

# Transformation: Understanding the Decade of Change

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Have you been feeling like everything familiar is changing; work and family demands are escalating? That life is moving faster than you can keep up with because of the advances in technology and constant communication expectations, dealing with environmental tragedies, plus trying to understand all the international concerns? Do you wonder what the days, months, years ahead will bring?

Life is changing and you are not alone. We are all dealing with the building influence of change and wondering what the future holds. Great minds of our time have been contemplating the probable and potential changes that await the world particularly in the next ten years. It is destined to be a decade of revolutionary thinking and transition beyond what most of us can imagine. Where once it took thousands, then hundreds of years to feel the impact of systematic change it now takes only a few decades to see dramatic social change and even that shortened timeline is accelerating.

## **Yesterday's Mirror**

Today's speed of transformation is unparalleled, yet, there is a familiarity to the shift. Only a few decades ago during the 1970's, the world witnessed the momentous transition of an era, when the Industrial Age birthed the Information Age. It was not a simple or painless process; the headlines were filled with news about, escalating international issues, economic instability, gas shortages, and disappearing jobs. Yet, this period also initiated the launch of personal computers with Microsoft and the conservation efforts now known as the green movement was birthed during this time.

Similar areas of concerns and benefits are present in these dynamic days as the world is plunged into this new wave of change, one which is gathering speed, because as quick as an idea is conceived, technology is developed and applied as we enter the Conceptual Age. This new era is a time of tremendous shift, a period which dictates focus be placed on cognitive creativity, teamwork, empathy and meaning, to build economic stability and strength. It is a time which requires humanity's whole brain utilization; the tandem activation of both intellect and intuition for a robust perspective and enhanced creative process to find solutions for issues yet imagined.

## **What Lies Ahead?**

The coming decade promises to be a pivotal one in which all that you think you know will shift. Advances in communication technologies have already presented a preview to the scope of cultural, social and economic changes which are possible. Think about the impact Google initiated only twelve years ago, or Facebook, and Twitter a few years later. They have changed our vocabulary, the way we "talk" with one another, originated new consumer purchase points and brought the world closer together by eliminating geographical boundaries. Technologies are evolving and no doubt the relational impact will continue to be felt in every aspect of life.

Media will be redefined to accommodate our exploding technology usage. The traditional roles of publishing, radio and television will be challenged by availability of integrated handheld-devices. How information is received, stored, and shared will be vastly different than seen in the past. Electronic data distribution will become more targeted and personalized.

Reorganization of major institutions and government agencies will be required because the current structures are not equipped to handle the demand for services created by the expansive changes of the last few decades. International politics will dominate as boundaries grow ever closer; when communication expands the globe shrinks. Government and law enforcement agencies will further link databases and resources to create a stronger international network for crime prevention.

We'll see a heightened level of economic interdependence throughout the world. From natural resource distribution to labor pools, government, and business will play a growing role in achieving peace, productivity and prosperity. Globalization of manufacturing production continues to increase cross-border reliance. Corporations will see a shift in workforce placement as tele-commuting, home offices increase and fresh collaborative technologies are introduced. An international pool of qualified labor brings increased competition to the workplace for realigned employment opportunities.

Conscious capitalism is on the rise with an expanding commitment from businesses to implement a new model which integrates social responsibility while considering community concerns and developing relationships at every contact point. Local economies thrive with a focus on working together creating new entrepreneurial opportunities and building on regional strengths. The "buy local think global" mindset supports sustainability and becomes more integrated in everyday decision-making.

Worldwide energy use will increase as purchasing power expands in China and India substantially adding to the number of cars in circulation along with an increase in electricity consumption. Alternative energy needs evolve becoming a principle requirement in the years ahead. Economic gains for the individuals and countries which answer the need for new energy sources are inevitable and renewable programs realign wealth.

Educational systems must be reformatted to embrace the learning needs of the current generation and beyond. Specialized services are essential; universities and colleges have already begun to launch niche majors in support of specific expertise. Sustainable business, strategic intelligence, and nanotechnologies are a few of the offerings available with more to come.

Science will deliver breakthrough technologies and rediscover ancient healing modalities. As research projects present their findings questions of morality will demand attention as the options for regeneration are brought to the forefront. Nanotechnologies will pioneer amazing healing methodologies. Personal responsibility and awareness of potential health surface as an integrated approach to healthcare is established.

The Internet and emerging technologies link the world to create a recorded history on evolutionary scale. The expansion of interconnectivity is now fashioning a neurosphere of collective knowledge. Intelligence linked with individual transactions will shape human consciousness significantly beyond the decade. How will you manage these changes?

## **Coping with Change**

Finding spiritual sustenance and community is a good foundation for dealing with the day to day situations life presents. A spiritual renewal is underway as the call for authenticity is echoed around the world. Individuals are being called to live with passion and purpose.

There is no denying that the speed of change has escalated dramatically and there is no escaping it, change is here to stay. Personally and collectively we must learn to live with change, not hide from it or fear it. Change can be intensely private yet, is often profoundly universal. Taking steps,

independently fortifies you for the personal journey ahead and provides a foundation for later cooperative projects.

