

# THE JUNGLE TIMES TRANSCRIPT

## **SELF-EMPOWERMENT (PART 1)**

**July 10th, 2023**



**Music Intro**

## **Creative SELF-Empowerment (Part 1)**

Hello and welcome to The Jungle Times Podcast. I'm Lawrence Poole and this is Episode #17. It's called Creative SELF-Empowerment.

This is Part #1 of an 11-part series on the process of actualizing a passionate life for yourself. I'll present the facts as I was taught during my journey after my car accident. I was paralyzed more than 45 years ago, so I believe this series will benefit you as I'll present the details on how to make empowering choices.

This first episode can be subtitled – **PREPARING YOUR MIND.**

My car accident left me destitute and reduced to a shell of my former self. At 6'4" tall and weighing some 200 pounds, I'd played squash for an hour every day and was in tip top physical shape, with an athlete's heart.

Despite that, one stormy August night, I hydroplaned my car on slippery highway and hit a direction pole at 70 mph. Strangely enough, during my long and painful journey of convalescence, people told me that I am lucky.

I had to agree because I experienced death. But my daughter Natalie once told me that her classmates at university commented that she is lucky, and my life-partner Suzy asserts how the same thing is often said about her too, that she is "lucky".

To tell you the truth, I've heard similar comments from many people, but when I asked some if they feel particularly lucky, not one said yes. Rather, most people attribute their seemingly enchanted lives to good old-fashioned hard work.

I understand why they get that “You’re lucky!” label though. And I know why they take it with a bit of resentment. Unless you personally experienced it, it’s difficult for someone who doesn’t consider him or herself lucky to appreciate the hard work that is at the root of the almost magical events that seem to make up the lives of lucky people.

I must testify that it isn’t only in the eyes of others that I’m lucky. I know that I’m very lucky indeed. I haven’t always thought so but I changed my mind when I found a definition of luck that I can buy into. Now I think that I’m one of the luckiest people alive.

In fact, because I understand how luck works, I know I am indeed a lucky person, and I’ll continue to be lucky for the rest of my days.

Even if luck seems an intangible force that eludes most people, you only need a proper context - in my case surviving my near fatal car accident supplied a context – so I can reveal what I found. Once you understand what luck is, you can accept being lucky too. Then you can just cash in on that magic power as you need to.

Here's the definition I found: Luck is what happens when preparation meets opportunity.

I can assure you that - despite its simplicity - that definition can have wondrous results! You need FIRST PREPARE... and, when opportunity occurs, you can seize it.

If not prepared, you’ll miss every opportunity and even see them as burdensome. However, every missed opportunity will give you sing another somebody done me wrong song.

You should know that opportunity is an adjunct to change. Wherever and whenever we find change, we can find opportunity.

If you are prepared for it. Be it a natural disaster or a planned insurrection, change produces opportunities for the prepared mind.

As an example, tragic as it was for most people, some made a lot of money from 9-11 and the collapse of the World Trade Centre. A few people were prepared for it. You can look up details on the number of investors who sold short options in stocks from those two airlines - American and United – the day before the calamity.

An option is a wager that the price of stock will rise or fall on a certain date. "Puts" or "short options," bet that stock prices will fall. "Calls" bet the prices will rise. When you have a reason to believe a company is about to suffer a terrible reversal of fortune, you purchase "put orders" against that company's stock.

According to Wikipedia: "Examination of option trading leading up to September 11 reveals that there was an unusually high level of put buying. This finding is consistent with informed investors having traded options before the attacks."

I'll put a link to Investopedia with the description to this episode of the podcast if you want to see just how 9-11 affected Money Markets. (<https://www.investopedia.com/financial-edge/0911/how-september-11-affected-the-u.s.-stock-market.aspx>)

All to say that in a world filled with constant change, opportunities are everywhere, waiting to be seized. Proper preparation is all that is required for someone to find those opportunities and grab them.

Also, any person prepared to see opportunities will participate more fully in life's events. We can consciously create circumstances that will later be thought of as lucky by others who must react to changes. In example of that, because I've been an advocate on disability issues for many years, I sat on committees where changes in law were

discussed and redacted. I knew who would respond in what way. By serving others, I created opportunities for myself.

Proper preparation can take many forms. We can prepare physically, emotionally, intellectually, even spiritually. The idea is to capitalize on opportunities, or indeed to make them happen!

