



## CULTURAL CREATIVES: THE SLEEPING BEAUTY (PART 2)

### ARE YOU A CULTURAL CREATIVE?

This list can give you an idea. Choose (☑) the statements that you agree with.

You are likely to be a Cultural Creative if you ...

- 1  love Nature and are deeply concerned about its destruction
  - 2  are strongly aware of the problems of the whole planet (global warming, destruction of rainforests, overpopulation, lack of ecological sustainability, exploitation of people in poorer countries) and want to see more action on them, such as limiting economic growth
  - 3  would pay more taxes or pay more for consumer goods if you could know the money would go to clean up the environment and to stop global warming
  - 4  place a great deal of importance on developing and maintaining your relationships
  - 5  place a lot of value on helping other people and bringing out their unique gifts
  - 6  do volunteering for one or more good causes
  - 7  care intensely about both psychological and spiritual development
  - 8  see spirituality or religion as important in your life, but are concerned about the role of the Religious Right in politics
  - 9  want more equality for women at work, and more women leaders in business and politics
  - 10  are concerned about violence and abuse of women and children around the world
  - 11  want our politics and government spending to put more emphasis on children's education and well-being, on rebuilding our neighbourhoods and communities, and on creating an ecologically sustainable future
  - 12  are unhappy with both the Left and the Right in politics, and want to find a new way that is not in the mushy middle
  - 13  tend to be somewhat optimistic about our future, and distrust the cynical and pessimistic view that is given by the media
  - 14  want to be involved in creating a new and better way of life in our country
  - 15  are concerned about what the big corporations are doing in the name of
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making more profits: downsizing, creating environmental problems, and exploiting poorer countries

16  have your finances and spending under control, and are not concerned about overspending

17  dislike all the emphasis in modern culture on success and "making it," on getting and spending, on wealth and luxury goods

18  like people and places that are exotic and foreign, and like experiencing and learning about other ways of life.

Source: <http://www.culturalcreatives.org/questionnaire.html>

If you agreed with 10 or more, you are probably a 'Cultural Creative'.

### 'CULTURAL CREATIVES' VALUES?

Delving a little deeper into what it is that defines the 'Cultural Creatives' as a subculture amongst our midst, are newly emerging integral values, never seen before in human history (Ray and Anderson, 2000). These values are what drive these silent culture warriors; revolutionaries who are in turn changing the values that underpin the very fabric of our culture and society, across all parts of the world.

If you feel that you are a 'Cultural Creative' then you may resonate with one or more of the following values:

#### **Personal Authenticity**

You have a commitment to living an exemplary life of core values that represent your beliefs; you 'talk the talk' and 'walk the walk' with heart and fearless integrity. You aspire to make your outer and communal life, a clear reflection of your equally important inner life. You are more likely to reject owning more stuff, me-firstism, materialism, greed and displays of status.

#### **Well Developed Social Conscience, Idealism and Activism**

You are personally engaged in causes and work that makes a contribution to society and to the world, with an emphasis on the personal whilst also including a social conscience or political concern. The rebuilding and healing of society is related to healing yourself, physically and spiritually. You reject the hedonism and cynicism that pass for realism in modern society.

#### **Ecological Sustainability, Engaged Action, Whole-Process Learning and Globalism**

You are attuned to the bigger-picture and whole-system approach; having an awareness of a large range of issues and values. You desire to rebuild neighbourhoods and communities, you show a concern for planetary stewardship, ecological sustainability, population problems and support limits to growth. You see nature as sacred and you voluntarily seek simplicity. You are willing to



pay for cleaning up the environment and stopping global warming. You reject the narrow analyses and fragmented, superficial glosses in the media that don't depict actuality or explain what is known from one's own direct experience.



### **Feminism, Women's Issues, Relationships, Family**

Your main concerns are women's issues including violence and abuse of women and children, caring for elders, social activism, the desire to create caring relationships and family. You advocate for the equal rights of all people, unconditionally; feeling empathy and sympathy for others, seeing personal experiences and first-person stories as important ways of learning.

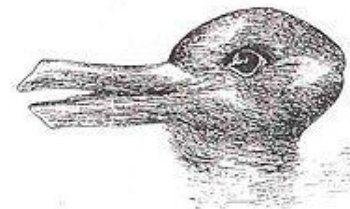
### **Altruism, Self-Actualization, Alternative Health Care and Spirituality**

You hold complex highly correlated beliefs and values centred on your inner life; a well-developed social conscience and a sturdy but guarded optimism about the future. You have a new sense of the sacred that sees a unity between personal growth psychology, the spiritual, and service to others. You maintain leanings towards holistic health and alternative health care. You tend to reject the intolerance and narrowness of the social conservatives, the religious right and most big institutions in modern society.

