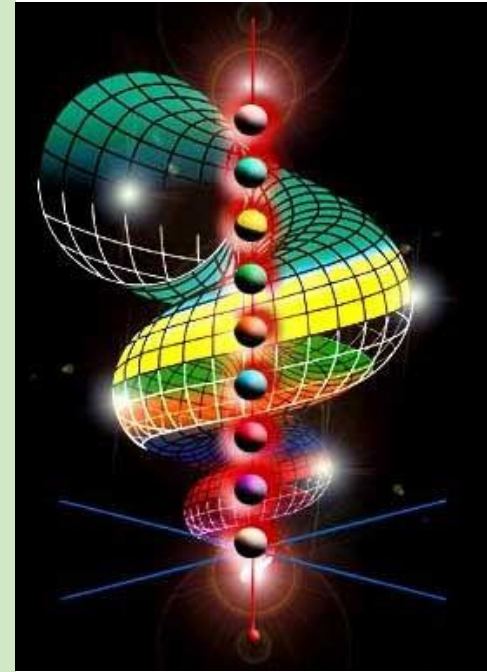
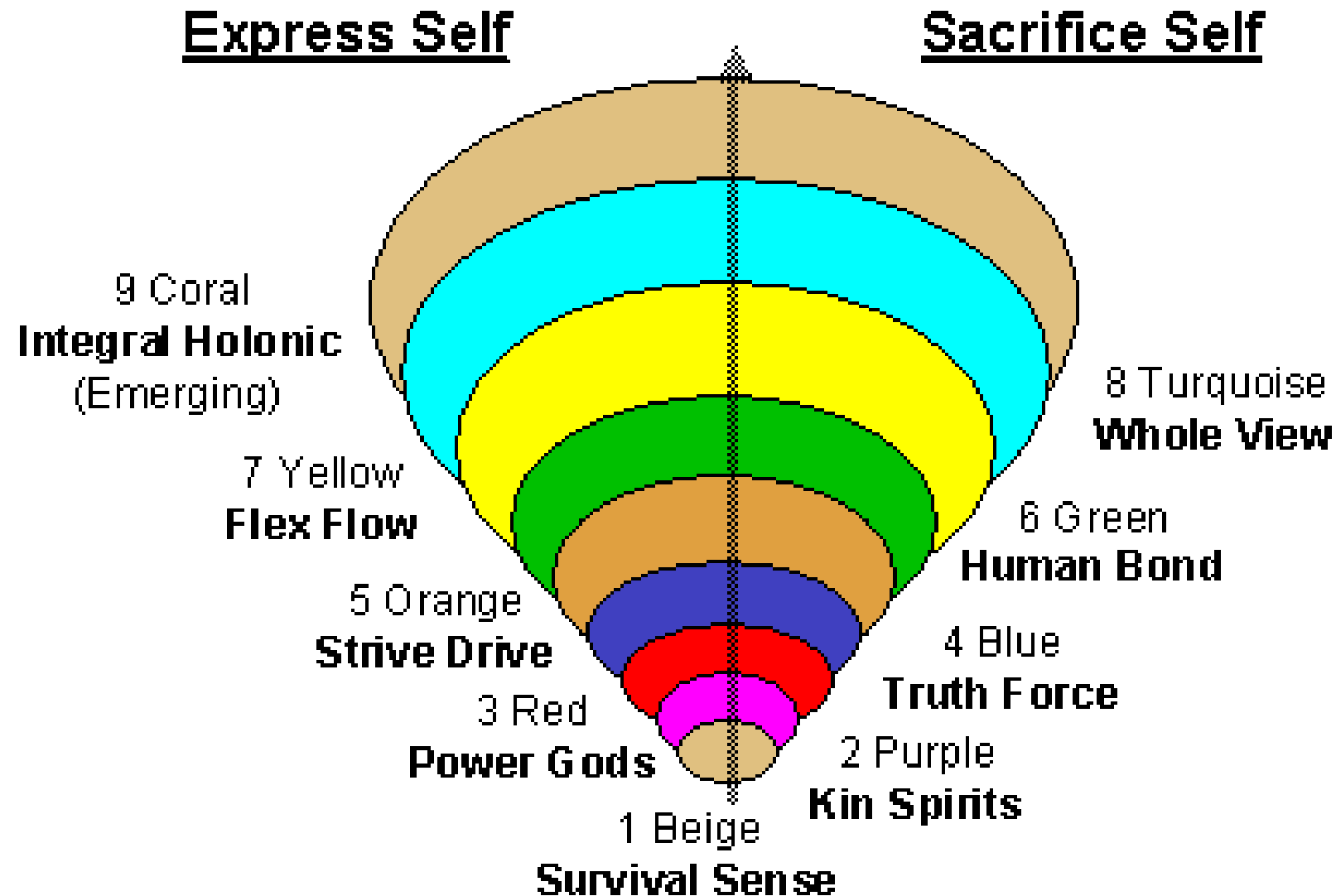