Looking back on my adaptation after my traumatic car accident, I see that I had prepared myself at several levels. I came through the ordeal in good enough fashion because my values gave me the strength of character needed to accept and transform my situation.

I was able to see my life after the accident as an opportunity, a new beginning rather than the end of something else. I decide to be a spiritual warrior. My war is between an old way of seeing – a way that is relatively reactive to life’s circumstances and events – and a new way that is co-creative. In my new way “The Father and I are ONE”.

Without preparation I would be oblivious to my potential, and opportunities would have been missed or seen as a burden. If change is thought to be a threat, a bother, or an obstacle, that very attitude blinds you to opportunity. If you act, you can become lucky.

Often associated with the idea of randomness and chance, luck is thought to be a joyful event that happens as if magically. Many folks think luck happens without anyone having anything to do with it. Winning a lottery is often given as an example. This because winning a million dollars in a lottery seems random and lucky.

Yet, facing a million-to-one odds, you have to buy a ticket. No ticket, no possibility. To profit from that opportunity, you must act as if you want to and buy a ticket, or two.

You have no possibility of winning unless you hold a winning ticket. And yet again - consider that not every winner, when revisited, agrees that winning a lot of money was good luck.

Science suggests that chance doesn't really exist though. This because the laws of Nature are managed in consideration of a constant law of movement called cause and effect. If you observe an effect, you can confidently trust that it was somehow caused by something or someone, somewhere, at some time.

Author K. C. Cole, a science reporter for Discover magazine writes: "Even if the whims of the ancient gods seem more understandable than the inner workings of the atom...there is a magical order to the seeming randomness of atomic events. And the very reality of the order in random events has totally altered the meaning of our notion of causes."

If you see an effect and don't understand its cause, it's easy to think it might have occurred by chance. It has not!

In recent years, physicists have determined that there are different kinds of cause than those explained by linear cause and effect relationships.

In Nature, causes are associated with the fundamental forces, and not necessarily with things or people. The universe is composed of fields of energy contained by interdependent and constantly changing forces called Gravity, Electromagnetism, Strong Nuclear Force, and Weak Nuclear Force.

In constant movement and interaction, the forces affect everything in some way or other, making for a very turbulent sea of change. There is no randomness or "chance". There is cause and effect

relationships - known and unknown - between the fundamental forces and continuous transformation.

Today's science knows that existence itself is being created in a complex web of cause-and-effect relationships, and that the whole universe responds to every event simultaneously. Even if we don't give it much thought, whether we notice it or not, Nature's law is always in play, and chance is never random. Here's the take-away - the whole universe, all it, can be influenced by individual parts.

Throughout this series of podcasts, I'll explain how to use the cause-and-effect law to become "lucky", to create opportunities that will allow you to benefit from life.

In addition, you will discover that becoming lucky – as your cause – will have a joyful effect: Your life will be filled with creative intelligence, personal power, and impassioned leadership.

The rule is a map, and the map is a process. Empowerment is a result of that process.

Even before fate meddled tragically in my life, I had already noticed that the world was changing at an incredible pace. Bill Gates, the founder of Microsoft, suggested that change was happening "at the speed of thought."

In fact, we've seen more changes in this past century than have occurred since the beginning of history. We've seen more changes in the last 10 years as in the last 50 – from recessions to real estate collapses, from internet booms to busts, from wars or threats of war to terrorist menace – domestic and foreign.

Get ready folks, *you ain't seen nothing yet.*

Headlines scream globalization and reflect the amazing times in which we live in. The contradiction is that in some places, people experience technological innovation and greater advances to their role in society or enterprise, while in other places, folks are left behind in hunger and despair. Why are we surprised when some react by spreading violence and threatening global order.

The reaction is an expression of fear over the changes that are being imposed on all of us. The pace at which new ideas materialize and dominate our lives cannot help but provoke fear and fatigue in most.

No one could have predicted the direction the world has taken.

In the 20th century every decade surprised us. Now, looking back from the 21st, we see how decisions made to favor the few had detrimental effects on the development of social institutions, on the exploitation of the environment and on the quality of life itself.

Collectively, we are facing the most serious decision we've ever had to make, and there is only one real question: Do we evolve, or perish?

Like dinosaurs that could not adapt to an incoming ice age, if we resist the extraordinary transformations demanded by these times, we are condemned to extinction!

