

Spiral Dynamics

An Introduction

Materials based upon the work of

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and

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Emergent, Cyclical, Double-Helix Model of Adult Biopsychosocial Systems Development

Spiral Dynamics

- Developmental/emergence model

Wholeview

- Describes codes in people, cultures

FlexFlow

- Works at the individual, organizational and geo-political nation-state levels

HumanBond

StriveDrive

TruthForce

- Provides a new way of framing and understanding the forces of human interactions and behavior

PowerGods

KinSpirits

SurvivalSense

Spiral Dynamics

- 8 basic waves / stages / “vMememes” observed
- Product of interaction between external conditions of existence and internal complex adaptive systems
- Open-ended – still evolving

Wholeview

FlexFlow

HumanBond

StriveDrive

TruthForce

PowerGods

KinSpirits

SurvivalSense

Alternating Types



Goals

Coping Systems

**Cultural manifestations
and personal displays**

Point of View

Life conditions

**Characteristics
vary**

Drive

Organization

Location

Systems

SurvivalSense

The world is a state of nature and instincts; act much as other animals.

Automatic/Instinctive

“I survive”

- Biology-driven, sensory
- Human as smartest of animal species

SurvivalSense

Life Conditions	Based on biological urges/drives; physical senses dictate the state of being
Goals	Survival; biogenic needs satisfaction; reproduction
Coping Systems	As natural instincts and reflexes direct; automatic existence
Cultural manifestations and personal displays	Food; water; procreation; warmth; protection; stays alive
Location	The Bush
Drive	Sharpen instincts & innate senses
Organization	Survival Band

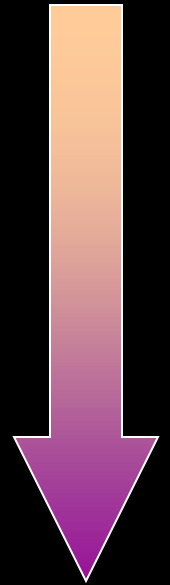
SurvivalSense

Examples

- To be human beings, not just animals
- First peoples
- Newborn infants
- Senile elderly
- Late-stage Alzheimer's victims
- People under extreme stress/shock

From SurvivalSense

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



To KinSpirits

KinSpirits

The world is mysterious and frightening; placate spirits and join together.

Animistic/ Tribalistic

“We are safe”

- Mystical spirits, signs and nests for safety
- Individual subsumed in group
- Powerful shaman/chieftains
- Thinking - Animistic

KinSpirits

Life Conditions	Threatening and full of mysterious powers and spirit being which must be placated and appeased
Goals	Safety/security; protection from harm; family bonds
Coping Systems	According to tradition and ritual ways of group; tribal; animistic
Cultural manifestations and personal displays	Rites; rituals; taboos; superstitions; tribes; folk ways & lore
Location	Enchanted Forest
Drive	Seek harmony & safety in a mysterious world
Organization	Tribal Order

KinSpirits

Examples

- Forming tribes, magic, art, spirits
- Guardian angles, Voodoo curses
- Blood oaths and Family rituals
- Mystical ethnic beliefs
- Strong in Third-world settings, gangs, athletic teams, corporate tribes

From KinSpirits

- Rituals become repressive
- Self more powerful than group
- Confronts adversaries and dangerous forces to control
- Niches are limited



To PowerGods

PowerGods

The world is rough and harsh; fight to survive in spite of others.

Egocentric/Exploitive

“I control”

- Power impulses and displays
- Hedonism and immediate sensory satisfaction
- Spontaneous, guilt-free, daring

PowerGods

Life Conditions	I like a jungle where the tough and strong prevail while the weak serve; nature is an adversary
Goals	Power/action; asserting self to dominate others; control
Coping Systems	Asserting self for dominance, conquest, and power; exploitive; egocentric
Cultural manifestations and personal displays	Gratification; glitz; conquest; action; impulsive; lives for now
Location	Jungle
Drive	Express impulsively, break free, be strong
Organization	Exploitive Empire