# **PENETRATING THE MEAN GREEN vMEME**



**2017 IAMSR – Fayetteville, AR**  
**Jim Lockard**

# SPIRAL DYNAMICS – QUICK REVIEW



# MEMEs & vMEMEs

- **MEME** = element of a culture or system of behavior
- **vMEME** = value system
  - **MEME** container
  - Deep mindsets & worldviews
  - Underlying thinking & value systems, coping systems, levels of existence



# LIVING CONDITIONS & LEVELS OF EXISTENCE

- **LIVING CONDITION** = The Conditions in the Surrounding Societies, Cultures, and Subcultures
- **LEVEL OF EXISTENCE** = v**MEME**
  - The levels of complexity on the Spiral
  - Values System
  - When one's LoE matches the LC, the person is said to be in congruence

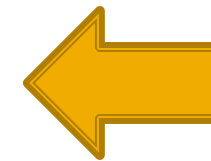
# SPIRAL DYNAMICS – The Dynamics



The DYNAMICS of SPIRAL DYNAMICS Include the EVOLUTIONARY EMERGENCE of new, more complex Levels of Existence as human beings find themselves in more complex Living Conditions.

- The Dynamics drive the Levels of Existence.
- A person can be centered primarily at one level, can be straddling two levels, or be centered at a place in between levels.
- All levels exist within each person, either as actualizes or potential vMEMEs.

# SPIRAL DYNAMICS



**TRANSCEND  
&  
INCLUDE**



# Level 2 – Purple

- TRIBAL – began about 50,000 years ago
- Magical/Animistic vMEME
- Able to support social groups up to 150 or so
- The World is Full of Spirits and Mystical Signs
- The Tribe comes first
- Focus on Family and Ancestors
- Rituals, Shamans, Blood Oaths, Seasonal Cycles
- New Age Spirituality/Elements in All Modern Religion, re-emerges at Blue and Green (ritual & symbolism)

# Level 2 – PURPLE



# LEVEL 3 - RED

- EGOCENTRIC vMEME – began about 10,000 years ago
- **Impulsive – Power Gods - Individualistic**
- The World is a Jungle Full of Threats
- **Strongest and Most Cunning Survive**
- Saving Face – avoiding Shame and getting Respect
- **No Empathy – Others either Dominate or Serve You**
- Feudal Kingdoms, Street Gangs, Epic Heroes & Bond Villains, Impulsive violence, “Terrible Twos”

# LEVEL 3 - Red



# Level Four – BLUE

- TRADITIONALIST/AUTHORITARIAN vMEME – began about 4,000 years ago
- Communal – Self Sacrifice
- World has Meaning & Purpose – Ordered Existence
- Absolute Right & Wrong
- Conformity/Obedience to Authority/Ultimate Truth
- Bureaucracy – Everything is Written Down – Rules
- Puritan America, Codes of Chivalry & Honor, Large Institutions, Monarchy, Tradition, “isms” (Nationalism)

# Level Four – BLUE

**God Said It, I Believe It,  
That Settles It**



# Level Five - ORANGE

- MODERNIST vMEME – began about 300 years ago
- Individualistic/Achievist/Scientific Rational/Strategic
- The World: Marketplace full of Possibilities/Opportunities
- Play to Win; Use the System to Your Own Benefit
- Self-Reliance, Risk Taking, Profit- & Status-Seeking
- The Enlightenment, Corporate World, democracy, Professional Sports Leagues; Fashion Industry; Scientific Community; Self-Help Industry; Prosperity Gospel