*(Excerpt from Ray and Anderson, 2000; and New Age Journal, January/February 1997 edition)*

If you are a 'Cultural Creative' you know instinctively; for there to be a global cultural shift, we cannot change things 'with the same mind-set that created it in the first place' (Einstein).

Enough of us need to start looking for new ways to live together on this small planet, to create a significant enough cultural paradigm shift. We need to start seeing with new eyes, the same information in entirely different ways (like the way we observe this optical illusion, do you see the 'duck or rabbit'? (Kuhn)).



We know that the evolution of nature and society is full of potential and everything could change in an instant, a small move at a critical point could shift the prevailing vision. Once upon a time, we believed the world was flat and that we were the centre of the universe, then someone dared to see it differently. We need to mobilise creativity. Creativity that refuses to accept things as they are and ask ourselves 'Why Not?' - a kind of creativity that aches to discover other ways to living and being (Kamp, Laszlo 2004).

As a 'Cultural Creative' you can have an influence on the world, by simply taking action. It would be a far greater tragedy to realise this and still do nothing. Even small acts of kindness are better, than nothing at all. For as Edmund Burke quoted 'all that is necessary for the triumph of evil is that good (wo)men do nothing'.

Thankfully, Margaret Mead reassures us to “never doubt that a small, group of thoughtful, committed citizens can change the world.” Therefore, “you must be the change you want to see in the world” (Mahatma Gandhi). For “it is not fair to ask of others, what you are unwilling to do yourself” (Eleanor Roosevelt).

Lastly in the words of Anne Frank, a child still able to retain hope while living hidden in an attic and fearing for her life “how wonderful it is that nobody need wait a single moment, before starting to improve the world.”

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If you identify yourself in any way with the values, life style choices and world views of the ‘Cultural Creatives’ and feel you have the desire to make a difference in this world and be a catalyst for positive social change, then please contact the newly formed Faculty within the Insight Foundation, the Institute of Sustainability and Social Innovation (ISSI). Ask us about our new unique program the Advanced Diploma of Management (BSB60407) in (Social) Entrepreneurial Leadership, a new nationally recognised (Australian) qualification.

As a Cultural creative and social innovator, with a desire and passion to make a difference in the world, help us ‘transform the planet, one creative impulse at a time’.

To find out what ISSI is about go to the ISSI blog at [www.issionline.com.au](http://www.issionline.com.au) and also look out for the launch of our new website [www.issionline.net.au](http://www.issionline.net.au) coming soon. If you have any questions or comments feel free to contact Vesna Sampson via e-mail: [hellothereissi@gmail.com](mailto:hellothereissi@gmail.com) or mobile: +61 409-445-631.

*References:*

*Kamp, J., & Laszlo, Ervin "Any day without a new idea is a day lost" Ode Magazine 2004*

*Laszlo, 2006 The Chaos Point: The World at the Crossroads, Hampton Roads Publishing Company*

*Middendorf, 2007 Cultural Creatives: Cultural Creatives Making a Difference for the Future*

*Paul H. Ray 1997 New Age Journal January/February 1997 edition*



Vesna Sampson is the co-founder and faculty head of the Institute of Sustainability and Social Innovation (ISSI) at The Insight Foundation , a registered non-profit teaching organisation headquartered in Perth, Australia.

ISSI offers unique services and learning programs in (Social) Entrepreneurial Leadership ( just released, as a newly accredited Advanced Diploma of Management (BSB60407), including Organisational Development, Cultural Creativity, Socaila Innovation and Ecological Sustainability.

Vesna is passionate about inspiring those who care deeply about ecology and saving the planet, about relationships, peace, social justice, self-actualisation, spirituality and self-expression 'to transform the world, one creative impulse at a time'.

She enjoys partnering with inspirational business leaders to create innovative organisational programs that foster "best employer" cultures, attract and retain "the right talent" and reward corporate citizenship.

Vesna's approach is strategic, intuitive and holistic. She recognises that organisations, like people, are living organic systems driven by relationships, change and an innate drive to evolve.

Currently Vesna is doing her Masters in Social Ecology. She is a member of the Insight Foundation, Society of Sustainable Business and Alliance for Sustainable Wellbeing.

In her day-to-day life, Vesna's mission is to create a meaningful work/life balance that is about experiencing the wonder and joy of life by spending quality time with her family whilst making a difference in the world. She enjoys art in its various mediums, music, reading, life-long learning and seeing her daughter Luka (aged 3) laugh sing and dance.

You may contact Vesna and ISSI at:

[www.issionline.net.au](http://www.issionline.net.au)

[www.issionline.com.au](http://www.issionline.com.au)

[hellothereissi@gmail.com](mailto:hellothereissi@gmail.com)

[www.facebook.com/vesnas](https://www.facebook.com/vesnas)