PowerGods

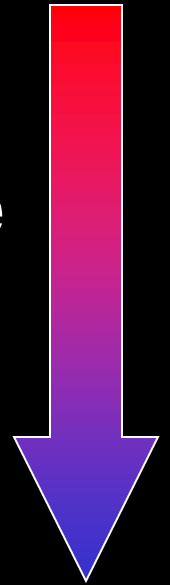
Examples

- Warlords, conquest, discovery
- The “Terrible Twos”
- Rebellious youth
- Frontier mentalities
- Feudal kingdoms
- Predatory/Prey relationships

From PowerGods

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

To TruthForce



TruthForce

The world is divinely controlled and purposeful;
obey authority, sense guilt and do right.

Absolutistic/Saintly

“We are saved”

- Overwhelmed by chaos; seeks order
- Finds purpose in causes and dedication to crusades or jihad
- Guilt-based obedience to higher authority
- Sacrifices self, now, to obtain later.

TruthForce

Life Conditions	Controlled by a higher power that punishes evil and eventually rewards good works and right living
Goals	Stability/order; obedience to earn later reward; meaning
Coping Systems	Act obediently as higher authority and rules direct; absolutist; conforming
Cultural manifestations and personal displays	Meaning; discipline; traditions; morality; rules; lives for later
Location	Cathedral
Drive	Find meaning, purpose, bring order, insure future
Organization	Authority Structure

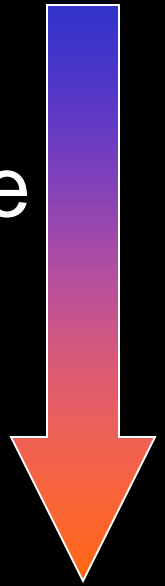
TruthForce

Examples

- Literature, monotheism, purpose
- Puritan America, Dickensian England
- Lake Wobegon and Main Street
- Fundamentalism in any form
- Patriotism, Transcendence, Causes

From TruthForce

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



To StriveDrive

StriveDrive

The world is full of alternatives and opportunities; test options for greatest success.

Materialist/Achiever

“I improve”

- Success-driven search for best answers and ways to advance
- Goal-oriented planning and strategies to do better - Affirms we can change things.
- Materialistic focus on competition

StriveDrive

Life Conditions	Full of resources to develop and opportunities to make things better and bring prosperity
Goals	Opportunity/success; competing to achieve results, influence
Coping Systems	Pragmatically to achieve results and get ahead; multiplistic; achievist
Cultural manifestations and personal displays	Materialistic; consumerism; success; image; status; growth
Location	Marketplace
Drive	Analyze and strategize to prosper
Organization	Strategic Enterprise

StriveDrive

Examples

- Mobility, individualism, economics
- The Enlightenment/Progress
- Wall Street, Rodeo Drive
- Rise of the Middle Class
- Secular over Sacred

From

StriveDrive

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



To

HumanBond

HumanBond

The world is the shared habitat of all humanity;
join community and grow personally.

Relativistic/Sociocentric

“We become”

- Consensus-seeking spirituality
- Egalitarian and humanitarian
- Tolerance/acceptance of a range of differences
- Explore the inner self and inner selves

HumanBond

Life Conditions	The habitat wherein humanity can find love and purposes through affiliation and sharing
Goals	Harmony/love; joining together for mutual growth; awareness
Coping Systems	Responds to human needs; affiliative; relativistic; situational -- be fully human
Cultural manifestations and personal displays	Egalitarian; feelings; authentic; sharing; caring; community
Location	Commune
Drive	Get to know one's self/ equalize others
Organization	Social Network

HumanBond

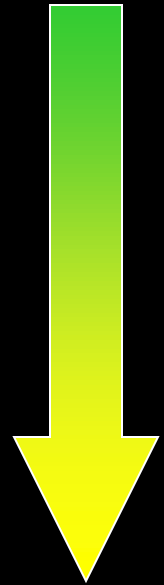
Examples

- Human rights, social responsibility
Group over the individual
- Search for inner peace/tranquility
- Doctor's without Borders
- ACLU
- Interpersonal sensitivity/harmony

From HumanBond

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

To FlexFlow



FlexFlow

The world is a complex system requiring integral solutions; explore ways of being responsibly free.

