

Spiral dynamics & facilitating the creative process

Worldview:
The world is a machine

PURPLE * RED * BLUE * ORANGE

*Inventory Making - Combining - Deconstructing -
Building - Constraint Removal - Laddering
Anchoring and Spatial Marking-
Working Backwards*

Worldview:
The World is a Network of Relationships

GREEN

Conversational - Collaborative

Worldview
The World is a System

YELLOW

*Break the Rules - Do More of What Works- Minimalist
Intervention*

Worldview
The World is a Field of Energy
and Consciousness

TURQUOISE

Experiential - Shamanic

Further reading

Don Beck & Christopher Cowan.
**Spiral Dynamics. Mastering values, leadership
& change.**
ISBN 1-55786-940-5

Ken Wilber.
A theory of Everything.
ISBN 0-7171-3163-7

Websites

www.spiraldynamics.org

www.spiraldynaics.net

www.claregraves.com

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Bridging organisational culture and the choice of creative tools by exploring Spiral Dynamics

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Applied business creativity in
21st-century organisations

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University of Greenwich Business School,
Centre for Entrepreneurship

What is Spiral Dynamics?

Evolution in mankind is natural and world-wide accepted. However, when it comes to the work environment, managers/ facilitators often do not accept that as the group changes, he or she may have to find new ways of working. . **Spiral Dynamics** is a way of thinking about the complexities of human existence and understanding the order and chaos in human affairs. It explains deep forces in human nature which shape our values, and lays out a pattern and trajectory for change. The underlying idea of Spiral Dynamics



is that human nature is not fixed: humans are able to adapt to their environment by constructing new, more complex, conceptual models of the world, that allow them to handle the new problems. Spiral dynamics fits very well the idea of Albert Einstein: **“We cannot resolve the problems of our existence at the same level of thinking that created them.”**

There are eight levels of human behaviour, and the important thing is to see that the style of management/ facilitation suits the behaviour level of the group.

Life conditions

BEIGE - a state of nature and biological urges /drives; physical senses dictate the state of being * **PURPLE** - threatening and full of mysterious powers and spirit beings which must be placated and appeased * **RED** - like a jungle where the tough and strong prevail, the weak serve; nature is an adversary to be conquered * **BLUE** - controlled by a Higher Power that punishes evil and eventually rewards good works and Righteous living * **ORANGE** - full of resources to develop and opportunities to make things better and bring prosperity * **GREEN** the habitat wherein humanity can find love and purposes through affiliation and sharing * **YELLOW** a chaotic organism where change is the norm and uncertainty an acceptable state of being * **TURQUOISE** a delicately balanced system of interlocking forces in jeopardy at humanity's hands.

Coping means and neurology activated

BEIGE instinctive: as natural instincts and reflexes, direct; automatic existence * **PURPLE** animistic: according to tradition and ritual ways of group; tribal * **RED** egocentric: asserting self for dominance, conquest, and power; exploitive * **BLUE** absolutistic: obediently as higher authority and rules direct; conforming; guilt * **ORANGE** multiplistic: pragmatically to achieve results and get ahead; test options; maneuver * **GREEN** relativistic: respond to human needs; affiliate; situational; consensual; fluid * **YELLOW** systemic: functional; integrative; interdependent; existential; flexible; questioning; accepting; contextual * **TURQUOISE** holistic: compassionate; collective consciousnesses; collaborative energy; interconnected; experiential

Meme	Needs	Learning/Teaching Styles
Beige	Find what you need	Instructional learning, automatic responses
Purple	Petition the gods with ritual	Reassurance, repetition, honour group customs
Red	Align with those in power to get your needs	Reinforcement, power relations, individual learning, rewards
Blue	Follow the rules, don't exceed roles	Authoritarian, order and discipline, right answers
Orange	Excel, set goals, measure success	Build autonomy, risk taking, competition, enterprise
Green	Appreciate diversity, seek consensus	Collaborative learning, respect for other's views, equity
Yellow	Integrate diversity with discernment, wholeness	Interdisciplinary learning, freedom to be and discover
Turquoise	Peaceful expression of a multidimensional self	Holistic/integral learning, inner wisdom