

WARNING


The following presentation contains explicit content, which can dramatically alter the way you view the world. There are even cases where others come to better understand people with whom they disagree and even hate.



Spiral Dynamics

the eight-stage spiral of development

**A Way of Understanding Our
Political and Cultural Climate**




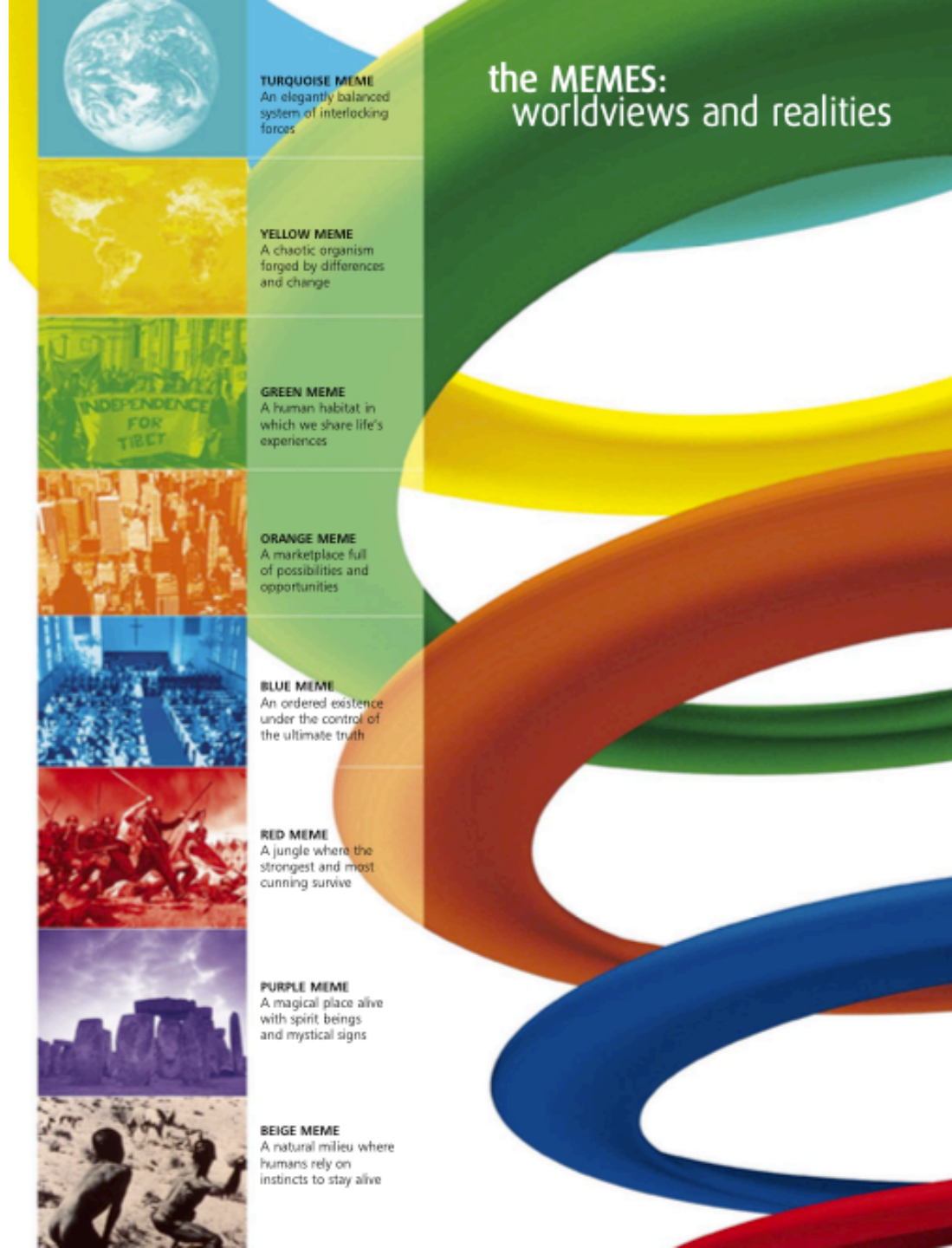
Spiral Dynamics is a model that describes and explains the hidden complexity codes that shape human nature, create global diversities and drive evolutionary change.

