and others within the territory.	Ordered relationships requiring legitimization in order to ensure stability and security for the future	Many viable alternatives for progress, prosperity and material gain since change is the nature of things	The gap between people and their (material) possibilities has become disproportionately large	Complex problems that cannot be solved within the current systems as awareness of broad interconnections grows.	The consequences of human actions threaten the planet's living systems and demand coordinated effort.
Drive	Safety –driven	Exploitation-driven	Compliance-driven	Profit-driven	Care-driven	Systemic-driven	Holistic-driven
Life force	Physical and social safety and security	Conquering domination	Being safe	Developing at Yellow	Belonging, idealism	Understanding	Interconnections
Main focus	Group/collective. Bonding Order	Individual/self Powerful Self	Group/collective. Absolute Order	I develop at Yellow	Group/collective, Egalitarian Order	Individual/self, Integrating Self	Group/collective, Holistic Order
Values examples	Reciprocity, respect and allegiance towards elders, mother love	Courage, vitality, strength, personal respect, personal power, rivalry, territoriality, intimidation, hedonism, loyalty to persons, affection	Clarity, truth, loyalty, competence, obedience	Getting to Coral	Consensus, conflict avoidance, team-work, equality, participation, honesty and openness, being a decent person, competence, trust, love	Insight, integrity, learning, long-term orientation, ability to reflect, flexibility, tolerance for uncertainty and paradoxes, systems thinking	Inspiration, interdependence, future generations, ability to forgive, wisdom, sufficiency, responsible living

Scope	We are but modest part of the world, give the Gods, the spirits and the ancestors a place and be left intact	LEVEL	GRAVES CODE	I –SELF	WE –CULTURE	ITS –STRUCTURES	Interdependency. Each person or organization therefore has a universal responsibility towards all other beings, both present and future generations.	
Dominant political institution	Tribes, war	1st Tier						
		Beige	Express self for physiological needs	SPIRIT (We)	Archaic	Survival Clans		
		Purple	Sacrifice self to maintain the old	GUARDIAN (I)	Animistic-magical	Ethnic Tribes		
Style of decision making	The words people could use as involving crowd	Red	Express self impulsively at a moment without shame or fear	GLOBAL (We)				
				SYSTEMS (I)	Power Gods	Feudal Empires		
		Blue	Sacrifice self for reward later	INCLUSION (We)	Mythic Order	Nation States	information counts, including from spiritualities	
Criteria for decision making	The decision to be taken in with the present	Orange	Express self for self-gain, but not greedily	ENTERPRISE (I)				
				ORDER (We)	Scientific Rational	Corporate States	line with and in or of holistic interests for survival of on the planet	
		Green	Sacrifice self to get acceptance	POWER (I)	Pluralistic	Value Communities		
Example: orientation towards sustainability (CS)	Maintain what is already, do current state			MEMBERSHIP (We)				
		2nd Tier						
		Yellow	Express self with concern for, and not at the expense of, others	Integral Self	Integral	Integral Commons	is fully integrated and embedded in every aspect of the organization, aimed at contributing to the stability and continuation of life of every being and entity, now and in the future.	
		Turquoise	Sacrifice self to existential reality	Holistic Self	Holonic	Holistic		

# Think Windows

GROSS SUBTLE CAUSAL WITNESS NONDUAL

SUPER

INTEGRAL

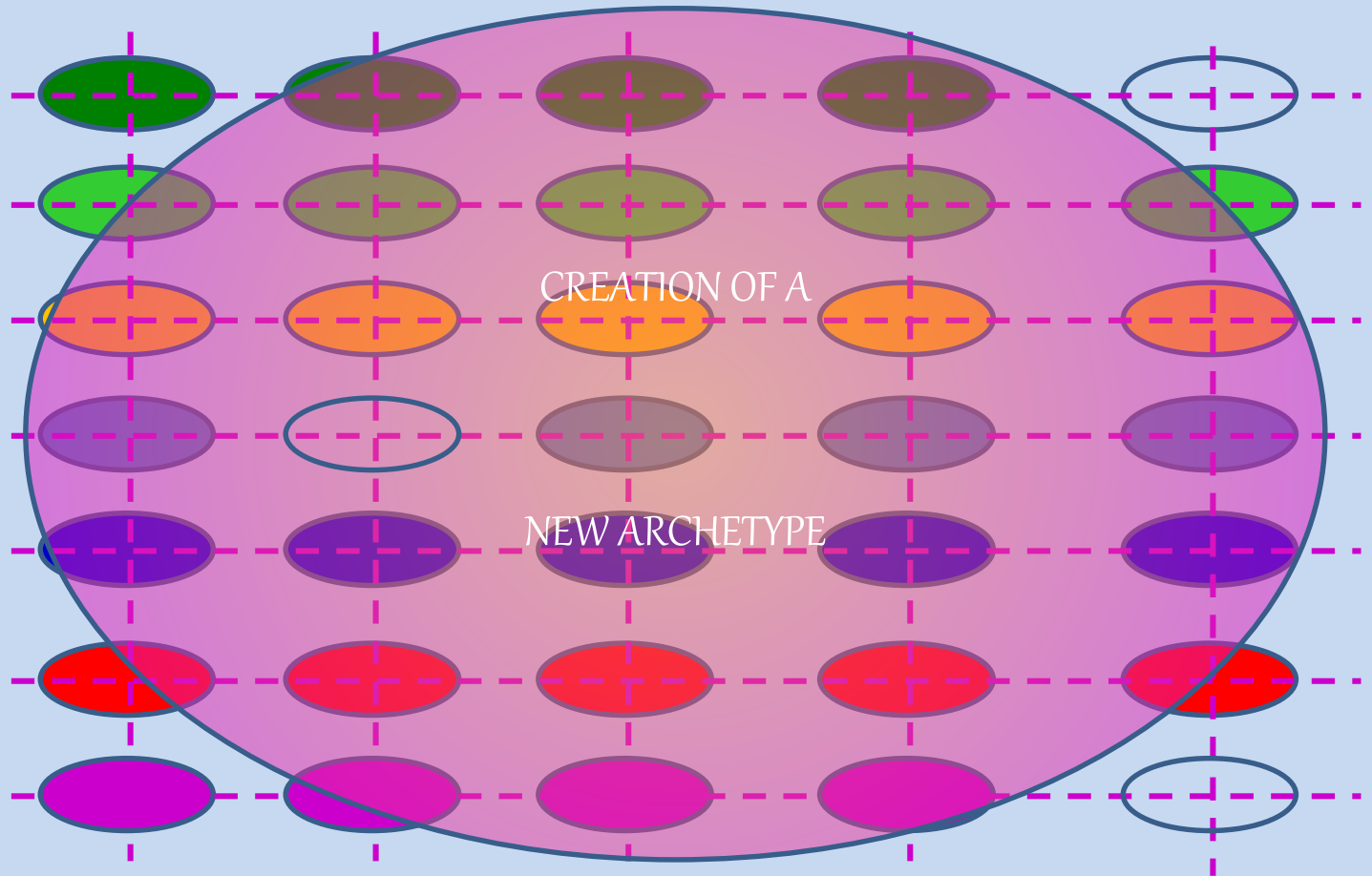
PLURAL

RATIONAL

MYTHIC

MAGIC

ARCHAIC



wsf - eve

NEW ARCHETYPE

2

28

HOMO BIOSIMOS

# Psychology of Consciousness, Spiral Dynamics, Bipolar or Waking Up





4.

# Theory U

The Deepening  
Process



# U-procedure and Theory U

- A change management method to change unproductive patterns of behavior.
- Since the early 2000s it has been elaborated as **Theory U** (also called "**U**" **methodology**) by [C. Otto Scharmer](#),
- incorporating also his theories of presencing<sup>[7]</sup> and capitalism 3.0.<sup>[8]</sup> This work itself draws on collaboration between Scharmer and his colleagues [Peter Senge](#), [Joseph Jaworski](#) and [Betty Sue Flowers](#).<sup>[9]</sup>