Systemic/Integrative

“I learn”

- Big-picture views of living systems
- Integrative structures and evolutionary flows
- Need to design “natural habitats” that support human emergence through steps/stages.

FlexFlow

Life Conditions	A chaotic organism where change is the norm and uncertainty an acceptable state of being
Goals	Independence/self-worth; fitting a living system; knowing
Coping Systems	Build functional niche to do what one chooses; existential, systemic
Cultural manifestations and personal displays	natural systems; self-principle; multiple realities; knowledge
Location	Natural Habitat
Drive	Integrate & align systems
Organization	Systemic Flow

FlexFlow

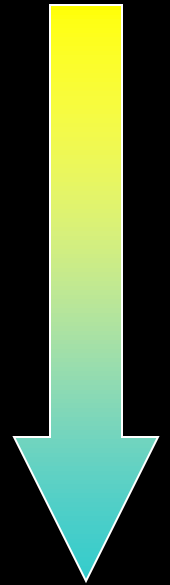
Examples

- Complexity, chaos, interconnections
- Peter Senge's organizations
- W. Edwards Deming's objectives
- Carl Sagan's astronomy
- Emerging dynamics through stages

From FlexFlow

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

To WholeView



WholeView

The world is delicately balanced interweaving forces; experience ways to re-order life's chaos.

Globalist/Renewalist

“We experience”

- Synergy of all life forms/forces
- Planetary concerns rank above narrow group interests
- Reordered world for new meaning and good of the commons

WholeView

Life Conditions	A delicately balanced system of interlocking forces in jeopardy at humanity's hands
Goals	Global community/life force; survival of Earth; consciousness
Coping Systems	Experientially to join with other like thinkers; holistic, transpersonal
Cultural manifestations and personal displays	Collective individualism; cosmic spirituality; earth changes
Location	Global Village
Drive	Synergize and macro manage
Organization	Holistic Organism

WholeView

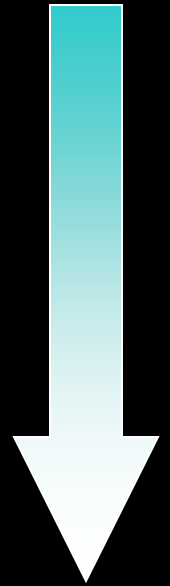
Examples

- Gandhi's ideas of pluralistic harmony
- Teilhard de Chardin's "noosphere"
- McLuhan's "global village"
- Ken Wilber's "Spectrum of Consciousness" and Holonic views