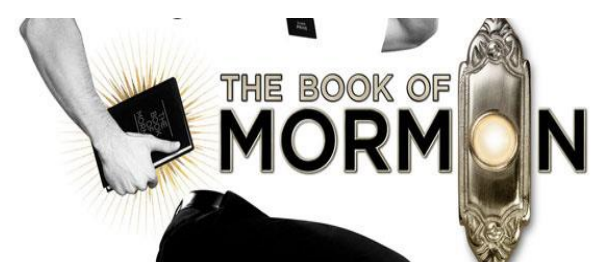
# Level Five – ORANGE



**Audi**



Mercedes-Benz





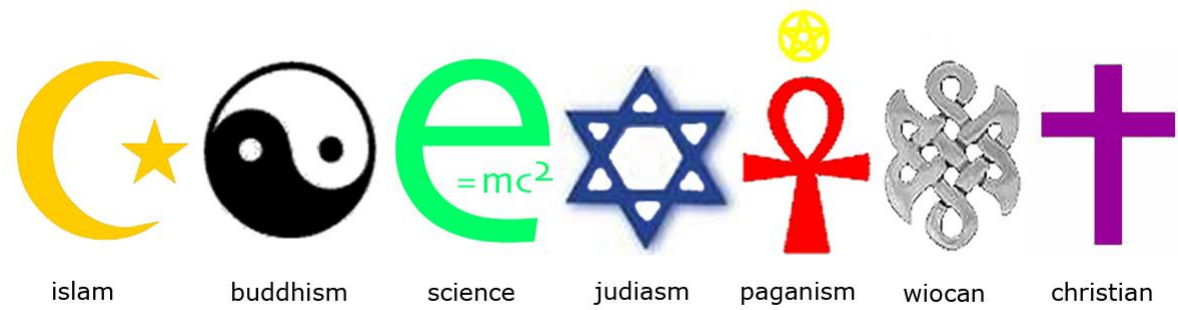
**RED – BLUE – ORANGE**

# Level Six – GREEN

- POSTMODERNIST vMEME – began about 100 years ago
- **Communitarian/Humanistic/Egalitarian**
- The World is a Shared Human Habitat which should be free from Dogma & Authoritarianism
- **Feelings take Priority over Outcome; consensus valued**
- Every Voice Must be Heard; Decisions are Processed
- **Human Rights Movements; Communes; Non-Profit Sector; Academia; European Union Governance; Socialized Medicine**

# Level Six – GREEN

c o e x i s t



**The POLITICALLY CORRECT MANIFESTO**  
**WHOEVER IS DECLARED**  
**THE BIGGEST VICTIM GETS**  
**TO BE THE BIGGEST BULLY**



# Level Six – GREEN

European Union Agency  
for Fundamental Rights



# Marriage

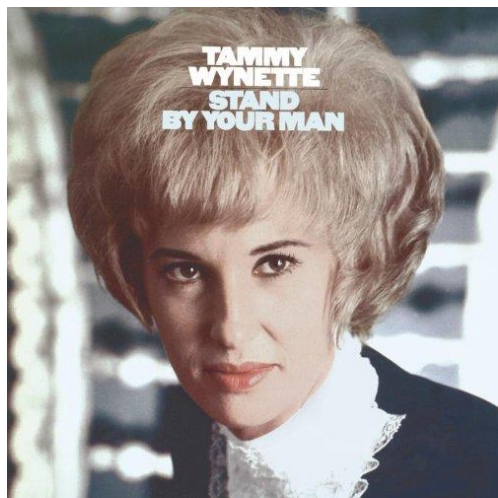
Blue



Orange



Green



# Business

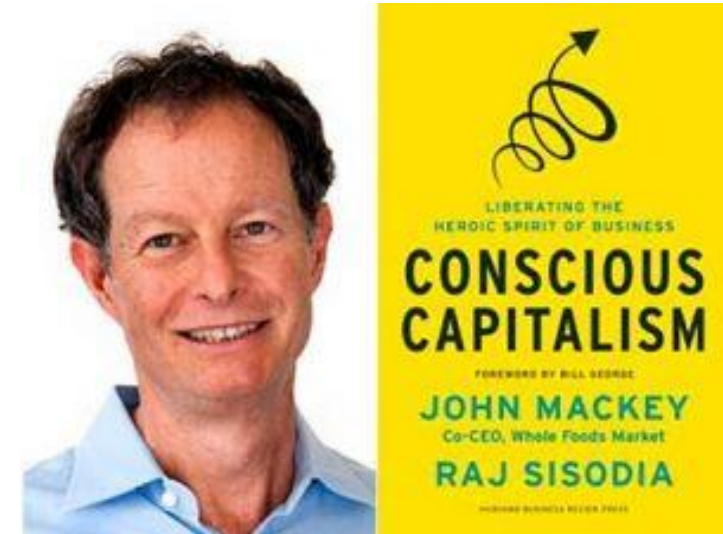
Blue



Orange



Green



Always  
Dreamed of  
Becoming a  
Massage  
Therapist?



# Level Six – GREEN

- KEY CHARACTERISTICS of GREEN:
- Complex – Capable of Systems Thinking
- Indecisive –
  - Anti-authoritarian; Anti-hierarchical
  - Every voice must be heard
  - No one should be offended or made to feel bad
- No Labels –
  - Everyone is equal; everyone has the same potential
  - Very pro-diversity (tolerant of outsiders/intolerant of insiders)
  - Political Correctness – Microaggressions
- Relativistic
  - Every belief system is equally valid – Who is anyone to question?