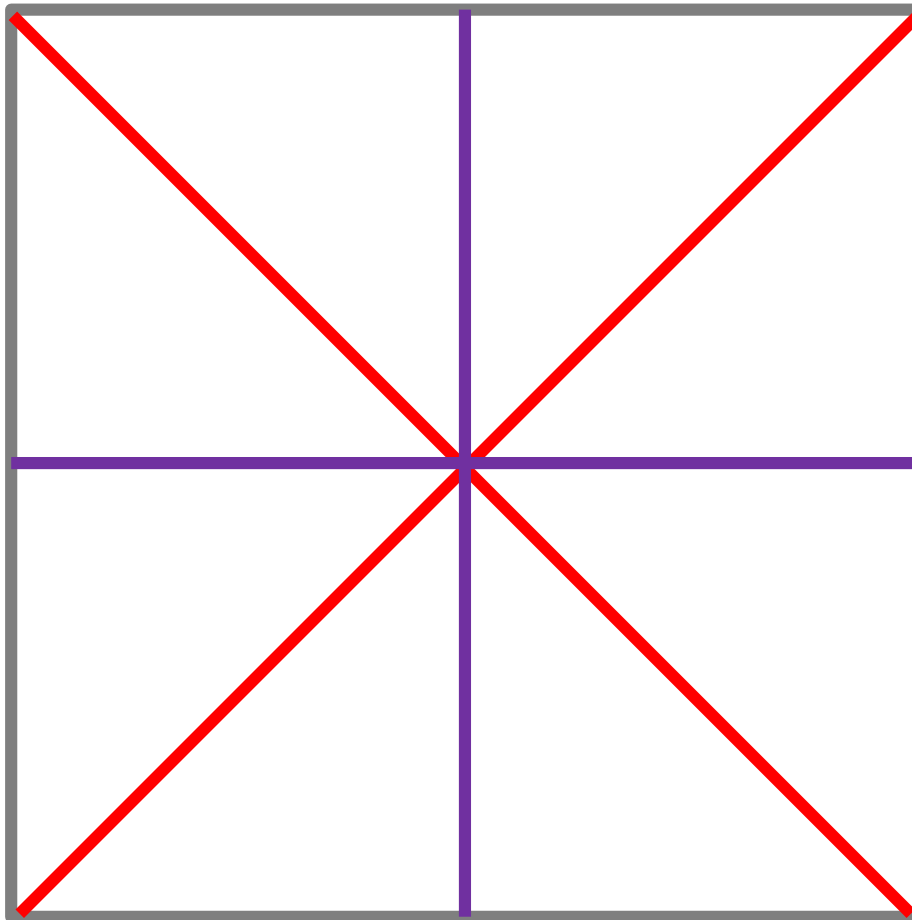


# Theory U



# Heuristic discovery





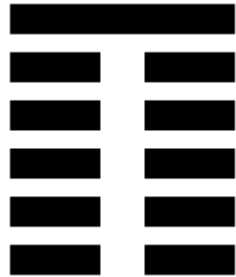
## 5. Extra

# I Ching Can Tong Qi

The Social  
Process



# I CHING and CAN TONG QI

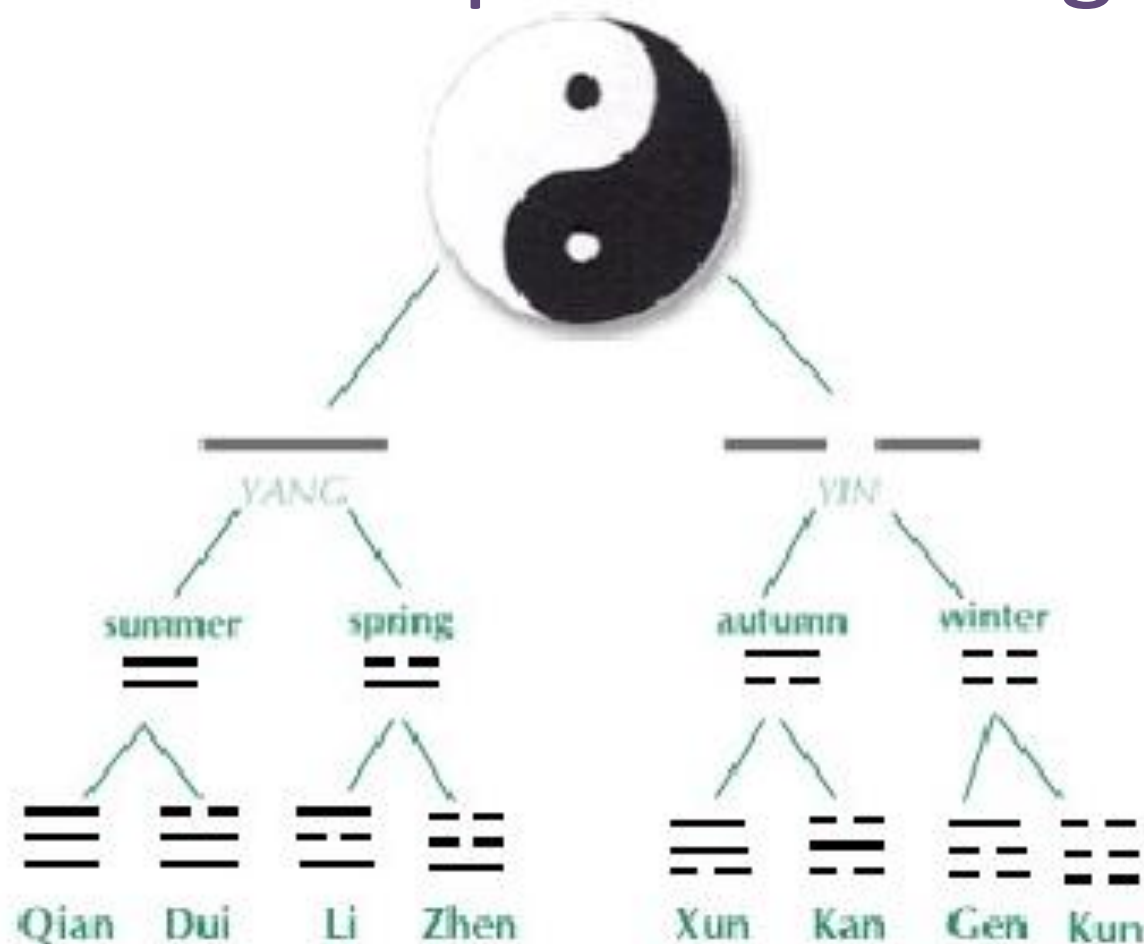


From the I Ching we can recognize what is and learn the path of change.



The Can Tong Qi is about the elixir of life and how to become sustainable, both in prosper and in body.

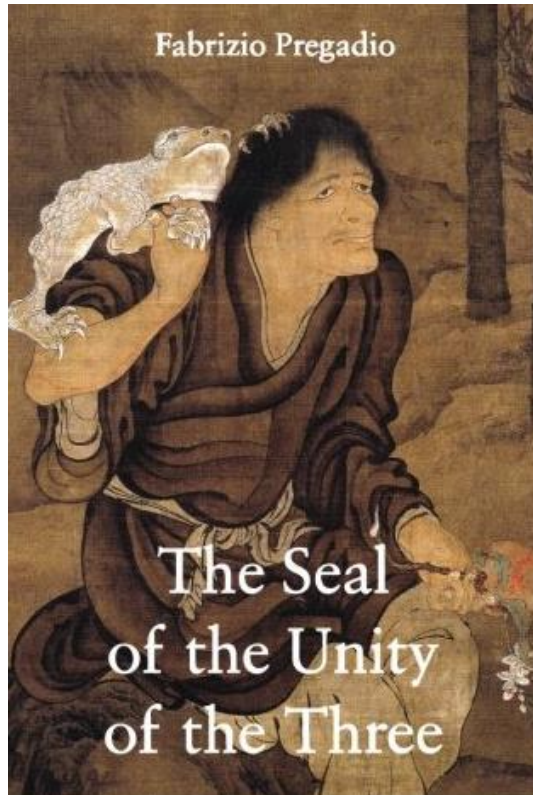
# learn the path of change



1  *Yang – The Rigid*

2  *Yin – The Receiving*

Qian (heaven) is steadfast, Kun (earth)  
is accommodating.



The *Zhou Yi Can Tong Qi* is one of the most important texts in the practice of Nei Dan, or Internal Alchemy. It correlates the three major classics of ancient China.

31  *Stimulant*

32  *Durability*

### THE QUINT ESSENCE



2 PARTS

ELIXIR – U.N., NL, ... (SUPPORTS)



PRIMORDIAL MATTER =  
THE 500M PARTY (TRY-OUTS)

15 PARTS

SHINE FABRIC =  
PLAN GENEVE\_PS (WSF ASO)

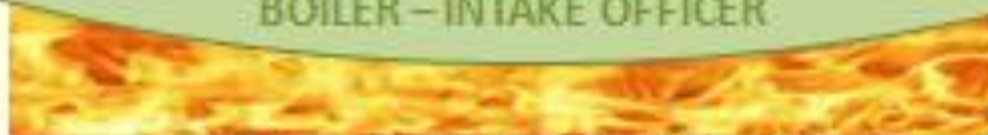
15 PARTS



THE CHILD  
32 PARTS

BOILER – INTAKE OFFICER

BELLOWS - I



FIRE – THE EMERGING MARKETS



33  *Withdraw*

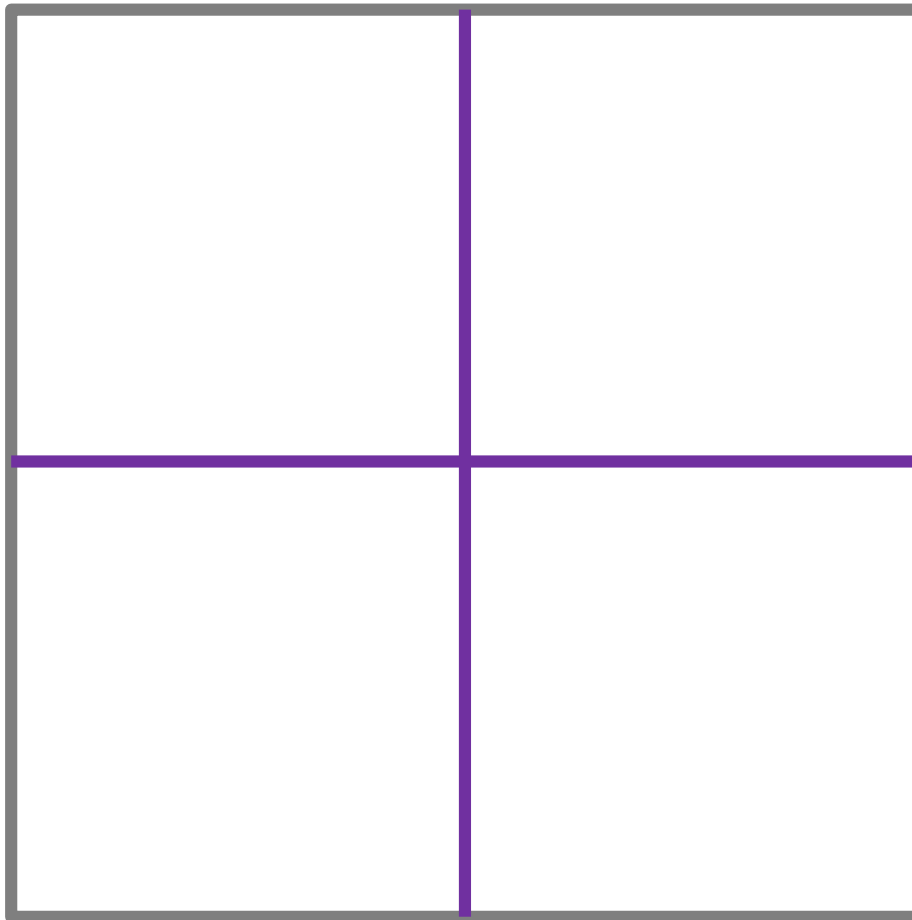
34  *Great power,  
Reaffirming*

# Itjing van het management



63 Already over,  
Come early to top

64 Not over yet



## 6. Extra

The Essene  
Essence

Natural  
Living



# Lessons in Eternal Living

## The Essene Gospel of Peace, Book One

by Edmond Bordeaux Szekely (Editor, Translator, Foreword)

★★★★★ 51 customer reviews



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Nearly two thousand years have passed since the Son of man taught the way, the truth and the life of mankind. He brought health to the sick, wisdom to the ignorant and happiness to those in misery. He conquered half of humanity and the whole of the civilization of the West. This fact proves the eternal vitality of the Master's words, and their supreme and incomparable value. The content of this book represents only about a third of the complete manuscripts which exist in Aramaic in the Secret Archives of the Vatican and in old Slavonic in the Royal Archives

> [Read more](#)

# Christians Essene Roots

- The Essene Holy Communion's Origin
- The Essene Study of Law and Virtue instructed the laws of their fathers, which
- The Tree of Life Seven branches represented showed them what their relationship is to
- The Ten Commandments (or "*The Lesser Law*") it shall bind them, for they know not
- Thou Shalt Not Kill The exact Hebrew
- Biblical Vegetarianism "They cannot
- The Transfiguration The law once given
- The Beatitudes of Christ A beatitude is more than current material or physical rewards.
- The Lord's Prayer Biblical scholars disagree

- The Sermon On The Mount "When Jesus
- The Lessons of Compassion The teacher
- Fasting and Sobriety The penitential practice
- The Art of Meditation Meditation is close to spiritual insights and new understanding.
- Materialism and Simple Living The teaching
- God and Mammon The selling of God and
- The Ascetic Sayings of Jesus The practical
- Regeneration of the Soul "Blessed are they who no longer have dominion over them."
- Resurrection and Ascension The crucifixion revealed to us.
- The Key to Overcoming Death The key