There is no doubt that resistance to change is provoking situations that are harmful to both mental health and to the decision-making process itself. Resistance - aka reacting to stress – soon becomes burnout (or burn-in) and a slew of other so-called social diseases - like chronic fatigue, stroke, cancer, cardiovascular and pulmonary problems.



These are – at once - symptoms of the problem and indicators that we must change. Keeping pace with a world being transformed at the speed of thought already requires all our personal and professional skills. Even if people say they are tired, we are experiencing what I call – The Jungle Times. To compensate, we must reach beyond our limits and deal with the consequences of events that have not yet happened. We must creatively empower ourselves, and then share our power with others. We must fix the future now, before the worst scenarios happen.

In the 45 years that I've been demystifying the creative process, I've asked thousands of people in my workshops this question: If you suddenly had two days with absolutely nothing to do, and no one to consider but yourself, how would you use that free time?

Imagine having 2 whole days to yourself. Answering to no one, with no routines to follow. Totally free... what would you do?

Before you answer, close your eyes and think about it for a few seconds. If you are like most people, you might answer, “I'd sleep” or “Read a book” or “Enjoy the beach, the forest or the mountains.”

In some sense you are indicating that you are tired and possibly stressed out, that you need down time. I also ask a question that invites people to think deeper: If you had all the time and money in the world, what would you do with the rest of your life?

Again, take time to carefully consider your answer. If it sounds anything like - “Buy a house on a lake, “Take a cruise”, or “Travel around the world”, you are stressed and would like to escape from your life.

Very few people know where they want to be. They only know they want to be away from – the here/now reality, and all the stress that

goes with it. They don't realize their here/now is based on previous choices. The present is assembled from the past.

Despite recent medical discoveries, statistics tell us the general population is not feeling well. As stress is the major contributor to 75% of death-causing diseases and it is largely responsible for most of our physical, emotional, psychological, and spiritual ailments.

Burnout, or what was previously called a nervous breakdown, is now recognized as an occupational hazard by the workmen's compensation board, and it's become a top moneymaker for therapists of every kind.

Burn-in, on the other hand, is new and largely hidden dis/ease. The condition refers to victims of stress who mask their symptoms but remain on the job and slowly burn away. They lock their doors to the world out there and make decision that are inefficient at best. They'll account for monumental scandals in the worst-case scenarios. We find out their decisions proved very costly indeed.

Having said this, you should note that some people are stimulated by the idea of change. They do not get stressed because they see change as a challenge and an opportunity. There are folks who thrive, who make lemonade out of life's lemons. They seize the day in a downsizing job market, for example, and re-orient their careers. They accept the inevitable sooner than most and adapt to get a head start. They'll appropriate the opportunities and resources that become available.

The difference between people who resist change and they who adapt is so significant that it's been investigated with the tools that science can offer. We found that there are two reactions: Stress and self-empowerment. These are understood in terms of the paradigms that form our neurological ways of seeing the world.

The story of paradigms tells us that every person has a unique way of seeing change. And it tells us why news can negatively affect some people more than others. Paradigms explain how we link information into patterns of awareness in our brain. They tell us why people are the product of culture, race, gender, and creed and suggest why we react differently to similar situations. The changes underway on Earth today will adversely affect everyone in society, but some will hurt more than others.

So why are we changing? No one woke up and decided to change everything just for the fun of it. Change isn't fun, nor is it necessarily easy.

After careful consideration though, you should realize that there is little choice but to change. There are evolutionary forces at play – natural forces – and they are demanding a creative adaptation to what has occurred, in continuum. Adapting to change means adopting new behavior, but research has found there is a barrier to be crossed. While most people don't have too much problem with the newness aspect of a change (tests will even show that we are stimulated by words like new and improved), our human failing is a less obvious. It is an unwillingness (or inability) to let go of the old.

How we see things, is determined by the way neurons are connecting inside our brain. Even if our old ideas and ways of seeing don't work anymore, well, if they are the only ideas you have, they've got to work. An idea might be passé after five minutes, but, like a government, its work can haunt you forever.

We want change, particularly if it's in our best interest, but we want a change that won't upset our habitual beliefs and ways of seeing our comfort zones, or namely, our habits. We'll protect the past and even rant about going back to the good old days to avoid any real change.