It offers an explanation of :

- How you and others see the world and think about things
- Why you and others make decisions in different ways
- Why you and others respond to different motivational stimuli
- Why values arise and spread

Spiral Dynamics (SD) is a model of the evolutionary development of individuals, organizations, and societies. It was initially developed by [Don Edward Beck](#) and Christopher Cowan based on the [emergent cyclical theory](#) of Clare W. Graves,
Thanks Cindy Wigglesworth, author Spiritual Intelligence





Transcend and Include

"When a new worldview emerges, the [previously awakened memes] do not disappear. Rather, they remain subsumed in the total flow and not only add texture to the more complex ways of living, but remain 'on call' in case the problems that [first] awakened them to service reappear. So, there are systems within us, miniature worldviews, each of which is calibrated for different problems of existence. Like the Russian dolls, there are systems within systems within systems within systems."

Don Beck

Memes shift between individual and collective

Each level thinks their right and either does not "get" the other levels or dismisses and even berates them



PURPLE MEME

A magical place alive with spirit beings and mystical signs



BEIGE MEME

A natural milieu where humans rely on instincts to stay alive

PURPLE Magical/Animistic MEME – starting 50,000 years ago

Basic theme: Keep the spirits happy and the tribe's nest warm and safe

- Obeys the desires of the spirit being and mystical signs
- Shows allegiance to chief, elders, ancestors, and the clan
- Individual subsumed in group
- Preserves sacred objects, places, events, and memories
- Observes rites of passage, seasonal cycles, and tribal customs

BEIGE Instinctive/Survivalistic MEME – starting 100,000 years ago

Basic theme: Do what you must just to stay alive

- Uses instincts and habits just to survive
- Distinct self is barely awakened or sustained
- Food, water, warmth, sex, and safety have priority
- Forms into survival bands to perpetuate life
- Lives "off the land" much as other animals



RED MEME

A jungle where the strongest and most cunning survive

RED Impulsive/Egocentric MEME – starting 10,000 years ago

Basic theme: *Be what you are and do what you want, regardless*

- The world is a jungle full of threats and predators
- Breaks free from any domination or constraint to please self as self desires
- Stands tall, expects attention, demands respect, and calls the shots
- Enjoys self to the fullest right now without guilt or remorse
- Conquers, out-foxes, and dominates other aggressive characters

Level

Gifts

Weakness or Excesses

Red

Courage, creativity, development of a separated sense of self (ego) and person power, ability to set boundaries, hero energy (when combined with Blue = "Superman"). Ability of the Red leader to defend him/herself and his/her people.

Impulsive, no deferring of gratification, tends to shed blood, power is everything, feels shame but not guilt. Graft in government or business. Gangs (purple/RED). Brutal dictators: Attila the Hun, Hitler, Idi Amin, Pol Pot. Patriarchy begins since power is the focus, and males have more physical power.

A dictator does not follow the rules he makes the rules



BLUE MEME

An ordered existence under the control of the ultimate truth

BLUE Purposeful/Authoritarian MEME – starting 5,000 years ago

Basic theme: *Life has meaning, direction, and purpose with predetermined outcomes*

- One sacrifices self to the transcendent Cause, Truth, or righteous Pathway
- The Order enforces a code of conduct based on eternal, absolute principles
- Righteous living produces stability now and guarantees future reward
- Impulsivity is controlled through guilt; everybody has their proper place
- Laws, regulations, and discipline build character and moral fiber

Level

Gifts

Weakness or Excesses

Blue

Discipline. Able to feel GUILT for first time. Defines Good vs. Evil. Creates order out of chaos of Red, focus on good of the larger group of believers or of the nation-state as more important than the individual. Has a noble purpose. Has a "Rule Book" for good living. Willing to DEFER GRATIFICATION – a key skill. Absolutely foundational for an orderly society. LAWS, justice systems. Structures created: armies, monarchies, authoritarian governments, one-party democracies. At their best these groups can be quite efficient due to strong leadership, clear procedures and rules-obedience.

"One true way" can be dogmatic. Heavy guilt, combines with Red to cause bloodshed "in the name of the true way." Historically, 94% of Blue cultures in early phases have some form of slavery. "Out groups" are often dehumanized or considered infidels, heathens, pagans or witches. Patriarchy usually reaches its peak during blue historical periods.