From WholeView

- Currently unclear

To Un-Named



Two Tiers

2nd Tier

Able to see the whole spiral

Wholeview

FlexFlow

1st Tier

Sees only from within
the level

HumanBond

StriveDrive

TruthForce

PowerGods

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SurvivalSense

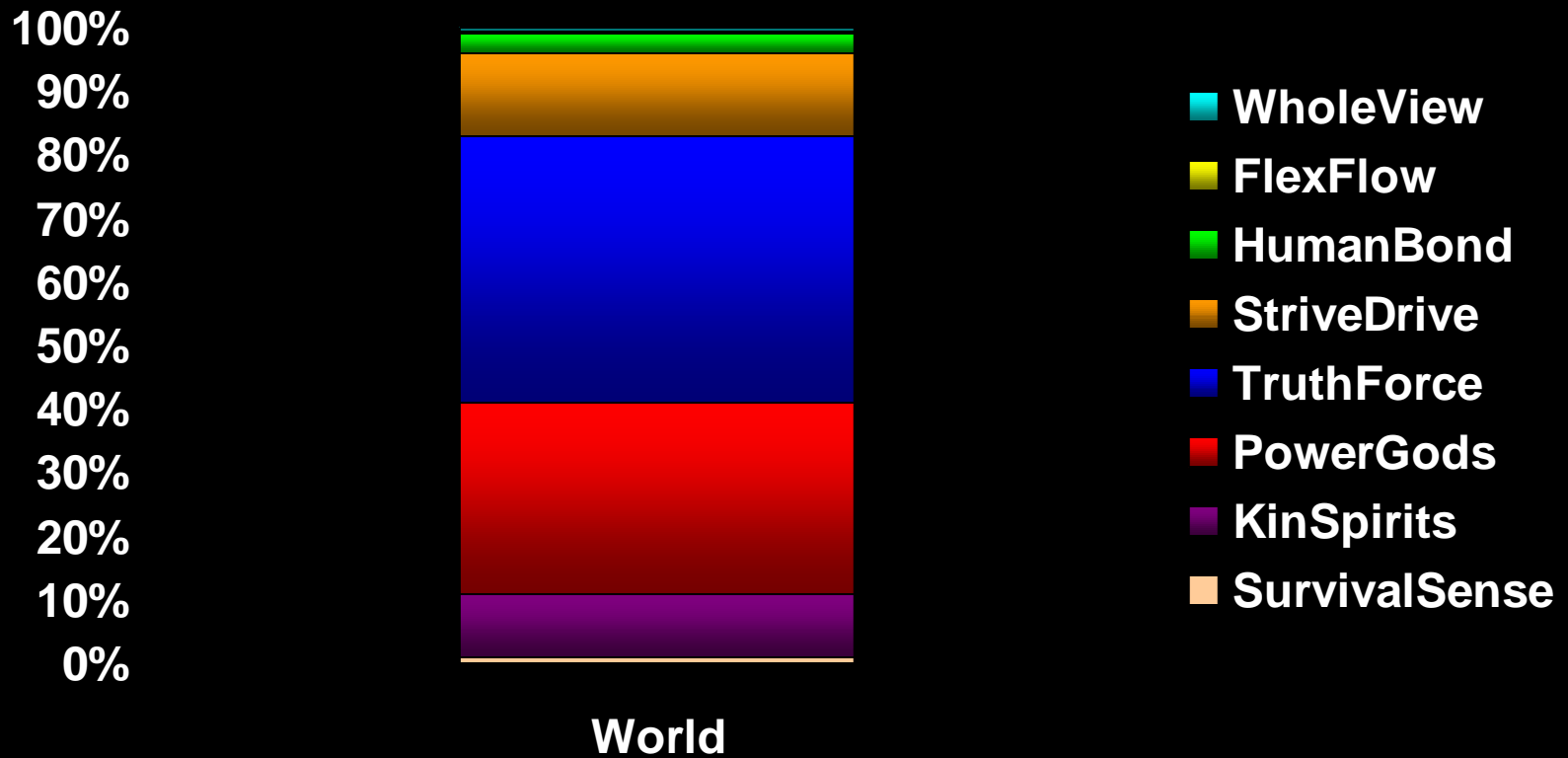
Conflict on the Spiral

Stage/ Wave	Political Form	Deepest motivation and "bottom line" justification for aggressive behavior
HumanBond	Value Communities	to punish those who commit "crimes against humanity" and protect the victims.
StriveDrive	Corporate States	to advance economic spheres of influence, or access to raw materials and markets.
TruthForce	Ancient Nations	to protect borders, homelands, hearth, preserve way of life, defend "holy" cause.
PowerGods	Feudal Empires	to dominate, gain the spoils, and earn the right to rape, pillage, and plunder.
KinSpirits	Ethnic Tribes	to protect the myths, ancestral traditions, rights of kinship, and sacred places.
SurvivalSense	Survival Clans	to keep a place in the survival niche, as in the movie <i>The Quest for Fire</i>