# NAVIGATION

Sacred and Apocryphal Texts

The Forgotten Teachings

Origins of the Nazarene

The Bloodline of Christ

Ancient Biblical Sects

Essenian Theosophy

Mysticism & The Kingdom of God

Of Women and Holy Order

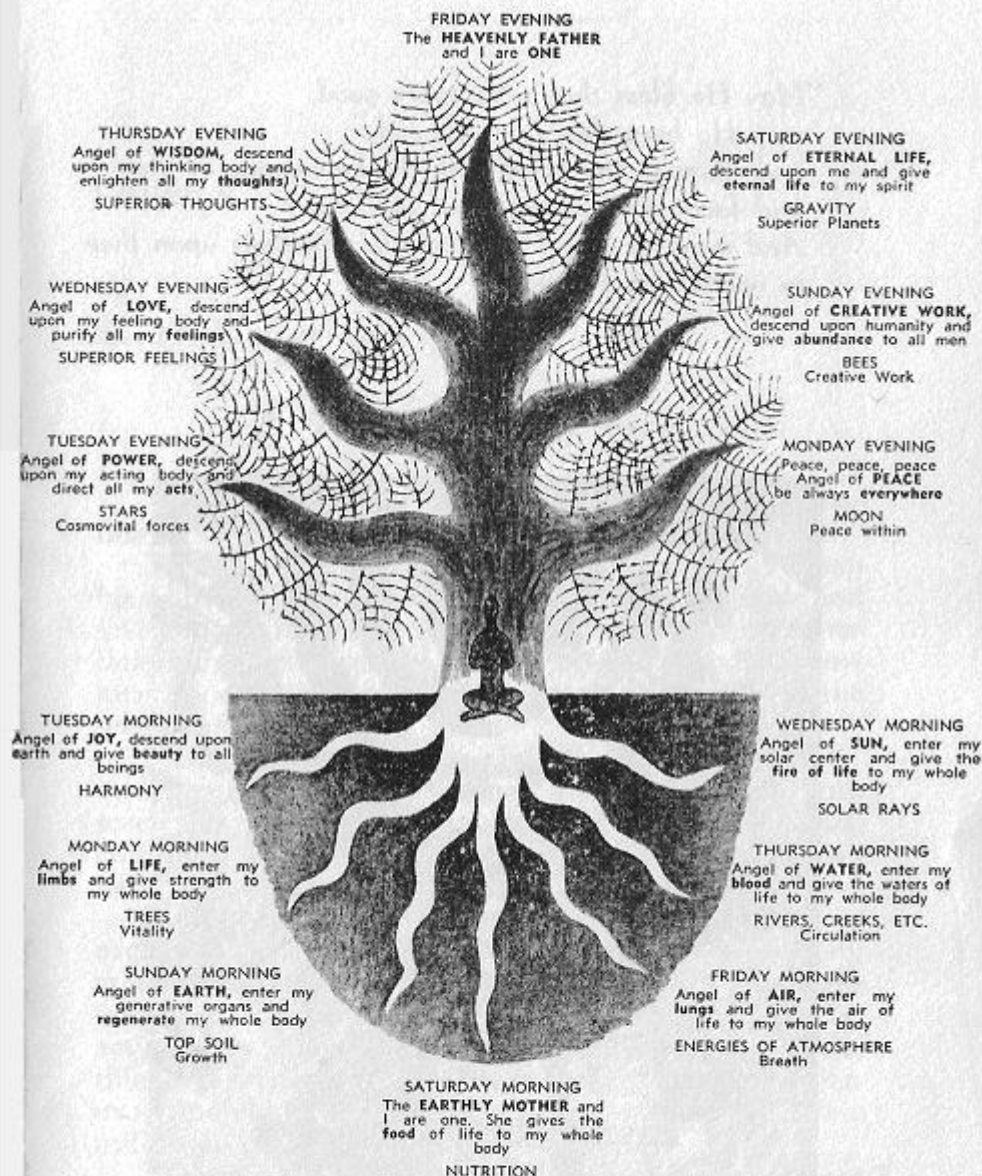
Monks and Monasteries

The Essenic Scriptorium

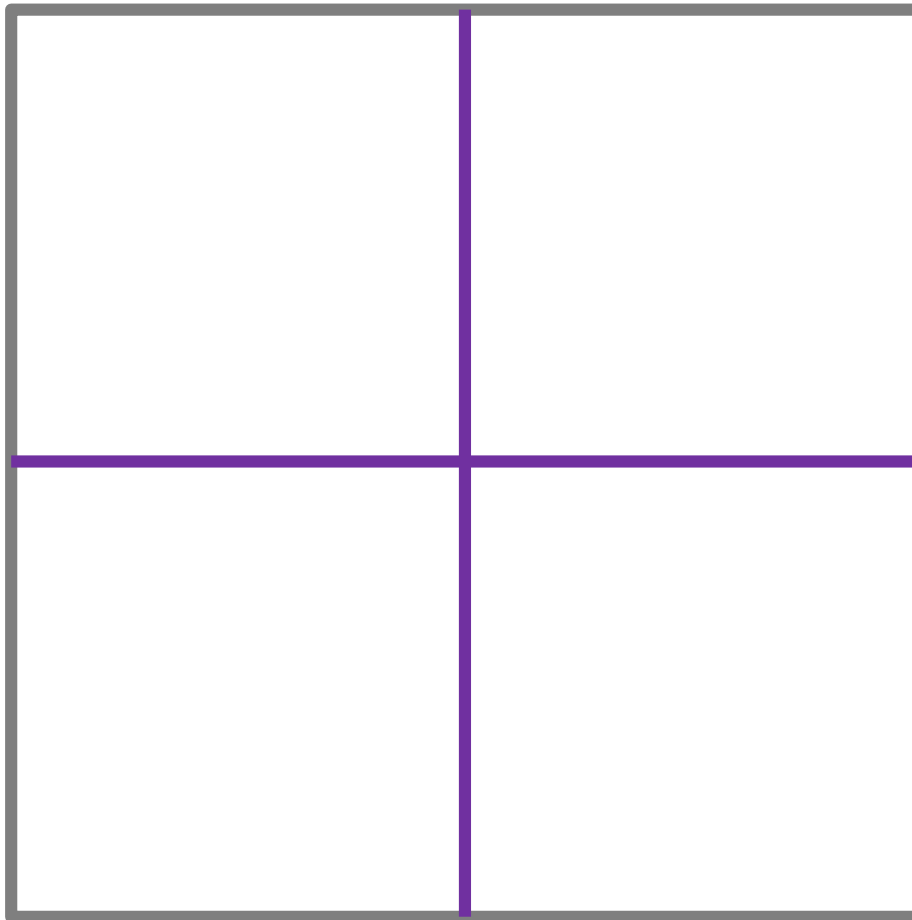
Transcendental Wisdom

Crucifixion and Resurrection

And then came *the Church*



THE ESSENE TREE OF LIFE  
with the Morning and Evening Communion



## 7. Extra

# Dianetics Scientology

The Construct

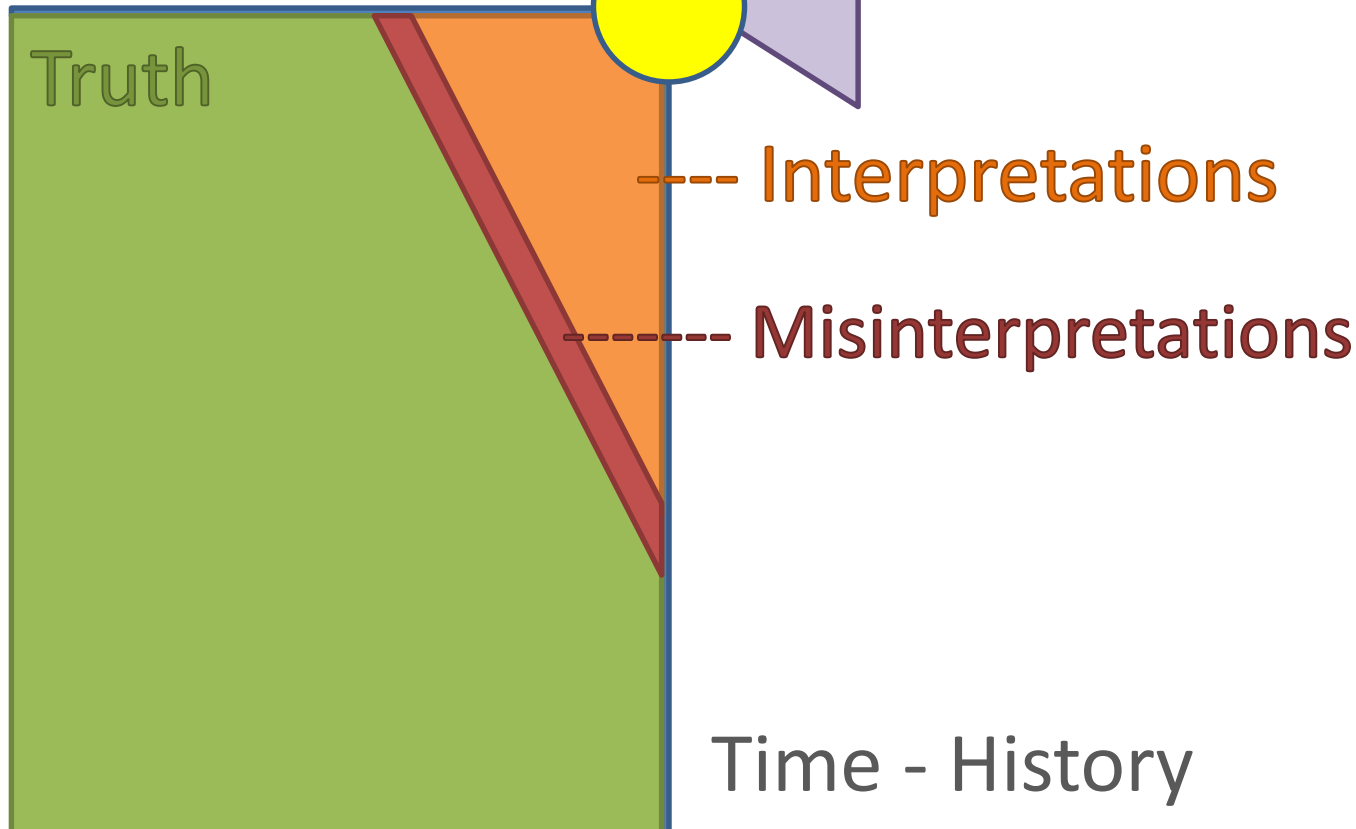


# The Mind by Dianetics

1. The Logic

2. Awareness Unit

3. The Librarian



# The D Process

1. Relax
2. Set aim
3. Question
4. Answer
5. Acknowledge
6. Unroll time-track
7. Adjust interpretations
8. Free circumstances