Anyone who really believes the old days were good should take a closer look at a few facts: Last year the Russian leader threatened the world with a nuclear war. 30 years ago, the citizens of Rwanda slaughtered a million countrymen and women in an ethnic dispute. 75 years ago, Germans, killed six million men, women, and children. 500 years ago in America, 50-150 million native people were exterminated.

All over Europe, religious inquisitions and feudal skirmishes resulted with diabolical things being done to innocent people... all in the name of God. Five thousand years ago in Egypt, Pharaohs treated people like cattle and a dead body raised little concern.

Paradise – that better world – is not an idea from some past time. Paradise is yet to be.

The times they are a-changing, and intelligent choices can make our future so much better.

Think about that. I'll be right back.

## TRANSITION

Hello again.

We are living in times of change...Today's changes are largely driven by the shift to a new information age. Access to unlimited knowledge is expanded our potential.

Imagine that in year zero of our era, or some 2023 years ago, people could access X amount of knowledge. The knowledge available had been accumulated in the many millennia since the beginning - but only what was written survived and was passed on.

A mere 1400 years later, X had doubled as more scribes knew how to write. And then 275 years after that, 2X doubled again. 4X doubled in the 100 years that followed and 8X doubled in the next 50 years. At the turn of this millennium global information was doubling every 18 months or so, and current projections figure that it now doubles every 6 months and, aside from what we gather from AI – artificial intelligence – get ready for a quantum jump.

In fact, a mathematician by the name of Jacques Valle calculated that global knowledge doubles every day and continues to accelerate so that it will eventually double every minute until the amount of available data is infinite.

All this new information requires survival skills and adaptive abilities. We need to understand the world as neurological paradigms.

Dictionaries translate the word paradigm to mean a model, but I specifically mean the neurological paradigms that fabricate how we think and behave. Society is presently undergoing an unparalleled shift in personal paradigms.

All pervasive, its scope is so large that it's extremely difficult to imagine. It is ubiquitous.

Recent events - from the war on terror to the financial scandals to a pandemic - oblige us to question most of what we believe. In fact, this is not the first-time that society has experienced an all-encompassing paradigm shift.

In the 18th Century, Europe experienced the collapse of the agricultural era. That paradigm had existed undisturbed for more than 700 generations and yet it was totally transformed by new technology.

A French movie called *Le Retour De Martin Guerre* with Gérard Depardieu shows us how a relatively slow and stable life dominated European thinking in those agriculture days. Then, anything new or different was thought to be highly suspect and even dangerous.

People had only a few, local and limited paradigms, and most worked hard to keep them that way.

The film is based on a historical truth called *The Trial of Martin*, a local villager. The movie shows us a small and slight man, of low social status and with little means, who leaves his natal village and goes to war. A few years later, a large, very tall man – played by Depardieu - returns to take his place.

Because the popular belief of the day was that leaving home caused great changes in a person, all the villagers - including his wife - accepted the new man and his unbelievable transformation.

If not for a question of inheritance law and a trial that the return of Martin that it caused, the imposter would have continued with his

stolen identity. He would have continued to confound the local paradigms, to take over both the real man's wife – and his life.

How could those villagers have been so naïve and not see the ruse, you might ask? Well, the paradigms expected change – great transformations –and so the man knew that people believed him.

Consider that 300 years ago, the average person never wandered more than a few miles from home during his entire lifetime, then you'll get how easy it was to fool people. We don't perceive an objective and uniform view of world out there we assemble a subjective view of the world in here.

Beliefs handed down by 700 generations of people living a rural existence in an agricultural age did little to prepare them for the shift in paradigm that was about to occur. At first, the signs of this change were difficult to detect. Who would have guessed that discovering the humble potato in South America would cause a major upheaval in Europe?

Resigned to cycles of feast and famine, the European community of the time relied mostly on cereal products and foods that are subject to the fickleness of weather and climate. Because potatoes are grown underground, the Inca having cultivated many species from the warm lowlands to icy cold climates at higher altitudes, they were a boon to Europeans who now had a food source that was somewhat protected from Nature's capriciousness.

The introduction of the potato transformed the agricultural age into a new industrial society in a scant few years. The water and windmills that were mostly used to grind grains and press oil were soon idle.

Then, an innovative idea enabled all of that unused mechanical power to be converted into weaving and sewing factories.

Mechanization and the birth of urban life spread very quickly as the potential for manufacturing goods and reaching larger markets resulted with industrial-sized wealth.

