

**“Our new Life-aligned culture is emerging! Here’s some of the evidence.”**

**IONS TALK, July 20, 2024**  
**Elaine Cornick, [Cultural Butterfly Project](#)**

**Section 3:**  
**New ways of relating to ourselves, other people and other beings**

*Note: this is by no means an exhaustive list, and it’s not meant to be*

**[Wellbeing Economy Governments: Well-Being is a Country's Success](#): TED Talk**

In 2018, Scotland, Iceland and New Zealand established the network of Wellbeing Economy Governments to challenge the acceptance of GDP as the ultimate measure of a country's success. In this visionary TED talk, First Minister of Scotland Nicola Sturgeon explains the far-reaching implications of a "well-being economy" -- which places factors like equal pay, childcare, mental health and access to green space at its heart -- and shows how this new focus could help build resolve to confront global challenges. . . . when we focus on well-being, we start a conversation that provokes profound and fundamental questions. What really matters to us in our lives? What do we value in the communities we live in? What kind of country, what kind of society, do we really want to be? And when we engage people in those questions, in finding the answers to those questions, then I believe that we have a much better chance of addressing the alienation and disaffection from politics that is so prevalent in so many countries across the developed world today. . . . “

We have “socio-cultural transformation technologies” available:

- ◆ **[Jeff Goebel](#)**, the **[Community Consensus Institute](#)**, uses a unique approach to **achieve 100% agreement so that groups co-create their “Best Possible Outcomes”**. The **[Community Consensus Institute](#)** is a collaborative process that empowers all parties in a conflict and ensures that **all voices are heard and all interests are recognized and taken into account** in the final decision. It is an exquisitely, radically, and powerfully effective way to resolve conflicts and stuckness by building consensus. There are various approaches to consensus building that don’t all have the same effect because, as I have experienced and understand them, they don’t necessarily involve or integrate the right brain. Those approaches produce results that are left-brain driven for external outcomes and don’t create a deep cultural shift. I have personally experienced how Jeff’s process consciously integrates the right brain and is a transformational whole-brain culture shift beyond the external accomplishment of 100% agreement. For more information, see:
  - **“Beyond the Impossible: Conflict and Consensus in New Mexico”**, Chapter 3 in **[The Reindeer Chronicles](#)**
  - **[Do The Impossible](#)**

- o [Finding New Ground](#)

- ◆ The [Modern Elder Academy](#), the “world’s first midlife wisdom school”, and their [Wisdom Well](#) daily blog, e.g.  
[Creating a “Life Begins at 50” Ritual](#)  
[Your Midlife Chrysalis](#)  
[Why We Need a New Retirement Ritual: The Rejuvenation Year \(Retirement “Gap Year”\)](#)
- ◆ [Symbiotic Culture](#) is an outgrowth of Richard Flyer’s 40+ years of experience developing practical community tools to transform local, bioregional communities into ecosystems of Love and Collaboration. A disciple of the recently deceased [Dr. A.T. Ariyaratne](#), who was informally revered as the Gandhi of Sri Lanka, Richard Flyer has dedicated his life to integrating embodied spirituality and the building of community-based ecosystem networks. “The [Sarvodaya movement in Sri Lanka](#) is a 60-year-old effort involving 15,000 villages and is now active in 5,000+ microbioregions (villages, towns, and cities). Symbiotic Culture’s mission is to help you connect locally and beyond with other innovators and experimenters --- pioneers of a new culture. Our audacious vision is a global Commonwealth of Empowered Regional Economies. We help build up "micro" bioregional ecosystems, aggregating the spiritual, cultural, social, and economic capital within and between existing nonprofits, for-profits, government, and social enterprises. We share tools that work on building symbiotic culture at the level of an individual, a neighborhood, and a bioregion --- through scalable cultural recovery groups. We create alliances with local and global networks that align with Intentional Mutual Benefits in all relationships.” His book [Birthing the Symbiotic Age](#) gives his roadmap [outlining](#) "how we can emerge from our fragmented and conflicted social networks/silos and create sustainable, interconnected ecosystem networks consisting of local leaders, organizations, businesses, and local government -- in parallel to our already established systems." He concludes that a new culture of connection can only be created from the bottom up by connecting and amplifying the positive work of local communities. Realizing that every crisis in the world is at its root a spiritual crisis, he writes that we must first cultivate "spiritual climate change" within ourselves and practice it daily "in the context of a down-to-earth, face-to-face, local community" rather than "trying to reform, fix, or tear down the systems by which society operates."
- ◆ [Global Center for Indigenous Leadership and Lifeways](#) with their vision of “Bringing ancient Indigenous ways of knowing and wisdom into modern times. Amplifying the voices of the world’s Indigenous Wisdom-Keeper.”
- ◆ [World Peace and Other Fourth Grade Achievements](#) describes [John Hunter’s](#) innovative, transformative World Peace Game in which 4th graders consistently accomplish world peace. The Game’s goal is to extricate each country from dangerous circumstances and achieve global prosperity, with “winning” defined as “good conditions for everybody”. He

says, "As the Game nears its end, there is always this spontaneous, informal assessment to **find out who in the world is not okay and what everybody has to do about it.**"

