

ETHICS AND SPIRITUALTY IN THE NEW CIVILIZATION

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A NEW CIVILIZATION

P. DRUCKER: TRANSFORMATION

Every few hundred years in Western History there occurs a sharp transformation.

Within a few short decades, society rearranges itself : its worldview (paradigm), its basic values, its social and political structures, its arts, its key institutions.

Fifty years later there is a new world.”

Peter DRUCKER: “Post Capitalist Society”. Butterworth Heinemann, 1993, 2001, p.1.

**5 LEVELS OF
CHANGE:**

**BUT 4
ARE INVISIBLE**

5 LEVELS OF RENAISSANCE

NEW POLITICAL PARADIGM & DREAM

5

4

NEW ECONOMIC PARADIGM : KNOWLEDGE SOCIETY vision

3

FROM MODERNITY to TRANSMODERNITY: ETHICS & MEANING

FROM PATRIARCHAL TO POST PATRIARCHAL VALUES

2

VALUES SHIFT TOWARDS LIFE: "CULTURAL CREATIVES"

1



**LEVEL 1:
VALUES OF LIFE**

VALUES = A POWERFUL ENGINE OF CHANGE

Eurostat made a survey in 1997: 100 Million Europeans (25%) are "*cultural creatives*".

New vision of the world, of their life, of their couple / family, of medicine, of their profession, of other cultures, of politics (abstentionism) and of internal (spiritual) growth and transformation.

In 20 years the percentage has increased by 10% = 35%.

WOMEN LEAD THE CHANGE IN SILENCE

In this group **66% are women ...**

This means that women worldwide are leading this deep value shift towards values of LIFE.

Nobody can stop this transformation, worldwide...

HOW DOES CIVILIZATIONS CHANGE ?

Technological progress alone, is not able to push Civilizations to change.

NEW VALUES are the ONLY motor of civilizational change.

THE WORLD VALUES SYSTEM IS CHANGING

*"We are experiencing one of the most fundamental changes in history: **the transformation of the belief system of Western society.** No political, economic, or military power can compare with the power of change in our minds. By deliberately changing their image of reality, humans are changing the world. »*

WILLIS HARMAN: « Institute of Noetic Sciences » Silicon Valley, 1998

MAY BE 1 OR 2 BILLION...

In **China** 300,000,000 citizens are rediscovering the inner dimension of Tai Chi. (Falung Gong group)

In the **Muslim Bloc worldwide, 200-400 million are « cultural creatives »**. They rediscover internal growth through the mystical dimension of Islam. (Prof. Zia SARDAR, advisor of Muslim Govts)

In **Africa**, too, millions of "cultural creatives".

In total more than ***1 or 2 billion citizens***

BEYOND 100 MONKEYS

The experience of the hundredth monkey
...Once past a critical number-threshold
(100), ALL monkeys of the same race,
EVERYWHERE, begin to peel the potatoes.

Our new civilization is approaching the
critical threshold of « cultural creatives ».

Basculation is possible...probable ?

LEVEL 2 :

**BEYOND
PATRIARCHY**

FROM MATRILINEAR TO PATRIARCHAL

- MATRILINEAR(-3500)
- Goddess MOTHER
- snake = her power
- Woman = sacred
- SACRED = LIFE tree, blood, birth...
- Sacred Sex & Pleasure
- Power = life-giving
- Beauty + art
Creativity
- PATRIARCHAL
- God the Father
- Snake = devil
- women infer + sin.
- SACRED= Tree of DEATH, blood, cross...
- Sex pleasure = impure
- Power = to kill
- Ascetism is better

END OF COMMAND AND CONTROL

- Every LEADER will have to shift his approach, and the political structures towards post patriarchal values:
 - respect for the environment,
 - Importance of human relations
 - Fostering the joy of creation,
 - contact with nature, link with the cosmos,
 - Interiority, spiritual dimension

A NEW WOMAN-MAN RELATION

- In every couple around the world, we see a hidden transformation of the relation. Hence... some new conflicts!
- This means that women and men are obliged to redefine their roles and behaviours.
- Few structures are able to help couples in this unexplained transition. SILENCE.
- This is also true in the business. But not yet worked on seriously...

LEVEL 3 :

**FROM MODERNITY TO
TRANSMODERNITY**

***RETURN OF ETHICS
AND SPIRITUAL
DIMENSION***

MODERNITY = A SAD PERIOD

Modernity has been so deeply *materialistic* that it has convinced billions of people that there is no life after death.