The change in paradigm was quickly apparent as young people left country farms and villages to find work in the towns, which grew into our major cities.

Harnessing electricity then drove the conversion of the new industrial society by letting us work 24-7, making us much more productive but much less alive.

The shift in paradigm lasted less than 300 years... even if industry and productivity boosted their creativity.

In fact, almost everything we have as evidence of a modern world had its origins in the twenty-year period that surrounded our entry into the 20th century. Between 1890 and 1910, humans invented - the telephone, the radio, the automobile, the airplane, and the phonograph. We discovered X-rays, atomic energy, and fundamental new ways of seeing the fundamentals of life.

WWII marked the apex of that industrial era, as it gave women access to the salaried workforce. Women had never been paid to perform what had traditionally been men's jobs before, and we discovered that they did extremely well at them. The soldiers came home from fighting and realized the social paradigm had shifted yet again.

Home fires were no longer women's unique source of expression. Earning power tapped into their independent spirit and transformed their perception of themselves. Women's freedom had an overall liberating effect on all of society, and other castes now began to tumble down.



The introduction of television probably best symbolizes the birth of the newer information age. Suddenly it was possible to transmit live images and sounds to millions of people around the globe! We could use ideas to sell products and services, we could shape ways of behaving and set new ideals. Individuals influenced the social mind as never before. Ordinary folks contribute to global decision-making.

Since then, we've been exploring Earth's true needs. The 1940s awakened our global perception to the need for physical survival with the World at war and the new atomic threat. Our birth into an atomic age in the 1950s made us acutely aware our security and survival needs. We were spoon-fed the stuff of nightmares as cold-war paranoiacs played the MAD game – Mutually Assured Destruction.

In the '60s we awakened to our social needs. We suggested that we give peace a chance and then got all hippy-dippy about it. Then, in the 1970s, the Me Generation fueled by ego started our long descent into greed.

The '80s were supposed to explore a quality of life for all, but those days were mainly about acquiring wealth for the very few. We were divided into haves and have-nots and, unfortunately, the gap between us was widened significantly.

In the 1990's, society was aware that we, the collection of people alive on Earth, have as great an impact on our Biosphere than other natural disasters. Global warming and ozone depletion were the headlines, but these remained abstract concepts. We did start to acquire satellite pictures of our handiwork though.

Today, we see images that can be compared to those taken years ago so we have conclusive proof that we are negatively altering the conditions for life here on Earth.

The years from 2000-2024 saw our leaders talk the talk without walking the walk and, instead of taking responsibility for our handiwork, they blindly led us to where we are: At the edge of catastrophe.

We now have access to sophisticated information that would have been regarded as science fiction only a few decades ago. Our potential for doing good is awesome. Imagine - in scant seconds, we can surf billions of pages of data on the Internet. We can communicate our interests to billions of people instantly. We can surf an information super-highway of more than a billion sites where thousands more are added every day.

Our foray into these early days of the information age has proven to have both survival and commercial value. With a PowerBook, I have a doorway to the world-wide web. It lets me send and receive creative messages to or from anyone, or everyone.

I can upload or download instructions for most anything, to or from most everywhere. I can learn to manage and operate a network of any size, at any distance, in real time. I know that I'm easy to impress but this because I remember using a typewriter and carbon paper.

Despite an incredible jump in our capacity to package information, many thinkers have noticed that data in and of itself – facts – has no survival value. Didn't university graduates design atomic bombs that can exterminate millions of people? Don't graduate physicians create tons of deadly radioactive waste? Don't master chemists allow biological viruses to become weapons of mass destruction?

The continued degeneration of industrialized society shows us that just having access to facts doesn't assure a creative use of intelligence.

There is a lag between our shift to the information age and our ability to profit from its intelligence to transform our creative capital. You'll remember that the beginning of any age takes a while to get into gear.

“We are killing the Planet and ourselves with it.” screamed the headline The Gazette, English Montreal’s daily newspaper. We’ve known about the disaster for 25 years. We could have solved everything by now but instead, everything has gotten worse.

That article listed dire facts from a United Nations’ Report on environmental disasters caused by human endeavor. But are such reports enough to stem the tide? Not so far. By and large we ignore them and continue to shamelessly pollute the air we breathe, poison the water we drink, mow down the trees, dump toxins in the soil, etc., with greater intensity than before.