<http://www.iscientology.org/links>

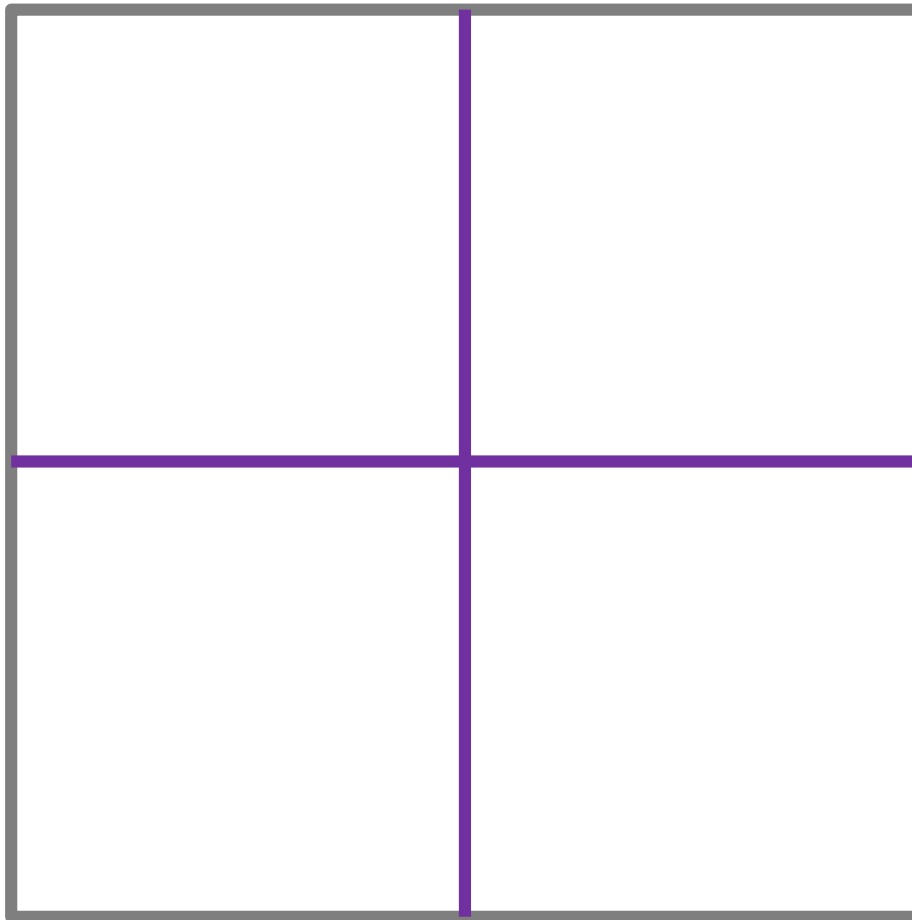
# Scn

- Universal findings based on individual process
- Dynamics and levels of clear understanding
- Span of control
- Interest in games
- Religion & science
- Skills, aims, and society
- Understanding life and universe

- Thetans
  - Spirit
    - Pure and good
    - godlike
    - immortal

## Dynamics - Survival

1. Self
2. Creativity
3. Groups
4. Humanity
5. Life-forms
6. MEST - Matter, Energy, Space, Time
7. Thetan
8. Infinity



## 8. Extra

# The Celestine Prophecy

Leveled Insights  
For connectivity



# THE CELESTINE PROPHECY

In spite of the conflict and fear, there is a great transformation occurring in the world. People everywhere, across all cultures and religions, are sensing and searching for a more inspired and meaningful life — and finding it!

**James Redfield**



# Insights from THE CELESTINE PROPHECY

## \* The First Insight... A Critical Mass

A new spiritual awakening is occurring in human culture.

## \* The Second Insight... The Longer Now

This awakening represents the creation of a new, more complete worldview, which replaces a five-hundred-year-old preoccupation with secular survival and comfort.



# Insights from THE CELESTINE PROPHECY

## \* The Third Insight... A Matter of Energy

We now experience that we live not in a material Universe, but in a Universe of dynamic energy. Everything extant is a field of sacred energy that we can sense and intuit.



## \* The Fourth Insight... The Struggle For Power

To gain energy, we tend to manipulate or force others to give us attention and thus energy.

## \* The Fifth Insight... The Message of the Mystics

Insecurity and violence ends when we experience an inner connection with divine energy within, a connection described by mystics of all traditions.



# Insights from THE CELESTINE PROPHECY



## \* The Sixth Insight... Clearing the Past

The more we stay connected, the more we are acutely aware of those times when we lose connection, usually when we are under stress. In these times, we can see our own particular way of stealing energy from others.

## \* The Seventh Insight... Engaging the Flow

Knowing our personal mission further enhances the flow of mysterious coincidences as we are guided toward our destinies.



# Insights from THE CELESTINE PROPHECY



- **The Eighth Insight... The Interpersonal Ethic**

We can increase the frequency of guiding coincidences by uplifting every person that comes into our lives. Care must be taken not to lose our inner connection when we have become part of romantic relationships.

- \* **The Ninth Insight... The Emerging Culture**

As we all evolve toward the best completion of our spiritual missions, the technological means of survival will be fully automated as humans focus instead on synchronistic growth.



# Insights from THE CELESTINE PROPHECY

## \* The Tenth Insight. . . Holding the Vision

The Tenth Insight is the realization that throughout history human beings have been unconsciously struggling to implement this lived spirituality on Earth.

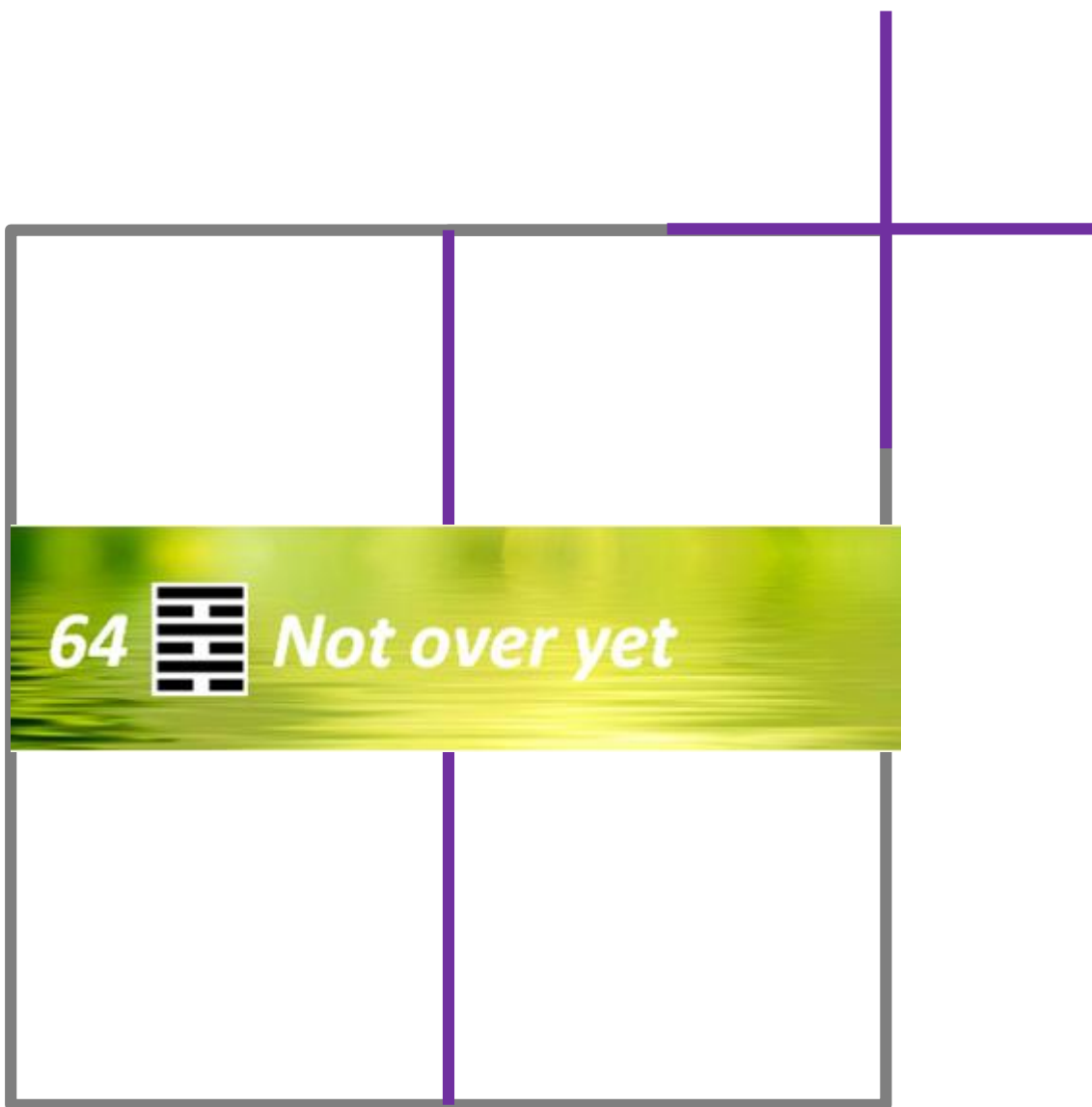
## \* The Eleventh Insight. . . Extending Prayer Fields

The Eleventh Insight is the precise method through which we hold the vision.

## \* The Twelfth Insight. . . Sustainable Synchronicity

Move into sync with the spiritual design of the universe. As we act individually, we create together a new cultural approach to life that is the key to solving all the problems facing human society.





## 9. Not yet over

QUANTUM  
THINKING

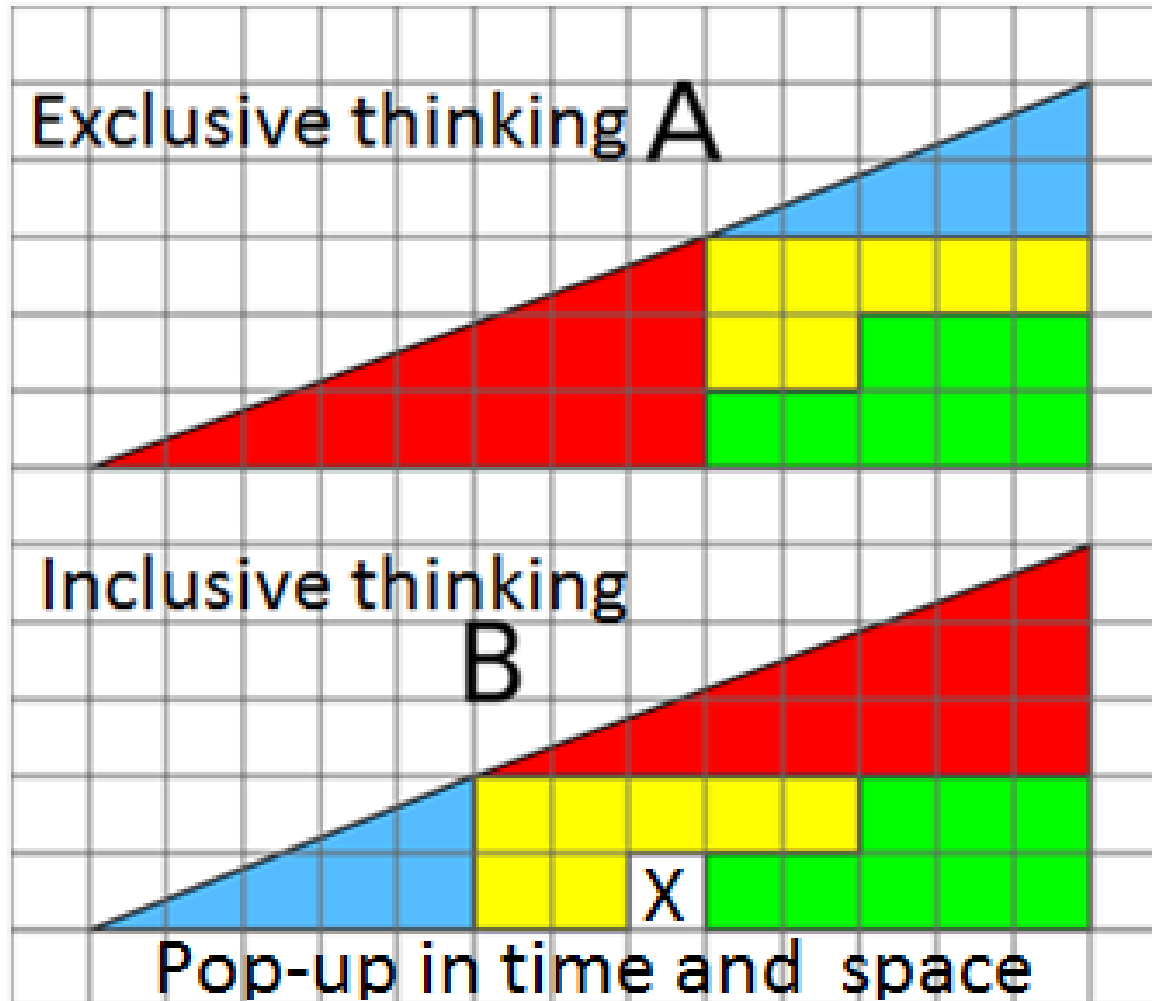


# QUANTUM THINKING

From out of the perspective of sustainability, quantum thinking goes deeper in to the matter and creates **pop-ups in mind and space**, supporting the mental alignments - quantum field delivery.