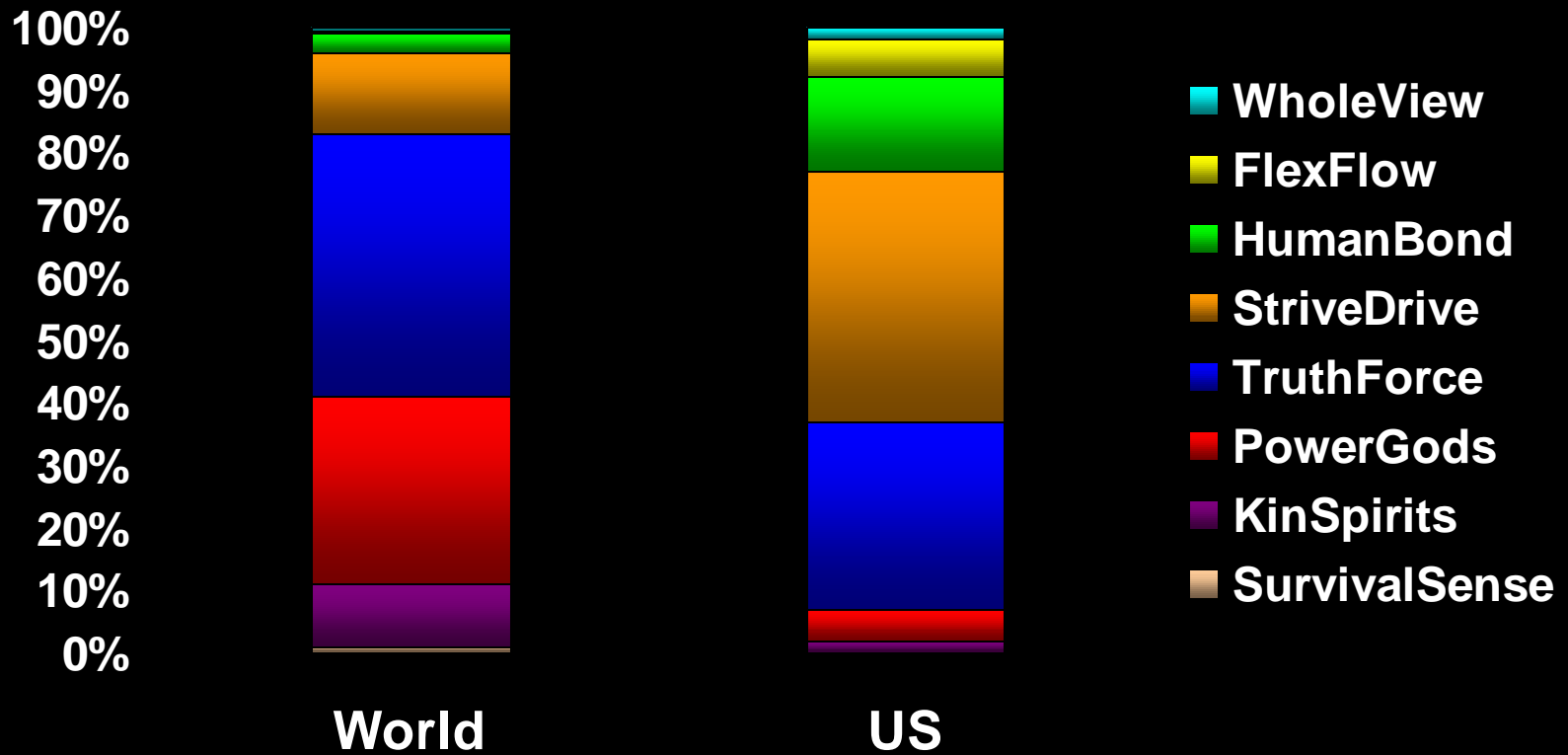
Conflict on the Spiral

- First tier focus
 - Conflict at the same level
 - Conflict between levels
- Second tier levels promote alternative, non-violent means of problem resolution