Largely oblivious to the global horrors we are creating, we've mandated self-serving politicians who are often in bed with greedy capitalists to do our thinking for us. Looking back at the last few years, we find disinformation and lies designed to make us miss opportunities to do the right thing.

Mismanagement is endangering the quality of our own life and is severely threatening the planet we will leave our children.

The eco-balance needed for a sustained healthy human life on Earth is reaching critical mass, the point of no return. To understand critical mass in this context, imagine that your body is producing cancer cells that your immune system is immediately destroying. If your body produces more cancer cells, or if your immune system destroys fewer cancer cells, you soon reach critical mass and find yourself in mortal combat with the disease.

Now imagine the pollutants we expel into the biosphere as cancers, and the environmental damage as the weakening Nature's capacity to restore itself. The mix gets deadlier when it reaches critical mass.

As we continue to allow the rape of the Earth still arguing about costs and debating the effects of our inaction, Nature's balance continues to deteriorate.

Think of what people say when they hear of a sudden and unexpected death. "Wow! I would have never guessed. I'm shocked. He looked fine yesterday!" Yeah, but he died today so too bad, too little, too late.

When the conditions for human life deteriorate to the point where they are out of balance, life will just end. The end of life won't be a catastrophic Big Bang though. It will be a last, mournful whimper.

Think about that. I'll be right back.

## **TRANSITION**

Hello again. The new paradigm we must explore is a change from life as self-sabotage to life as self-empowerment.

Sociologists are still debating whether we should call our response to the demands of change an evolution or simply adaptability.

In a brilliant 1965 insight, author Alvin Toffler described the limits of adaptability in his book - Future Shock. He defined future shock as - “the distress, both physical and psychological that arises from an overload of the human organism's physiological adaptive system and its decision-making processes.”

Simply put, Toffler said we tend to respond to the constant demands imposed by new information by going into a state of shock. He said we experience stress that breaks down our decision-making ability.

In “Ideas on the Edge of Natural History”, biologist Lyall Watson gives us a glimmer of hope when he writes: “In the course of human evolution, a change of mind, a new idea can have as much survival value and adaptive significant as a complete mutation of a gene.”

This change in thinking is meant to awaken us to take responsibility for our needs. Transformed by 3 paradigm-shifts in the last 300 years, society was pulled from a slow-to-change agricultural age, into an agitated industrial era, and now we are at the dizzying speed of a new information age.

Society is undergoing its latest paradigm-shift. Access to information has introduced an evolutionary world, full of creative potential and empowerment. Rather than reacting to artificial intelligence, we are meant to explore our own natural intelligence, a Sacred intelligence.

Organization in biology explains how life responds with certain predetermined instincts. I explain Nature's Survive & Prosper law through 9 principles of self-organization in Episode #3 – How Nature Manages Complex Situations.

First and foremost, we are programmed to survive, and so we need to adjust our thinking to add this information: Earth is an indivisible whole - an interdependent, diverse, and co-creative system. The Planet itself is a living entity. Our home is a biosphere.

On his return from Space, astronaut James Irwin wrote: "The Earth reminded us of a Christmas tree ornament hanging in the blackness of space. As we got farther and farther away, it diminished in size. Finally, it shrank to the size of a marble, the most beautiful marble you can imagine. That beautiful, warm, living object looked so fragile, so delicate, that if you touched it with a finger, it would crumble and fall apart. Seeing this has to change a man, has to make a man appreciate the creation of God and the love of God."

Our continued survival as a species requires a transformation: a change of attitude...of mind. And we are the only inhabitants here who can do it. Life is a far more complex concept than we used to believe. Now described as an interactive web, life itself is in a very delicate balance, as its separate parts struggle to constitute the whole.

The conditions for life on Earth are predetermined. Degrading our environment means that we not only lower the quality of available life we reduce our own life expectancy. As we break down the planetary system, we sabotage ourselves. Killing a system, also kills life inside that system.

Many people are already shifting paradigms to acquire an empowered attitude: I will help repair the harm we've done.

We are beginning to change the way we act and think about our role in the scheme of things. I know dozens of projects where people are planting trees, cleaning lakes, and protecting wilderness areas.

More aware, people are experiencing a transition wherein they are rethinking the future they want. Some are starting new careers, others are discovering a cause they can be passionate about, many more are working towards a collective dream.