Our perception on situations depend strongly on our (team) idea and educational background.

Managers and labor not skilled with present quantum perception power, form a risk for the existence of their organization.

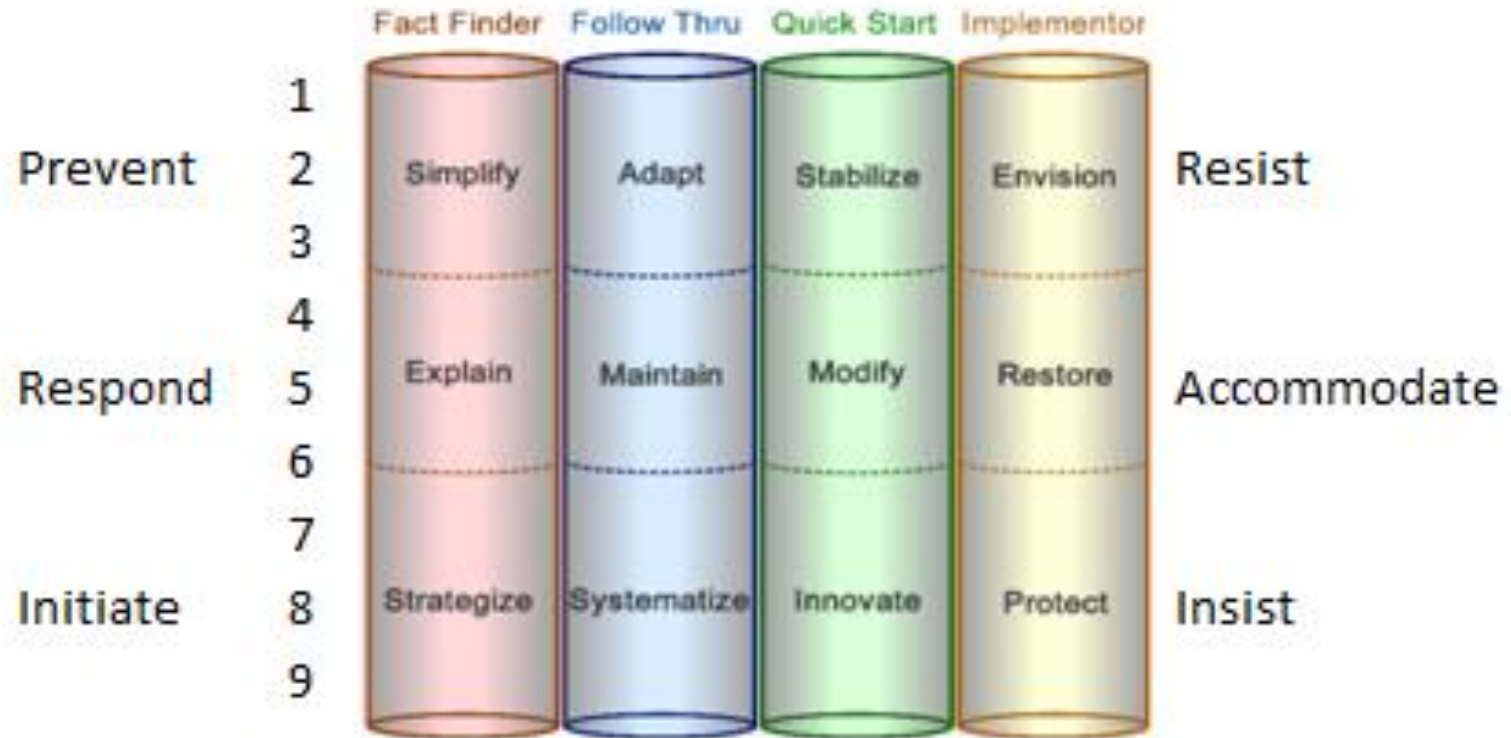
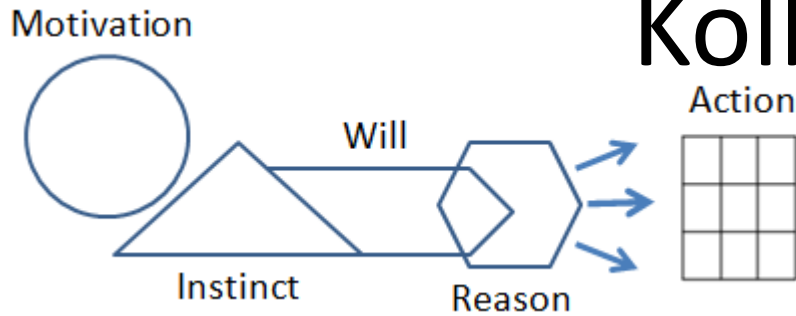


Missing square puzzle - [wiki](#).

# Quantum thinking is achieved by:

1. Personal Mastery — the ability to explore higher-order thinking (futuristic ideas) beyond one's present reality;
2. Intuition — the ability to “spontaneously receive” higher-order concepts and ideas;
3. Mastery of Context — the ability to envision future paradigms with the least amount of data or information;
4. Context Integration — the ability to integrate information from different paradigms into one compatible higher-order paradigm;
5. Creative Synthesis — the ability to synthesize (transform) information into new knowledge;
6. Hyper-accelerated Information Processing — the ability to process (learn) data and information at hyper-accelerated speeds.

# Kolbe test



THE GIFT of Quantum Idea	Quantum beliefs, principles
<p><b>Love</b></p> <p>Extending caring and compassion</p>	<ul style="list-style-type: none"> <li>. Pluralism, diversity</li> <li>. Inclusiveness</li> <li>. Buffering against personal diminishment</li> <li>. Build an ethos of cooperation and integration</li> </ul>
<p><b>Power</b></p> <p>Giving others autonomy and influence</p>	<ul style="list-style-type: none"> <li>. Entities have both particle and wave properties – are both separate and connected</li> <li>. Individual and group are mutually defining in dialogue with experience</li> <li>. Guide change</li> <li>. Self-organization, emergence</li> </ul>

THE GIFT of Quantum Idea	Quantum beliefs, principles
<p><b>Authorship</b></p> <p>Enabling accomplishment and craftsmanship</p>	<ul style="list-style-type: none"> <li>. Believe in the power of the quantum field, quantum thinking</li> <li>. Facilitate self-organization, emergence</li> <li>. Eschew control, embrace choreography</li> <li>. Guide, don't steer; discover, don't dictate</li> <li>. Expose strange attractors</li> <li>. Surf the edge of chaos</li> </ul>
<p><b>Significance</b></p> <p>Weaving hearts and souls into a sense of shared destiny, and celebrating successes</p>	<ul style="list-style-type: none"> <li>. Foster spirituality</li> <li>. Enrich networks – Increase nodes, increase the quality of connections</li> <li>. Protect against personal diminishment</li> <li>. Capitalize on strange attractors</li> </ul>



10.

Blur

Quantum  
Impact

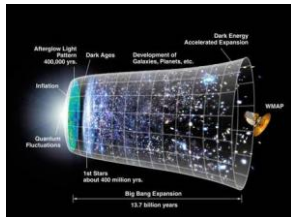


## SEEING THE BLUR

BLUR = Inflation, Airbrush, Expansion, Bringing spots on, Enlighten, Scatter, Merge, Making Less Bright, Shimmer.

## PUTTING BLUR IN FOCUS

Speed x Connectivity x Intangibles = BLUR



## SPEED

Speed is the rate of motion, or equivalently the rate of change of distance;  
A scalar quantity with dimensions length/time; velocity.

## Natural blur in universe



## CONNECTIVITY

Is closely related to the theory of network flow problems.  
Of a graph is an important measure of its robustness as a network.

## INTANGIBLES

In arts, the artists unique embodiment of substance and form.  
In business, the intangible assets or intellectual capital.

## BLUR QUANTUM

Blur is quantum blasting, spreading products and services all over the world. WSF brings business back to a Blue Print and designs Road Maps for blurring it world wide.

So it will be possible to speed up new and sustainable developments.

From		To
Development assistance	→	A universal global compact
Top-down decision making	→	Multi-stakeholder decision-making processes
Growth models that increase inequality and risk	→	Growth models that decrease inequality and risk
Shareholder value business models	→	Stakeholder value business models
Meeting “easy” development targets	→	Tackling systemic barriers to progress
Damage control	→	Investing in resilience
Concepts and testing	→	Scaled up interventions
Multiple discrete actions	→	Cross-scale coordination

## THE BLUR OF DESIRES Emotion, Information, Economic

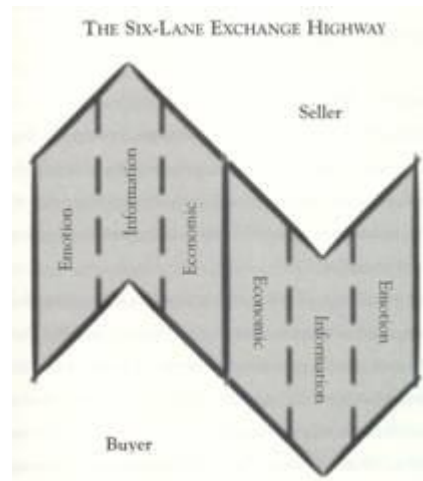
### THE OFFER

No Product without Service,  
No Service without Product



### THE EXCHANGE

Every Buyer is a Seller,  
Every Seller is a Buyer



### SINGULARITY

Theoretical particles,  
Unified field theory

## Natural blur in universe



## CHARACTERISTICS OF THE EXCHANGE

Characteristics

Traditional Transactions		BLUR Transactions
Seller	Buyer	Exchange
Create	Consume	Both Create and Consume
Money	Product or Service Utility	Economic, Informational, and Emotional Value
Sender	Receiver	Interacter
In Control	Limited Access	Shared Access and Creation
Business Hours	Business Hours	Continual and Connected
Point of Sale	Marketplace	Connected Anywhere