Fortunately 30% of world citizen rediscover the internal dimension of life and after-life.

And **ethics is also back**. People without ethics seem to win. But they have no future. And they know it.

TRANSMODERN EDUCATION SYSTEMS

Our education systems are obsolete. They are still preparing for the industrial society, which is slowly marginalized...

We need a new education paradigm fostering creativity and long life learning.

We need a new concept of science, a new Metaphysical approach centered on conscience and ethics.



LEVEL 4 : THE KNOWLEDGE ECONOMY

More SUBTLE

THE KNOWLEDGE ECONOMY IS MORE SUBTLE

1. Value creation: apply K to K to produce K
2. New tool of production: Humans
3. Impossible to TRADE knowledge : SHARE
4. Measurement is NEW : *intangibles*
5. Growth becomes qualitative = sustainable
6. Women are better, if they receive power
7. Win-Win Strategies are more efficient

TRANSPARENCY
& ETHICS

NEW VALUE CREATION
PROCESS:
KNOWLEDGE +
KNOWLEDGE

NEW TOOL OF
PRODUCTION:
THE HUMAN PERSON IN
CO-CREATIVITY

NEW QUALITATIVE
GROWTH, TOWARDS A
SUSTAINABLE WORLD

NEW STRATEGY:
BEYOND WAR: WIN-
WIN

NEW ROLE OF
CULTURE
WOMEN ARE BEST

BEYOND PYRAMIDS
WOMEN ARE TWICE
MORE EFFICIENT

BEYOND PATENTING:
"OPEN SOURCE"

NEW MEASUREMENTS
= QUALITATIVE
"INTANGIBLE ASSETS"

BEYOND TRADE:
FREE SHARING
KNOWLEDGE IS LIKE LOVE



NEW CEO: ENABLING
CREATIVITY AND SHARING
IN CREATIVE NETWORKS

NEW HUMAN-
CENTERED
MANAGEMENT

HUMAN ABOVE
MACHINE (Apple)
(Positive scenario)

KNOWLEDGE: A new economic paradigm

A NEW ECONOMIC PARADIGM

Knowledge economy is definitely a new economic paradigm.

Unfortunately the Heads of State do not spread this news. Quite the opposite.

And the GAFA are also using this new economy in the old industrial-capitalist vision. They produce money, not meaning.

However one part of the Business is understanding the change

IMMATERIAL PERHAPS ALSO ETHICAL AND SPIRITUAL ?

This new business is often immaterial at 80, 90%. Not always.

Geometers are more and more in the immaterial side.

This immaterial economy is another world. Much more subtle and sophisticated.

Immaterial does not mean spiritual, but...could be.

MORE ETHICS AND SUSTAINABILITY

This new economy could be oriented towards more ethics, more respect, more sustainability, more meaning.

New Business could become a place where people love to work. (« Firms of endearment »)

For the moment, most of the time, it is not !



**LEVEL 5 :
THE NEW POLITICAL
PARADIGM**

PLATO : POLITICIANS SHOULD LEARN PHILOSOPHY

Not many politicians are esteemed as real leaders, today, because leading the change is not easy.

2500 years ago, Plato said that in order to have really good politicians they should engage in a Philosophical transformation.
« Getting out of the cave ».

Perhaps we understand him only now !

A NEW PYPE OF POLITICIANS IS POSSIBLE

A new type of politicians is possible.
Example in Tuscany.

Not as a profession but temporary service.



THANK YOU

TWO BOOKS...

1. MACKEY & SISODIA: « Conscious Capitalism » Harvard 2013. Business aims are the Beautiful, the Good and the Thruth: a really new paradigm of Business. ..which is endeared by the stakeholders!
2. F. LALOUX: » Reinventing organizations » 2014. About Companies with values and without Management structures

A
Wall Street
Journal
Bestseller



LIBERATING THE
HEROIC SPIRIT OF BUSINESS

CONSCIOUS CAPITALISM

FOREWORD BY BILL GEORGE

JOHN MACKKEY

Co-CEO, Whole Foods Market

RAJ SISODIA

HARVARD BUSINESS REVIEW PRESS

NATIONAL BESTSELLER

PETER F.
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POST-
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"The most thought-provoking book the renowned management guru has written in recent years."—*San Francisco Chronicle*



Marc Luyckx Ghisi

The new sustainable civilization is working

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THANK YOU