# Level Six – GREEN

- SOME ISSUES WHEN GREEN IS DOMINANT:
- Indecisive –
  - Decisions may be postponed indefinitely
  - Seeks, even demands Consensus rather than Majority Rule
  - Decisions must take everyone's feelings into account
- No Labels –
  - Resistant to the idea of excellence; high reject of Orange values
  - Policing language and behavior
  - Political Correctness – little or no tolerance for less evolved ideas
- Relativistic
  - Very hard to hold people accountable or have “difficult conversations”

# SPIRAL DYNAMICS



Beige	Instinctual/Very Simplistic
Purple	Tribal/Communal/Rituals/Animism
Red	Egotistic/Individual/Save Face
Blue	Traditional/Communal/Institutions
Orange	Scientific/Rational/Individual/Achiever
Green	Egalitarian/Communal/Feelings
Yellow	Integral/Individual/Very Complex
Turquoise	Holistic/Communal/Spiritual

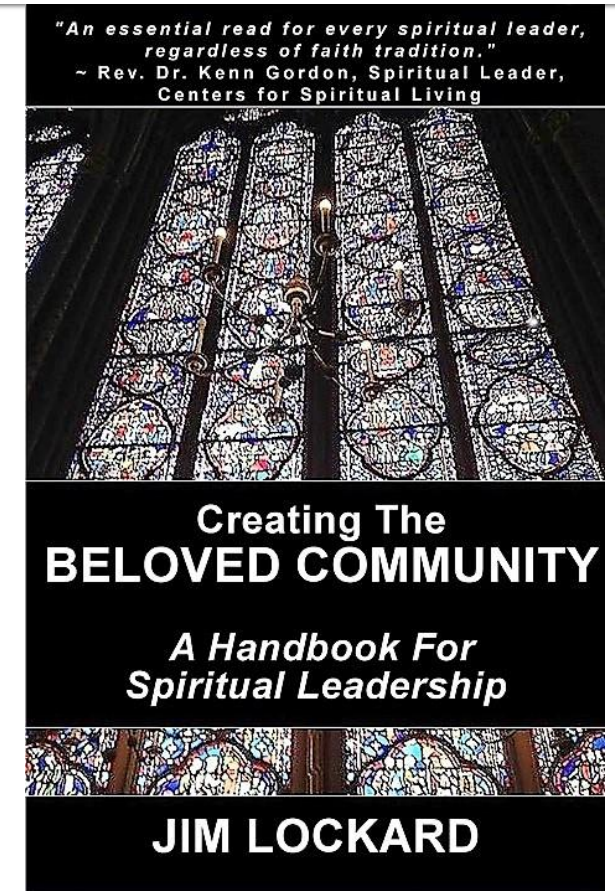
# STAYING IN TOUCH

## ■ BLOGS:

- NewThoughtEvolutionary.wordpress.com
- JimLockardOnWine.com

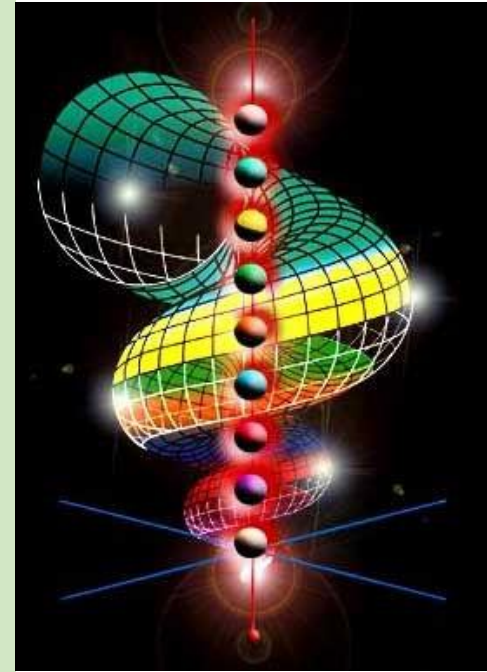
## ■ SOCIAL MEDIA:

- Facebook: [Jim Lockard](#)
- Twitter: [@JimLockard](#)
- LinkedIn: [Jim Lockard](#)
- Email: [JimLockardTravels@yahoo.com](mailto:JimLockardTravels@yahoo.com)



Available at Amazon.com  
(Kindle & Paperback)  
Also at DeVorss.com

# **PENETRATING THE MEAN GREEN vMEME**



**2017 IAMSR – Fayetteville, AR**  
**Jim Lockard**