## BLUR OF FULFILLMENT

## THE ECONOMIC WEB

Manage the Supermarket Like the Stock Market

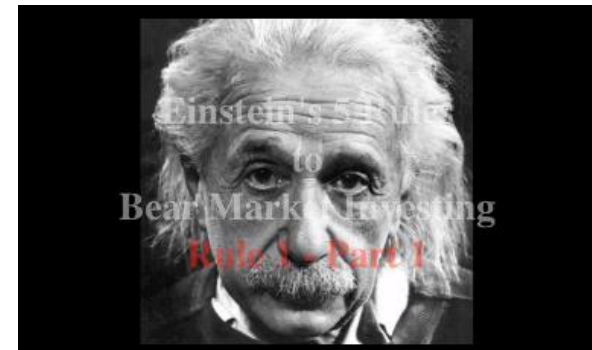
## THE ORGANIZATION WEB

Run Your Organization by the Rules of the Market

## Natural blur in universe



TYPES OF MARKETS			
CHARACTERISTICS		Real Markets	Financial Markets
	Price	Fixed	Floating
	Knowledge of the Offer	Asymmetric	Symmetric
	Feedback Time	Lagged	Real Time
	Value Mind-set	Stock	Flow
	Source of Value	Use	Trade
	Regulation	Possible	Unsustainable
	Risk	Eliminate through Design	Adapt and Hedge



## BLUR OF RESOURCES

Natural blur in universe

### PEOPLE

Manage Your Stock Price,  
and Your Career Will Take Care of Itself

### CAPITAL

Possession Is Nine-Tenths of Yesterday

THE BLUR OF CAPITAL

Type of Capital	Valuation Focus	Who Focuses on It	Economic Concept	Physical Analog	Mathematical Analog
Physical	Assets	Auditors	Stock	Position	Number
Financial	Income	Analysts	Flow	Speed	First Derivative
Intellectual	Growth	Venture Capitalists, Simulators	Acceleration	Acceleration	Second Derivative



## LIVING THE BLUR - 50 WAYS TO BLUR YOUR BUSINESS

1. Make Speed Your Mind-set
2. Connect Everything with Everything
3. Grow Your Intangibles Faster Than Your Tangibles
4. Build Product in Every Service
5. Put Service into Every Product
6. Manage All Business in Real Time
7. Be Able to Do Anything You Do at Anytime
8. Be Able to Do Anything, Anyplace
9. Put Your Offer Online
10. Make Your Offer Interactive
  
11. Make Sure Your Offer Gets Smarter with Use
12. Make Sure Your Offer Anticipates Your Customers' Desires
13. Help Your Customers Get Smarter Every Time They Use Your Offer
14. Put Filters on Your Information-Intensive Offers
15. Forget about Annual Model Changes; Download Your Upgrade
16. Customize Every Offer
17. Extract Information from Every Buy/Sell Exchange
18. Buy While Selling
19. Sell While Buying
20. Remember: Every Sale Is an Economic, Informational, and Emotional Exchange



21. Put Emotions into Every Offer and Every Exchange
22. Put Emotion into Every Other Aspect of Your Business
23. You Know the Fortune 500. Get to Know the Value 500
24. Virtual Location, Virtual Location, Virtual Location
25. Forget All You Thought You Knew about Business Economics
26. Forget the Law of Diminishing Returns
27. Don't Start with Your Customer, Educate Him
28. Don't Grow What You Can Buy
29. Don't Plan Your Company's Future; Adapt
30. Learn to Partner, Learn to Split
  
31. Create a Platform; Be the Standard
32. Let the Market Price Your Offer
33. Let the Market Market Your Offer
34. Assume Everything Will Be Deregulated
35. Measure Your Company by Market Cap Ratios, Not Revenues
36. Churn to Evolve
37. Replace Management Command with Market Signals
38. Push Power to the Periphery
39. Be Big and Small Simultaneously
40. Tear Down Your Firewalls



41. Avoid Maturity
42. Blend Webs and Hierarchies
43. Use It, Don't Own It. If You Do Own it, Use It Up
44. Prize Intellectual Assets Most, Financial Assets Second, Physical Assets Least
45. Manage, Measure, and Grow Your Intangible Capital
46. Value a Company by Its Growth Rates, Not by Its Assets
47. Own the Links, Not the Nodes
48. Value What's Moving, Not What's Standing Still
49. Get Ready for Triple-Entry Bookkeeping
50. Pay Attention. Attention Is The Next Scarce Resource

Nassin Hamein - [theresonanceproject.org](http://theresonanceproject.org)

Garrett Lisi - [sifter.org/~aglisi](http://sifter.org/~aglisi)

Walter Russell - [walter-russell.de/en](http://walter-russell.de/en)

Springtable of Elements -

[umsl.edu/~fraundorfp/edisc.html](http://umsl.edu/~fraundorfp/edisc.html)





11.

## ECOintention

To know and create  
'What's Going On'





center for  
**ECO**intention

Mind Moves Matter

## Perceiving energy

Everything radiates energy; a person, an animal, a tree, the ground and vegetation. Even a building has radiance. In people we call this energy their aura.

The amount of energetic radiance is a way of measuring health and vitality. In a building the radiance influences the living and working environments and the health of all.

This radiance is a result of the amount of life energy in an organism or building.



# Interpreting energy

Alongside more traditional measurements, energetic readings give you a deeper insight into the current condition of an organization or ecosystem.

Due to their subtle nature, energetic changes always precede biological changes. Problems in an organization can be picked up much earlier at the energetic level.

Energetic blockages reduce productivity and cause misunderstanding on the work floor.

Good energy puts in place the right conditions and makes sure that luck is on your side.

Center for ECOintention has developed energetic scales and parameters to assess the health and vitality of organizations and ecosystems.



# Improving energy

Improving the energy happens in three phases:

1 - Balancing phase: this is the process of bringing the energy up to the target values. All energetic values are tracked in graphics so you can follow the whole process.

2 - Stabilization phase: the energy in the organization is optimal. Clients often notice in this phase that a calmness returns to the organization.

3 - Continuation phase: the energy has been deeply anchored. The benefits can now be harvested. In this phase we step back and you take over the energetic guardianship.



# Principles

Transforming stagnation in the organization and old patterns in yourself are important parts of the work. This is called resonant leadership. It's based on the principles of energetic guardianship.

The principles of energetic guardianship are:

1	Inner Peace	You can only work with energy if you are relaxed inside
2	Consciousness of the whole	You can only charge something energetically if you are conscious of its boundaries
3	Feeling for what's going on	By giving the system and everything in it positive attention you charge it up energetically
4	Subject matter expertise	Before you direct energy, you formulate realistic goals
5	Identify, affirm and visualize goals	You focus your attention on these goals and imagine that they have been realized
6	Process past pain	What is holding you back from the past and is standing in the way of you fulfilling your dream?



## The power of intention

An organization and an ecosystem can be compared to an organism. It is a dynamic living whole that develops itself and is continually in interaction with its environment. ECOintention uses the metaphor of the wheel to describe the power of intention in this context.

## The wheel and its guardian

Every organism, every organization and every natural area can be compared to a wheel. The wheel has a Guardian; you as the creative force in your life, or the leader of the organization, the manager, the director - in our language, the Guardian. The foundation for health and vitality is a harmonious balance between the Guardian and their wheel. In our world today this is often disturbed.



## Development is faltering

In modern society your attention is continually being pulled outwards by the media and by events in the world. The emphasis is on growth and expansion. In that way you are more connected to the centrifugal action force than the centripetal formative force.

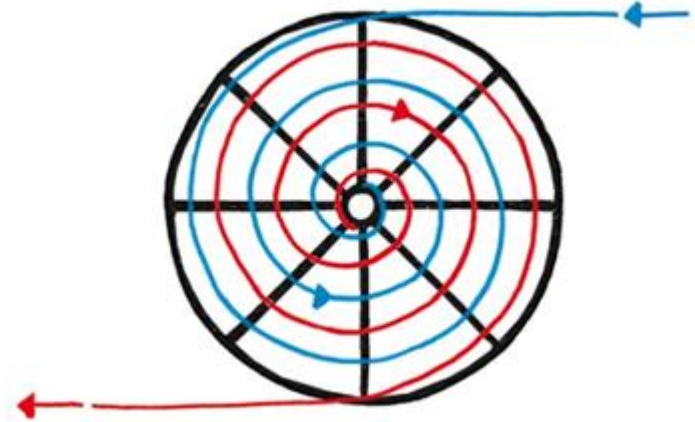
The result is that you end up on the outside of your wheel. You find yourself on the treadmill, where you lose sight of the whole, where you feel like you are being lived and where time flies. Eventually you lose your balance and get dizzy. Misunderstandings occur and progress falters. Instead of everything unfolding gracefully it all gets tangled up. Burn out! Wheels are disturbed in their balance by the increasing electro smog of mobile phones, Wi-Fi, digital television etc..



## Co-creating the future

Deception? It would be if we were only focused on the expansive force. Then we are driven from the past into the future and everything is determined by what happened yesterday. However things are very different if we involve the formative force. This generative, creative force is connected with the future. By using this force we can co-create our future. At that moment our dreams become reality.

The fact that future goals influence events in the present isn't that strange. The future is always influencing our lives; if I have to give an important lecture in two days time then today I am already preparing for it. But how do you co-create your own future?



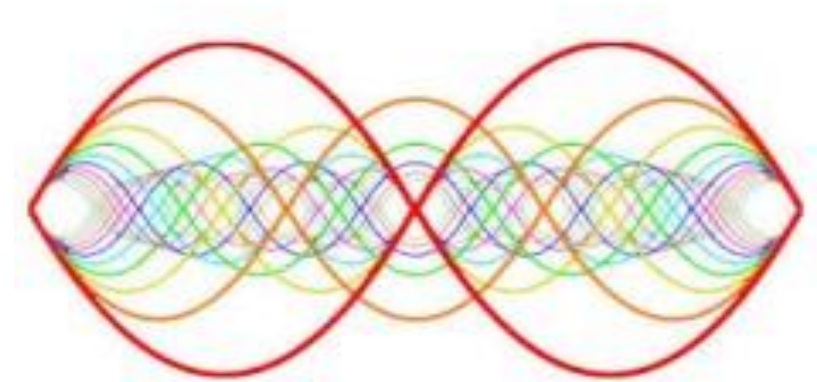
## Resonant leadership

Life energy creates the conditions. Your goals and intentions give it direction.

ECOintention is based on resonant leadership.

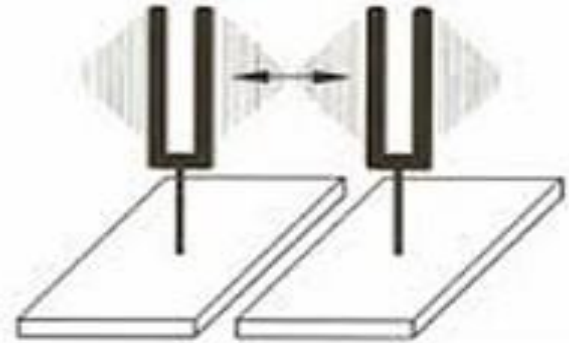
## What is resonance?