- ◆ The [u-school for Transformation](#) at MIT is a global capacity-building and action research platform that offers programs, certifications, space holding and innovation labs using Theory U and Social Arts to activate a shift in individuals and collectives from ego- to eco-system consciousness, for the healing and regeneration of self, society and planet. They are activating and supporting a global movement for planetary healing and civilization regeneration. Otto Scharmer, a Senior Lecturer at MIT and Founding Chair of the Presencing Institute, says, "In order to create real change in the world **we need to shift the inner place from where we operate, not just as individuals, but also in our collective actions**, as groups, as organisations, and as larger systems."
- ◆ The [Regenerators Collective](#) is a community of thought leaders within regenerative development dedicated to working together to **re-design a world built on regenerative principles, a world where organizations, leadership, design, architecture, cities - and your lifestyle - is inspired by the intelligence and wisdom of nature.** The [Regenerators Academy](#) is part of that Collective. [Regenerators](#) is dedicated to help aid the emergence of a world where purpose, people, planet and profit collectively thrive.
- ◆ The [ManKind Project's New Warrior Training Adventure](#) is "a life affirming personal development event, honoring the best in what men have to offer the planet. It is a modern male initiation and self-examination. We believe that this is crucial to the development of a healthy and mature male self. It is the 'hero's journey' of classical literature and myth that has nearly disappeared in modern culture."
- ◆ The "Unhustle" culture movement: Milena Regos created [Unhustle.com](#). She says, "Unhustle is a revolution in how we live and work. At Unhustle, we are rebelling against old norms and creating a new way to live and work, nurturing individual happiness and wellbeing and collective progress," Seth Godin has a number of [blogs](#) that address hustle culture.

[The Carbon Almanac](#) is a "once-in-a-lifetime collaboration, created by 300 volunteers in 41 countries, and now we are more than 2,000 people from all over the world, working together to help people have a conversation about our climate". Seth Godin says "We're looking for some volunteers to join us. It's life-changing, useful, powerful work. After taking our [Almanac](#) to #1 in the US, Italy and the Netherlands, the volunteers on this project are working to amplify our message. We connect online, from countries around the world, and we've built an actual social network, one with a purpose."

Van Jones: "[Looking Out for All of Us: The AI Revolution and Human Well Being](#)"

Filmmaker Damon Gameau's TED Talk ["The story that shapes your relationship with nature"](#) powerfully unpacks our cultural myth and collective story that humans are separate from and superior to nature, which is empirically false because humans are nature. Most people aren't even aware they are inhabiting that story. He points out how, in spite of all kinds of evidence of the effects of our destruction of the earth, **humans have continued to do what we have been doing because the facts don't matter if they don't fit the story we're living by.**

[Koolulam: One Day by Matisyahu](#): Koolulam is a social musical initiative aimed at empowering communities and strengthening the fabric of society.

[Bruce Feiler's](#) work about the "Non-Linear Life":

- His new book [The Search: Finding Meaningful Work in a Post-Career World](#) describes how a new generation of workers is saying "I need a new work story" and is embracing meaning over money.
- In ["The New Rules of Success in a Post-Career World"](#) he states that "the American ideal of success has been built almost entirely around ambition, wealth and status. By contrast, the dynamic workforce of today—younger, more female, more diverse—is eager to rewrite the American success story in its own image. They are flouting old norms to achieve success on their own terms. Today's workers are focused as much on the quality of their lives as on the quality of their jobs."
- His article [100 Million Americans Are Unhappy at Work – Here's How Not to Be One of Them](#) describes the work culture we've been living in: "A huge flaw in the myth of success we've been sold is that it gazed too exclusively and elevated too reflexively only one type of hero and one measure of achievement. The only way to be successful is to always push ahead. *March forward! Reach higher! Get more!* This advice is wrongheaded at best and dangerous at worst."
- In his post ["Want Work That Brings You Meaning? Ask These 5 Questions"](#) he says "Gallup has [found](#) that millennials and Gen Z, who now make up half the workforce, place their highest emphasis on work that values their wellbeing. Deloitte polled the same group and [found](#) that their [#1](#) priority was good work/life balance. Yet another survey found that six in ten millennials believe meaningful work is more important to them than their parents."

[Becoming Minimalist](#): Minimalism is the intentional promotion of the things we most value and the removal of anything that distracts us from it. The goal of minimalism isn't to own the fewest number of things possible; the goal is to own just the right amount of things to focus our priorities on our greatest passion. Minimalism becomes **more about what is added to our life than what is given up.** [Joshua Becker's](#) post ["Our Desires are Being Manipulated"](#) calls out our current culture. He says,

"... Paul Mazur of Lehman Brothers, back in 1927, [wrote in the Harvard Business Review](#),

"We must shift America from a needs, to a desires culture. People must be trained to desire, to want new things even before the old had been entirely consumed. We must shape a new mentality in America. Man's desires must overshadow his needs." And thus began a new era in advertising—one that would seek to manipulate the masses not by providing goods required for life or happiness, but [by manipulating their desires.](#)" His work on [Becoming Minimalist](#) is all about countering and shifting that cultural paradigm.

Another example is Anne Lamott's [commencement](#) speech at UC Berkeley. She points out the unconscious or unspoken cultural paradigm we've been living by:

"I bet I'm beginning to make your parents really nervous -- here I am sort of bragging about being a dropout, and unemployable, and secretly making a pitch for you to follow your creative dreams, when what they want is for you to do well in your field, make them look good, and maybe also make a tiny fortune. But that is not your problem. Your problem is how you are going to spend this one odd and precious life you have been issued. Whether you're going to spend it trying to look good and creating the illusion that you have power over people and circumstances, or whether you are going to taste it, enjoy it and find out the truth about who you are..."

#### **Miscellaneous:**

- ◆ [Co-living communities, including cohousing and relatively new agrihoods.](#)
- ◆ [TED Talk: A "Future Generations" Commissioner in Wales.](#)
- ◆ [Sociocracy: a new way to organize ourselves and make decisions that aligns with, implements, and fulfills democracy's values of freedom, equality, and self-determination.](#)
- ◆ [TED Talk: How participatory budgeting unlocks collective radical imagination.](#)
- ◆ [The Institute for Ecological Civilization promotes civilizational change for the long-term wellbeing of people and the planet.](#)