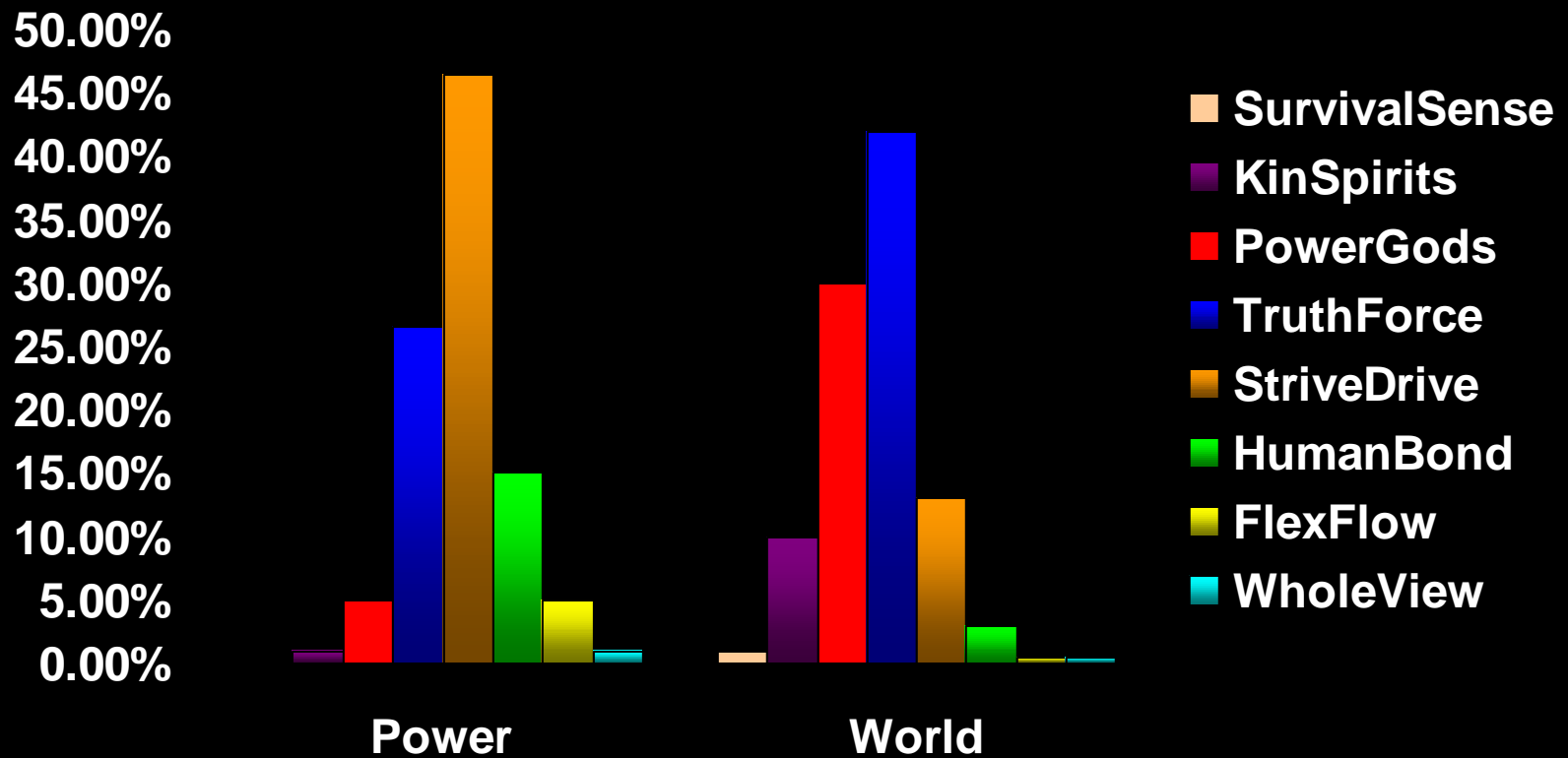
Cross Section of World Population



Population Comparison



Distribution of Population and Power by Value System



The Prime Directive

- Promote health throughout the entire spiral.
- Develop meshworks strategies to integrate, align, and synergize efforts of all stakeholders.
- Search for the master code that generates adaptive intelligences.

The Next Step ...