People are volunteering to help the less fortunate, or they are going back to school to learn how to make a difference. A good number of them are getting excited about the change they can bring to the global agenda. They are the harbingers of the better world.

Many people, however, will remain victims of the speed at which change is happening. They are working very hard just to keep up. Those folks who are defending and maintaining the old paradigms, are more and more entrenched in their old attitudes. For them, any transition is painful.

Think of how the new technologies give birth to veritable revolutions, the effects of which are not yet understood. We trade data at the speed of light and to make things fair, we should all play by the same rules, on a level playing field, but of course that is not the case.

The developing nations are overwhelmed by a mass of data as they are unable to translate all its potential wealth into pragmatic solutions. People remain technological Luddites – i.e. fearful and distrustful of the changes. Ironically, these changes offer better and faster access to information, to data is critical to survival.

In order of importance, the following categories of information are needed to survive:

**Cognitive knowledge (the know-what):** This is a body of information linked to completing a task, job, or professional function; this knowledge can be taught and accredited.

**Higher skills knowledge (the know-how):** This is a body of information that allows us to use know-what in day-to-day situations. It also lets us find opportunities wherein we can transform life's complex scenarios and events in a value-adding way.

**Systems knowledge (the know-why):** This is a body of information that helps us identify the cause-and-effect relationship in a specific situation, event, or process; this data allows us to create circumstances, anticipate subtle interactions and manage consequences of a desired outcome.

**Self-knowledge (the care-why):** This is a body of information that demystifies self-motivation, creative intelligence, vision, strategy, and personal power. In other words, it is the self-esteem needed to acquire the know-what, know-how and know-why that will actualize our needs.

While the first 3 - Cognitive knowledge, Higher skills knowledge, and Systems knowledge - manage information that you learn out there, the 4th - Self-knowledge - has to do with the sense of personal identity that comes from learning about your in-here.

Creative intelligence has to do with how you use information and how you can transform it into meaningful acts. Without acts, nothing gets done. So to acquire power (and to get lucky) you must engage in an empowerment process. You must evolve.

Studies show that integrating change into our behavior can take from six months to fifteen years. A change that requires a personal decision can take about six months for the intent to reach an action



stage. Someone who wants to quit smoking for example, might take six months to think about it and plan it before quitting cold turkey.

Without proper preparation, quitters soon start again and continue with the old habit. They fail to manifest their intent. Body/mind must be convinced a change is a good thing before it will act.

A societal transformation, where people need a consensus to change, requires up to 15 years before it is be integrated. I knew this when I began advocating on behalf of accessibility for disabled persons in Quebec.

At the time I could have been considered a radical and I would have been avoided for insistently promoting the cause... but I knew things took time, so I shaped my message to make it evident that increasing market share is a good idea. Rather than politically crying for good works, I sold public and private interests on the idea increasing their client capital. I understood resistance, and I was never discouraged by slow changes.

Anxious for quick results and quicker bucks, CEOs introduced several change programs in the few years. With little awareness, nor respect for human stress levels, you shouldn't wonder why so many company strategies fail, or why stress costs North American industry \$330 billion U.S. dollars per year in lost productivity.

Studies that explain how people accept new ideas, also tell us a lot about how leaders are distributed in society. These studies confirm that people don't adapt to change at the same rate.

Only 3% to 5% of people are the visionaries who accept change easily, provoking solutions and introducing new ideas. To understand the visionary-thinker, consider Robert Kennedy's famous words. "Some

men see things as they are and ask 'why', while others see things that could be and ask - 'why not'?"

Visionaries are people who see possibilities and potential where the great majority of people do not. Somewhere between 5% and 10% of people are new paradigm pioneers. They see what the visionary is proposing and, without any resistance, will endorse that change. 20% to 30% of individuals are the change-oriented and motivated mass of people who want it, anticipate it as a positive thing, work for it and are ready to adopt any good idea.

Those same studies show us that 40% to 60% of people are the general mass who view change with apathy. "Tell me exactly what you want, and I'll see if I can do it!" Even when they adopt a new idea, it is most because a significant number of others have already accepted it. Ex US president Nixon called them the silent majority.