ORANGE MEME
A marketplace full
of possibilities and
opportunities

ORANGE Achievist/Strategic MEME – starting 300 years ago

Basic theme: *Act in your own self-interest by playing the game to win*

- Change and advancement are inherent within the scheme of things
- Progresses by learning nature's secrets and seeking out best solutions
- Manipulates Earth's resources to create and spread the abundant good life
- Optimistic, risk-taking, and self-reliant people deserve success
- Societies prosper through strategy, technology, and competitiveness

Level	Gifts	Weakness or Excesses
Orange	Science, logic, technology, medicine – the removal of much pain and suffering, elimination of diseases and longer life	Can make a "god" out of Science (Scientism) ...ignoring anything that it
	spans. Food production leaps to new levels. Material goods become abundant for the first time for the general public. BRAIN-centered. Individual right to question and believe what we want to believe. Beginning of world-centric thinking (trading partners, strategic alliances). STRIVE DRIVE – the desire to improve, achieve, be all we can be...but within the agreed rules set by Blue. Civil Right of INDIVIDUALS. Industrialization begins to create equal opportunities for women. Multiparty democracy. Innovation explodes with profit motive	doesn't know how to measure and validate. Can be materialistic, selfish, greedy (espec. if it combines with Red). Excesses: pollution, depletion of natural resources, damage to ecosystems, creation of sweatshops, may terminate employees w/o concern for community or feelings of the employee or family.



GREEN MEME

A human habitat in which we share life's experiences

GREEN Communitarian/Egalitarian MEME – starting 150 years ago

Basic theme: Seek peace within the inner self and explore, with others, the caring dimensions of community

- The human spirit must be freed from greed, dogma, and divisiveness
- Feelings, sensitivity, and caring supersede cold rationality
- Spreads the Earth's resources and opportunities equally among all
- Reaches decisions through reconciliation and consensus processes
- Refreshes spirituality, brings harmony, and enriches human development

Level

Gifts

Weakness or Excesses

Green

HEART-Centered, egalitarian, pluralistic. Sees all paths to God as valid. Consensus and Harmony are key values. Nature-sensitive: issues include ecosystems, global warming, and animal protection. Defends the underprivileged, especially women and minorities. Non-violence. Diversity sensitive, sometimes called "liberal" in US. Women's Movement. Gay Rights movement. Prone to depression and suicide. First level not likely to commit murder. Often prefers socialized democratic forms of government.

Consensus orientation can create paralysis and inability to reach decisions in a timely manner. Can be bigoted toward Orange and Blue in spite of language of "diversity tolerance." Easily fooled by manipulations of Red people or governments. Can become trapped in intellectual elitism. Elitism ignites and activates Blue to push back. Blindness encourages Red.

the MEMES: worldviews and realities

Climate Change
Climate Denial

Immigration
Fiscal Responsibility
Abortion

Taxes

Environmentalism

Big Government

Law and Order

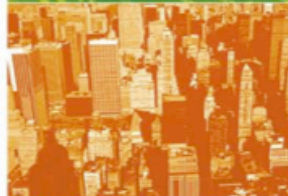
Social/Racial Justice

Social Safety net



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BEIGE MEME

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Bill of Rights

Freedom of Press

No law establishing religion

Equal Rights

Voting Rights
Voter Suppression

Right to bear arms

Checks and Balances

Spiral Dynamics

the eight-stage spiral of development

Second Tier "Being" valueMEMES

TURQUOISE Holistic MEME – starting 30 years ago

Basic theme: *Experience the wholeness of existence through mind and spirit*

- The world is a single, dynamic organism with its own collective mind
- Self is both distinct and a blended part of a larger, compassionate whole
- Everything connects to everything else in ecological alignments
- Energy and information permeate the Earth's total environment
- Holistic, intuitive thinking and cooperative actions are to be expected

YELLOW Integrative MEME – starting 50 years ago

Basic theme: *Live fully and responsibly as what you are and learn to become*

- Life is a kaleidoscope of natural hierarchies, systems, and forms
- The magnificence of existence is valued over material possessions
- Flexibility, spontaneity, and functionality have the highest priority
- Differences can be integrated into interdependent, natural flows
- Understands that chaos and change are natural

"What I am proposing is that the psychology of the mature human being is an unfolding, emergent, oscillating, spiraling process, marked by progressive subordination of older, lower-order behavior systems to newer, higher-order systems as man's existential problems change."

Dr. Clare Graves