Add

- Ken Wilber's "Four Quadrants"
to produce
- 4 Quadrants, 8 Levels

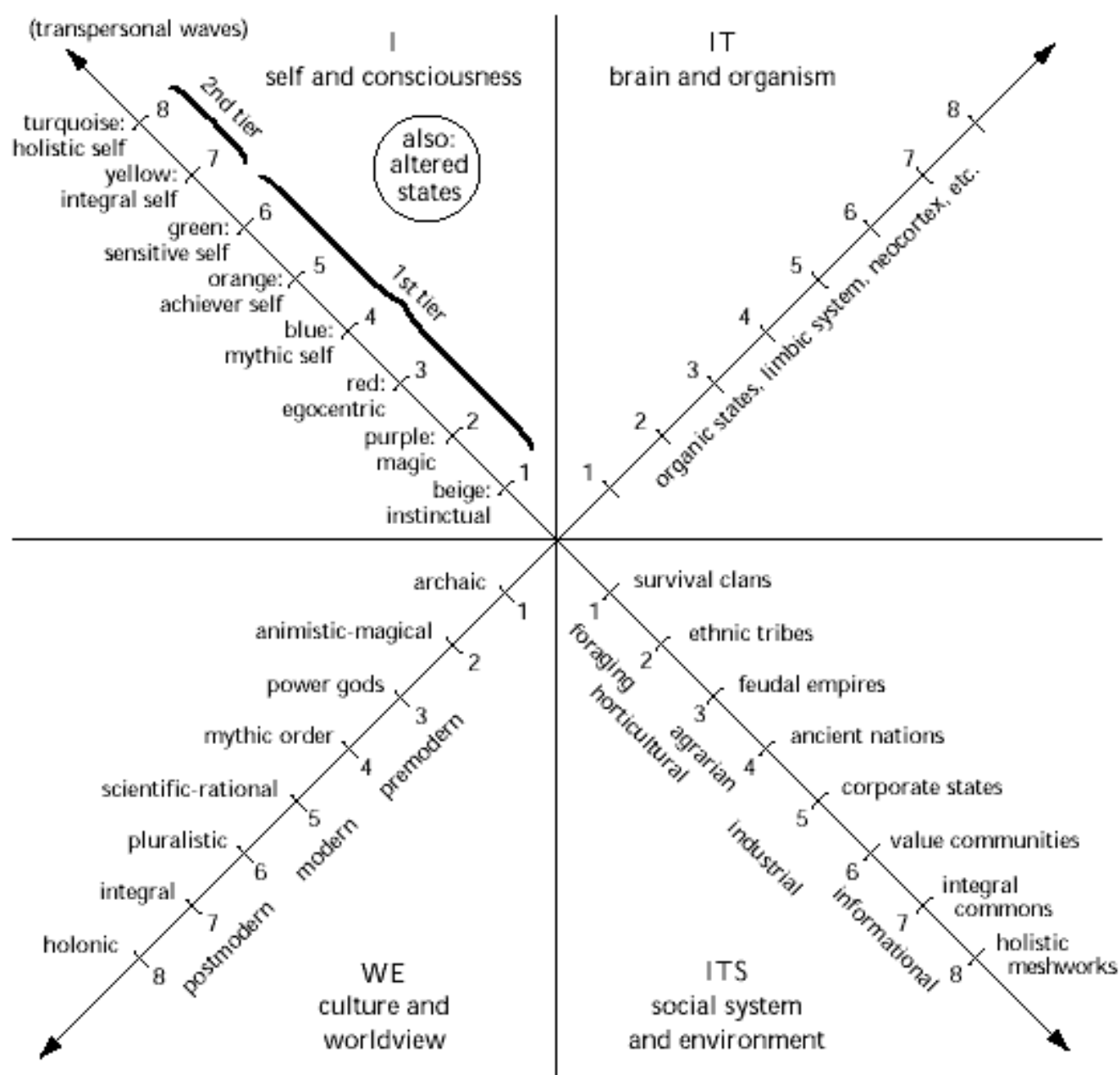


Figure 1. *Some Examples of the Four Quadrants in Humans*

References

- Beck, Don, and Christopher Cowan, *Spiral Dynamics: Mastering Values, Leadership, and Change*, Blackwell, Oxford, 1996.
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