You are in resonance with something or someone if together you are on the same wavelength. There's a click, a flow. It's great to work together in that way because you feel that you are complementing and strengthening each other. Then one plus one makes three. It is not just a figure of speech to say you are on the same wavelength – you actually are. Everything is energy, including material, and energy vibrates. Each octave corresponds to a phase on a spectrum of density from the most subtle energy to matter. You could call matter “solidified vibration”. Light is actually extremely diluted sound.



## A unique vibration

Every organism, every organization, every enterprise and ecosystem have a unique vibration. This vibration can be strengthened through resonance by coming into contact with another force that has a similar vibration. If you take two identical tuning forks and you strike one of them and then dampen it you will still hear the tone because the tuning fork that wasn't struck is vibrating in resonance.



Using resonance you can create a big impact with relatively little force. This has to do with timing. You can get a swing to go really high by repeatedly giving it a small push just at the right moment.

## The organization-field

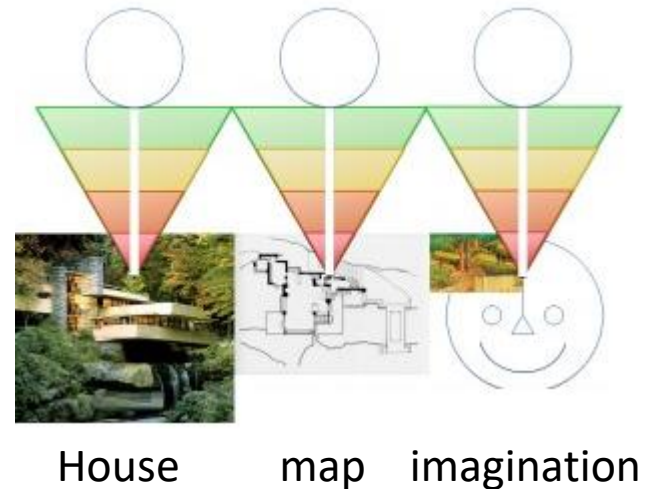
You start by tuning into the field of your organization, which we call the Organization-field. In Bert Hellinger's family constellations Family Fields are used.

There are also organizational constellations. These provide insights into how well an organization is functioning.

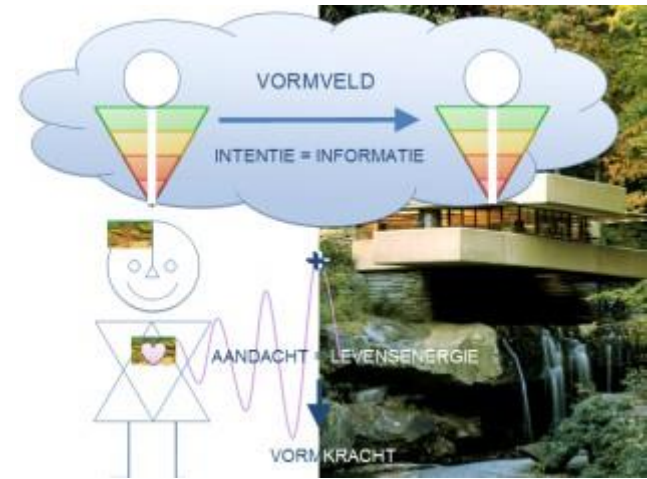
The Organization-field is a kind of memory or script in which everything that happened in the past is recorded. It contains scenarios for solving problems as well as for future plans.

By connecting to the Organization-field from your inner stillness you can align the organization energetically and strengthen its unique vibration.

Form resonance - conformity

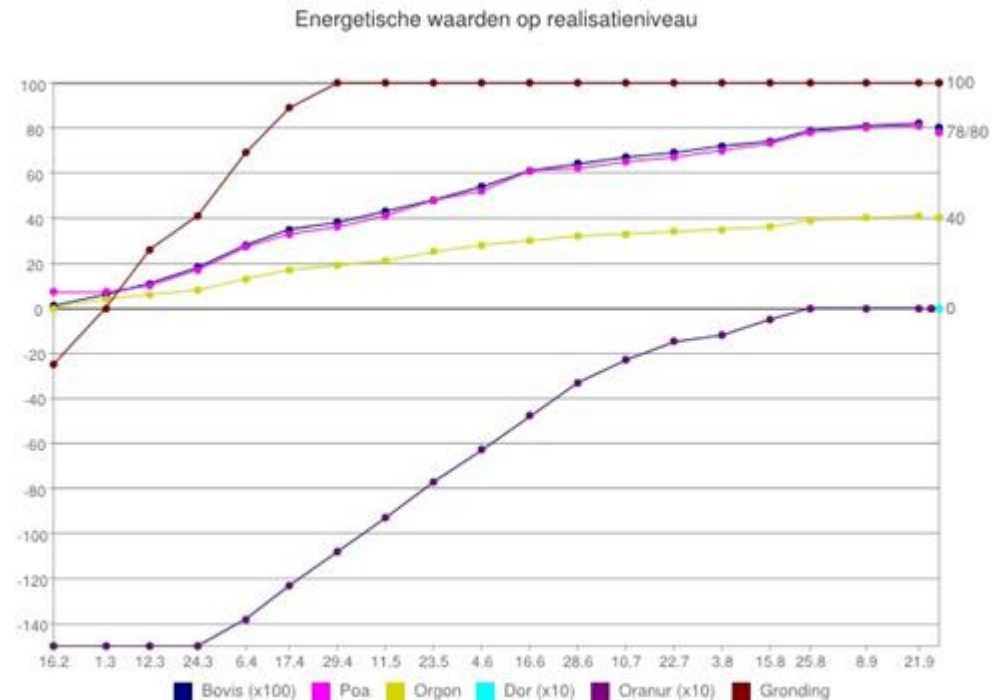


1	Inner Peace
2	Consciousness of the whole
3	Feeling for what's going on
4	Subject matter expertise
5	Identify, affirm and visualize goals
6	Process past pain



## ECOintention in 5 steps

- 1 - Energetic scan
- 2 - Conversation with the client
- 3 - Making a holon
- 4 - Testing for a balancing
- 5 - Shaping in three fazes



## Making a holon



## Energies

Emile   Bovis	0	10k	13,5k	18k	28k	34k	50k	>
	PHYSICAL	ETHERIC	ASTRAL	MENTAL	CAUSATIVE	SPIRITUAL	PURE SPIRITUAL BEING	
	earth	parfumes	electrics	thoughts	decisions	collective decisions		
	matter	gasses	magnetics	logics	emgrams	Ethics, Love, Peace		
	food	saints	form fields	awareness		Living the levels integrally		
	man			sub-consciousness				
						EvE, 2018-01-03		



**Balancing** - After 4 to 8 months the energetic target values of a healthy organization are reached. The time needed is dependent on the size and complexity of the project. This is the end of the balancing phase.

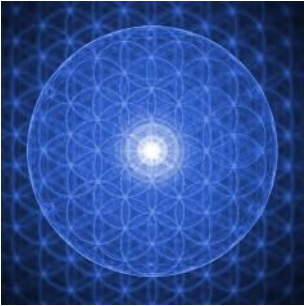


**Stabilizing** - The stabilizing phase comes next. The energy of the project is maintained at the target levels. In this way all the parts of the project get the time they need to absorb and integrate the energy. A lot of changes can happen in the project during this phase. It is important that the ECOintention Practitioner stays in touch with the project and the Guardian.

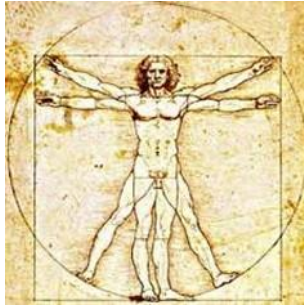


**Continuation** - After 3 to 6 months the stabilization phase moves into the continuation phase. The energy is now well anchored throughout the whole project. All elements are well aligned.

## Energetic toolkit



Flower of Life



Golden Mean



Crop Circle



Fractals



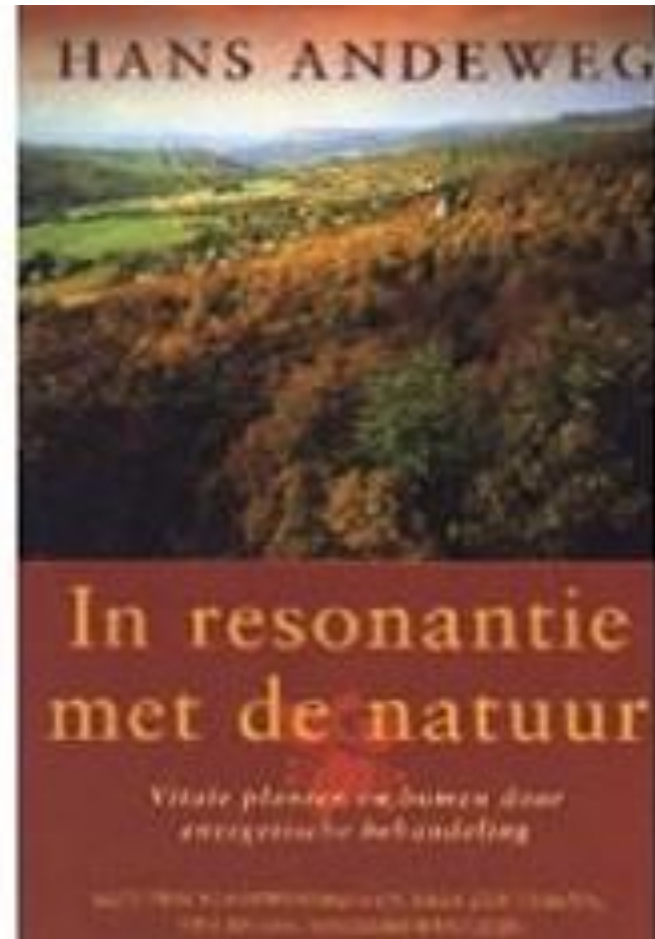
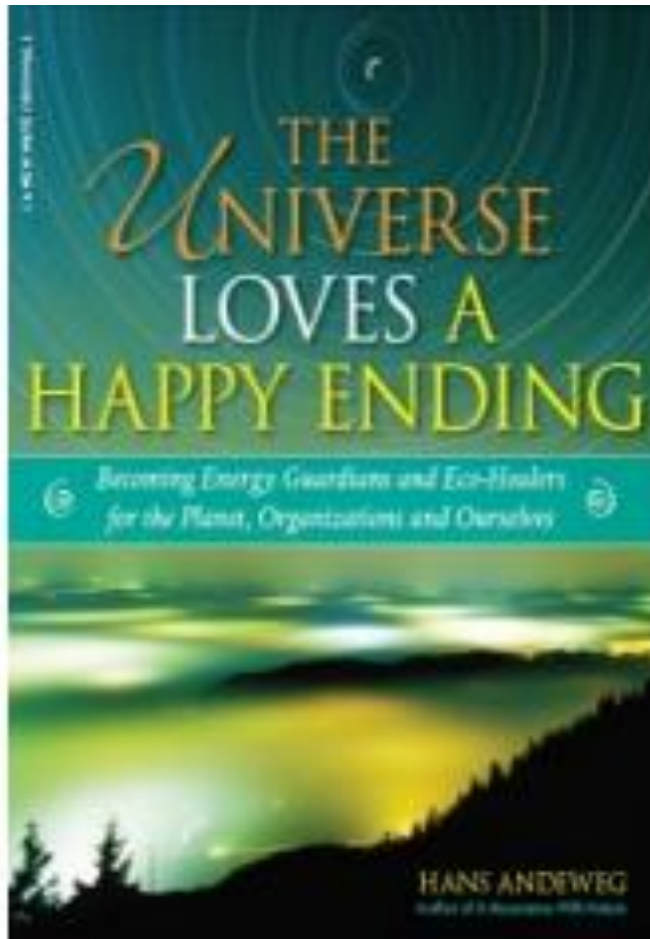
projective geometry