Only 10% of individuals remain non-adopters. They want nothing to do with change. As an example, there is an organization called The Flat Earth Society that refuses to accept the evidence and the science that have determined that the planet is round. Another organization has members all over the globe convinced that man never really walked on the Moon. It suggests the footage we saw was made in Hollywood. A cult believes human life began in alien test tubes, some people who deny the Holocaust and the AIDS epidemic or racial discrimination. I heard preachers who believe that Rock and Roll is "the devil's music" and there is a conspiracy theorist for every historical event.

The interesting question is what group do you belong? Are you a visionary leader or a non-adopter? How quickly would changes in your life occur if you decided to jump up one or two categories in your paradigmatic way of thinking? How would your world be

transformed if you were more open-minded and at least tried new ideas?

If you belong to the silent majority, you'll consider change after the novelty of an idea has worn off. If you are motivated, you might realize that an idea offers you a benefit. Remember that the next time you find yourself thinking: "If I only knew then what I know now."

You probably did know then, but not enough to care. In my conferences on change management, I'll mention how organizations look for new ideas, and give reasons why prosperity is driven by innovative thinking.

I'll explain, for example, that some companies innovate to improve their customers' buying experience: If they don't, the competition will, and they'll be left behind. I give examples of good and bad service providers and my audiences agree, remembering their own list of consumer beefs.

Anyone who improves products, services or procedures need be a visionary thinker. Visionaries bring ideas that improve life. They realize we have no real choice but to embrace change.

Change is constant, and so we should learn all we can about how to adapt. By being first to adapt, leaders find an opportunity to improve, and thus to better the competition.

Adapting to anything new is a four-step process. Reflect through the process:

From unawareness to awareness. Do you know about personal power? We live in changing times. We have little choice but to adapt to them. How we do it marks the differences between us. Self-

empowerment, in this context, means to better understand and manage the change process itself.

Think about it for a second. You need to rethink your career because the economy is changing society. You need to learn new rules of commerce because the Internet is a fact of life. You need to change your ways because our habitat is being devastated. You need to seek out personal power and learn to embrace change because no one is an island, no one is immune from the world. You must change if only because you are getting old, and you'll be breaking down soon.

From awareness to acceptance. Do you know there's creative empowerment process that been handed down for millennia? Do you know that learning to manage change can benefit you? Consider how defending your old habits really means self-sabotaging your dreams of a better life.

The changes required is a self-empowerment program and that begins by adding awareness of the creative process, of human motivation, and of self-management. By accepting to change, you control the way change affects your life. You decide where to change, the kind of the change to embrace, the scope or amount of change, its frequency and pace, how its effect you, and your moods.

From acceptance to action strategies. Do you have a transformational plan? Do you know what you need to help yourself or others change, i.e., training, stimulation, support, coaching, etc.? All the information is available, but you must look for it.

There are resources to help you achieve anything. Some are right at your fingertips. To start off on the right track, give a search engine a ride. I'll discuss various strategies throughout this series. But if improving your health is the first step for your needed change, start with a general check-up from a professional who can recommend the

improvements you require and go from there. Without a plan you cannot effectively manage or maintain any change program. Remember, the road to hell is paved with good intentions!

From a strategy to self-actualization. Are you ready to act? Do you have enough personal power? Procrastination, or putting things off until later, is the major obstacle to meaningful change. A lot of people believe that change automatically happens when they see a need for it. Self-empowerment is work. Change happens when resistance gives way to unbending intent.

Change is hard work, and you'll only do the work if the result is worth it. Self-empowered people start with a worthy goal to then give themselves joyfully to the work. Acquiring the will power to change is a result of the process. The process is to invest in your creative capital.

You've got to work at being happy. Anything less is self-sabotage. When you have no resistance to doing all the work, all the time, you will be at the gates of Paradise. Act quickly before you have time to talk yourself out of it. Get ready to be lucky.

Enter the pearly gates, or what we call the realm of self-actualization. The only way to change is to actualize a better life with bold actions! Why resist? Why prefer an old pair of shoes instead of wearing a spanking brand-new pair? Comfort? Habit?

I'll tell you what - it's a question of neural paradigms. We move forward by looking back.

I'm going to stop here. Please tune in next time for Episode #18 when I'll continue with my demystification of the Self-Empowerment process.

The Jungle Times Podcast

I won't be surprised if you enjoy that presentation as I explain our energy-body, or what is called the human noosphere.

Folks – a listener wrote to tell me that she gets a lot more from my podcast by reading the Transcript while I animate the Episode.

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