Initiating a personal wellness program is an integral part of embracing change. Taking charge of your health, mind, body and spirit insures that you are operating from strength prepared for what life may bring to you. Following are recommendations to help you in transition and beyond:

<p><b>1. Create Spiritual Connection</b></p>	<p>Expand your relationship with the Divine through prayer, meditation and contemplation. Remember, every activity can be completed in grace.</p> <p>Spend time outdoors to reconnect with the majesty of nature.</p> <p>Keep a gratitude journal; life is full of blessings and unexpected gifts.</p>
<p><b>2. Improve Mental Fitness</b></p>	<p>Let go of worry; clear your mind by addressing concerns and fears by taking positive action.</p> <p>Keep learning, explore areas of interest.</p> <p>Watch a comedy; laughter heals and releases fear.</p>
<p><b>3. Strengthen Relationships</b></p>	<p>Cherish partnerships and family, develop deeper friendships, and nurture all relationships through kind attention and care.</p> <p>Be willing to give and receive trust and love.</p>
<p><b>4. Be of Service</b></p>	<p>Donate your skills, talents and funds to your neighbors and community. Whether helping a single person, or contributing to a larger group your actions count.</p>
<p><b>5. Maintain Physical Well-being</b></p>	<p>Follow a healthy diet, exercise program and sleep schedule to optimize personal fitness and bolster your overall sense of joyful wellbeing.</p>

### Becoming a Global Change Champion

Intertwined global issues and dependencies are a core element of the Conceptual Age evolution. This progression into a new age stresses the need for collaboration, compassion and purpose. How we treat one another on a global basis defines our future as the days ahead offer a renewed opportunity to bring community to the forefront of humankind’s shared goals and responsibilities.

Humanity shares a commonality in its basic needs and desires. A safe place to live, clean water, good food and education are the fundamentals for the physical while a sense of belonging and love is the foundation for emotional well-being. Working together we can meet many of those needs.

One person, making a decision to make a difference for the betterment of the others can set a ripple in motion with a global reach. PeaceKeeper Cause-Metics is a prime example of that ripple effect. It is the first cosmetic line to donate to human right issues for women. Founder, Jody Weiss, had a dream to support women around the world through consumer dollars. As an all-benefit company PeaceKeeper, gives *all* of their distributable profits to charity after taxes, debt repayment, financing costs and reasonable working capital reserves. They are helping women around the world through education programs teaching sustainable life skills.

Better Worlds Books is another outstanding company donating over \$4 million for global literacy in less than ten years. Founded by three college friends, Xavier Helgesen, Jeff Kurtzman, and Chris Fuchs in 2002 they formed not only a company but a pioneering social enterprise, a business with a

mission to promote literacy around the world. Through their partnership programs they have raised over \$7.8 million and over 32 million books from landfills.

Perhaps, the most familiar brand of business with a purpose is Newman’s Own. Since the company 1982 inception they have donated over \$280 million dollars. Through personal conviction and company commitment this organization has touched the lives of thousands and become a household brand with a story. Consumers not only like the products they know they are helping a child in need.

Don't think you have to have a multi-million dollar business to help with global change. There are simple ways to invest in the betterment of the world. Following are five ways to champion global change:

<b>1. Consumer Choices</b>	Buy from companies which have strong social responsibility programs. For example, Target returns 5% to local community programs.
<b>2. Encourage Education</b>	Learn something new every day and share it! Take an interest in the children around you and around the world; sponsor education programs that nurture creativity and solution thinking.
<b>3. Go Green</b>	The choices you make have a ripple effect from water and electricity usage to the preservation of natural resources. Focus on reducing your carbon footprint, and leave the world better than you found it.
<b>4. Heart-centered Living</b>	Lead by example; allow others to witness the depth of your Divine connection through your positive words and actions in every interaction. Believe in the best outcomes and take action to achieve them.
<b>5. Volunteer</b>	Become part of vital change organization. Follow your passion and add your support to the community and abroad.

**Together we can....**

Create a new world; the Conceptual Age presents the opportunity to integrate intellect and intuition with teamwork to create harmonious change. Each day brings the choice to embrace change, fear it or initiate it. What will you choose?

Today is the perfect time to take inventory of your life. What would you like to change? Start with one area and begin the process of transformation by clearly stating your goals and taking consistent action to achieve them. Give yourself time to be still even as life is speeding up, take the opportunity to contemplate the alignment of your actions to your personal beliefs. Are you living the life you desire? Visualize the changes you’d like to make; take action to begin the process of transformation. As Mahatma Ghandi said " *We must be the change we wish to see in the world.*"

How would you like to contribute to the world? Humanity is undeniably linked. How the world proceeds in the evolution ahead depends on the decisions you make. Stretch your imagination and unleash the creativity within to discover new solutions to old problems. Community is the cornerstone of global well-being. With the advent of ever-evolving technologies there is greater occasion for connection with less face to face interaction. Enrich your sense of belonging by joining like-minded individuals dedicated to positive transition in your neighborhood.

We need one another more than ever; a smile, a compassionate word can lift spirits to encourage camaraderie that extend beyond a single being. Unifying with a commitment to building flourishing communities is paramount as humankind embarks on the course of transformation and embraces a

spiritual renaissance. Reach beyond yourself, to others around the block and around world, call on the wisdom within, to become an enlightened change leader. You can make a difference. Commit to brilliant transformation through positive thoughts, words and actions!

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