## Golden mean

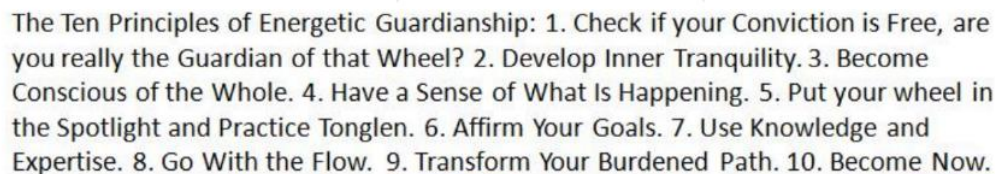
The Golden Mean can be found in the physical form of plants, animals and people, in growth processes and in the cycles of the stock market, in an atom and in our solar system. This universal measure has been applied to building pyramids, Greek temples, pagodas and cathedrals. Leonardo da Vinci and other artists use the Golden Mean in their work to create harmony and beauty.

In nature everything develops rhythmically and with certain proportions. The Golden Mean plays an important role in that. It is the universal measure. ECOintention works with it. An ECOintention Practitioner balances with consciousness, commitment and care. Every balancing project is unique. It is carried out with the rhythm and measure that the project requires.

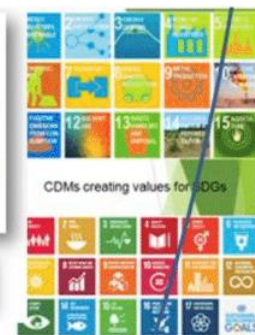


The 10 Keys to Happier Living

 **GIVING**  **DIRECTION**



Voor ons zien: Dat in meerdere landen lokale kantoren en projecten zijn en successen die daartoe hebben geleid en daarna volgen. Dat we WSF waardig bestuur hebben, dat



2016		2017	
JUNE-JULY	AUG-SEPT	OCT	NOV-DEC
Bhutan		Canada	
Nigeria		Oman	
China (14)		UK	
Turkey		Mexico	
Russia		Kuwait	
	Thailand	Uganda	
	Netherlands	Indonesia (1)	
	Emirates	Australia	
Extra: Ecuador	India (14)	Italy	
Extra: Sierra Leone	Azerbaijan	France	
	Japan	South Africa	
	Germany	Poland	
	Korea	Ukraine	

■ HQ, Region, Country Offices



### **Bovis (=Ideas & Plans)**

Measure of the wholeness of a project. Measure of the connection between cosmic and earth energies. Measure of the amount of problem-solving information that is present in a project. Comparable to books on a bookshelf.

### **Poa (=Self Organization)**

Percentage of organization and adaptation in a project. The measure of how well a project fits within its environment and is self-organising. Comparable to the knowledge from the books on the bookshelf, when something is done with that knowledge. Action is added to worlds.

### **Orgone (=Life Energy)**

Healthy, flowing life-energy

### **Dor (Blockages)**

Dead orgone, i.e. blocked, dead life-energy

### **Oranur (=Stress)**

Hyperactive, stressed life-energy

Note: If there is \*positive\* dor and oranur in a project, then the cause is generally known. There is also \*negative\* dor and oranur. This “gets under the skin” and has a sharp, biting feel to it. The cause of it, and its presence in a project, are often unknown to the Guardian.

The Ten Principles of Energetic Guardianship: 1. Check if your Conviction is Free, are you really the Guardian of that Wheel? 2. Develop Inner Tranquility. 3. Become Conscious of the Whole. 4. Have a Sense of What Is Happening. 5. Put your wheel in the Spotlight and Practice Tonglen. 6. Affirm Your Goals. 7. Use Knowledge and Expertise. 8. Go With the Flow. 9. Transform Your Burdened Path. 10. Become Now.





11.

*the  
sustainable  
human*

NEW ARCHETYPE




NEW ARCHETYPE

# HOMO BIOESSENE

*Quest:* To the  
sustainable human

Glans Emile van Essen



- 
- Duurzaam -
  - ΑΝΘΕΚΤΙΚΟΣ
  - ΒΙΩΣΙΜΟΣ 2-10-70-200-10-70-200 = 562
  - Mos mores - gebruik

# ~~Zoektocht: Naar de Duurzame Mens~~

- Integrale Mens
- Levenswaarden
- Politiek systeem
- Zielenkomst
- Geboorterechten
- Transitie
- United Commons
- Transitie Mens
- Sjamaan, Coach
- Politicus, Chauffeur
- Leraar, ICT-er
- Gezinslid, Winkelier
- Producent, Verkoper
- Beheerder, Genieter
- Uitvinder, Opruimer
- Sporter. Zanger

# Vijf belangrijke archetypen

- De [Persona](#): de façade die een mens aan de buitenwereld toont, komt niet overeen met zijn ware ik;
- De [Schaduw](#) de duistere kant van het onbewuste;
- De [Anima](#): (vrouwelijk deel van de psyche): dit is bij beide geslachten aanwezig;
- De [Animus](#): (mannelijk deel van de psyche): maar vormt bij vrouwen de onbewuste tegenpool;
- Het [Zelf](#): geïndividueerd persoon, totale persoonlijkheid.

# The Magic Key

Key 1	Man as an eternal pilgrim	Re-birth, regeneration
Key 2	Man as creator of it's own lot	The cosmic rhythm
Key 3	Imagination	You become what you think
Key 4	The power of silence	
Key 5	Knowledge of the self	Man in double, a composition
Key 6	Invocation	
Key 7	Initiation	Becoming one with your aim

Knowing three words and apply:

**Love, Compassion, Self-denial**

# SURVIVE-AL

## The seven Laws of Man:

- 1. Pray daily = ask for help, in the direct and the spiritual way.**

The Law of God = The First Law = All is Speaking, Speaking is All: Sound, Sing and Song.

- 2. Avoid all that is too hot and too cold = In food, work and relations.**

- 3. Do not whore = Have sane friends but do not live as an animal.**

The three Laws of Angles = 1 to 3.

- 4. Work with the Lords Angles = Let nature help you, live in relation with the hours, days and seasons.**

- 5. Eat of the Lords Table = Eat your food fresh and pure.**

- 6. Love your one's neighbor = Treat yourself and neighbor with love, patience and encouragement**

- 7. Do not kill = nor yourself, your enemy, nature**

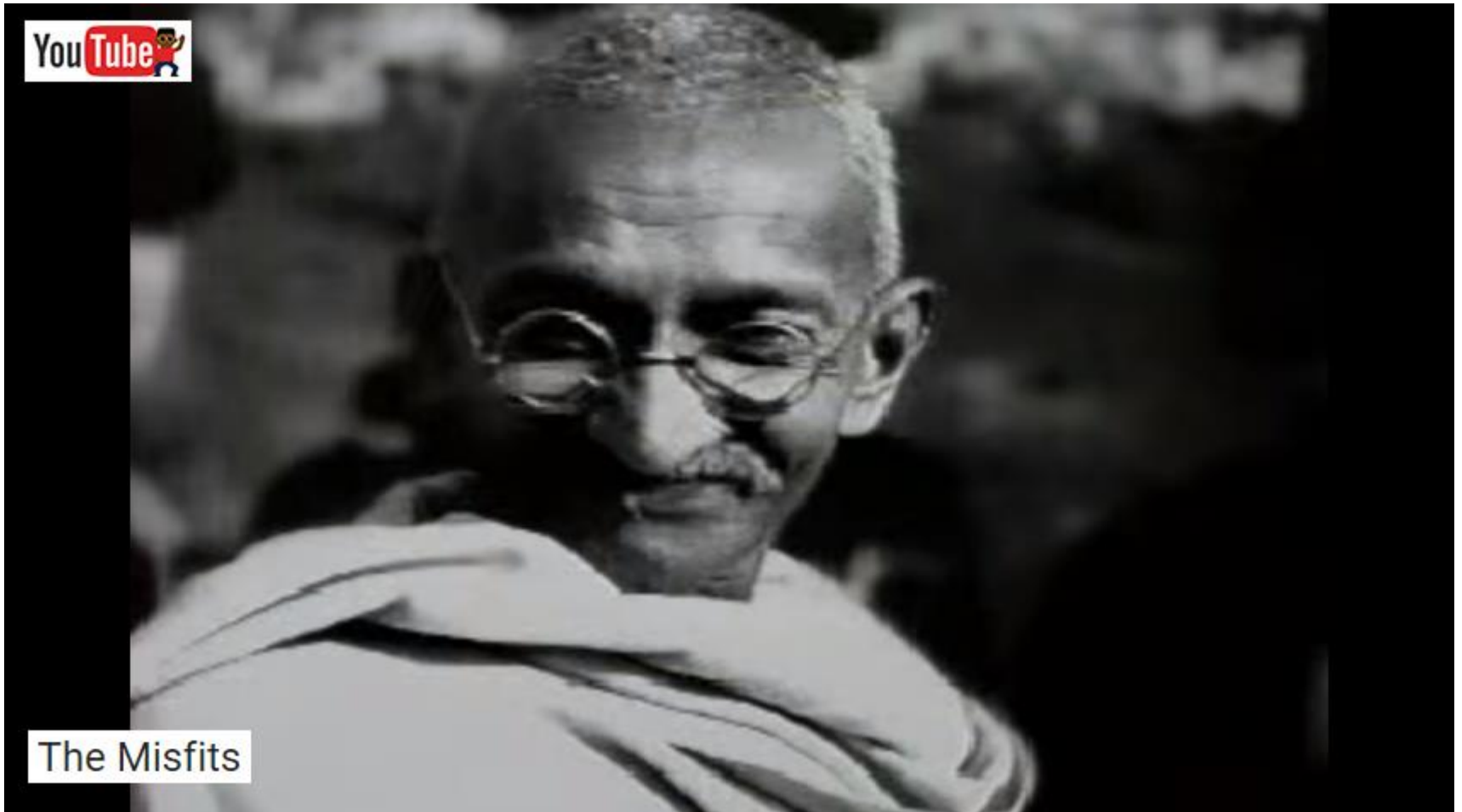
*The Lord needs only His Voice, the Angles do not eat, Man can survive by living within the seven Laws.*

Free interpretation of [Edmund Bordeaux Szekely's works](#).



# Een nieuw begin

# The Misfits



# I AM ...





These Puzzling Ancient History Discoveries Show Impossible Truth For Mankind

