



## Lesson 2: Managing Your “Self”

### *2-C, Mental Self-Management*

In the beginning of Lesson 2, I offered the acronym S.E.L.F. as a way of understanding the many facets of our Self that we must manage. The acronym stood for:

Spiritual Self-Management

Emotion/Mental Self-Management

Lifestyle Management

Food Management

In this chapter of “Managing Your Self,” I want to take up the topic of mental self-management. In particular, I want to explore a concept that I have mentioned a number of times, but refrained from describing in detail: the meme.

Our Learning Objectives for this lesson are:

1. To learn about the nature of memes and <sup>v</sup>memes.
2. To become familiar with memetics and the influence of both general memes and <sup>v</sup>memes in your life.
3. To become clear on the mechanisms by which <sup>v</sup>Meme *evolution* takes place.
4. To recognize when our own memes and <sup>v</sup>Memes are retarding our individual, family, community, state or national evolution.
5. To explore methods of eradicating unwanted memes and protecting yourself from unwanted viruses of the mind.
6. To identify memes that you wish to eliminate and make a plan of action to reinforce your chosen elimination process. *Take back your mind!*

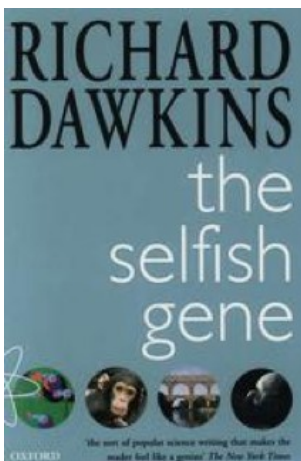


## The Nature of Memes

The story of the meme begins back in the 19<sup>th</sup> century with Charles Darwin. Darwin, of course, is credited with developing the biological theory of *evolution by natural selection*. I want to begin our discussion of memes with a brief summary of Darwin's theory since this theory really is the foundation for memetics. During his voyage around the world on the *HMS Beagle*, Darwin began to formulate a simple but powerful theory that explained the amazing biological diversity that we see in the world and how organisms could come to change over time. The theory proposed a simple mechanism called "Natural Selection," and it required three simple conditions. In order for natural selection to work on a population of organisms, that population must:

1. have variants
2. have variations which are heritable – i.e. offspring resembled their parents
3. have heritable variations that contribute to or detract from the organism's ability to survive and reproduce.

So imagine, for example, a population of gazelles and that these gazelles appear in long-legged and short-legged varieties, that leg length is a trait that could be inherited and finally that leg length contributed to running speed. Now suppose that you have a population of 50 long-legged gazelles and 50 short-legged gazelles. How do you imagine the population will change in a few generations? Presumably, faster running means a gazelle is better able to outrun its predators and for that reason, more long-legged

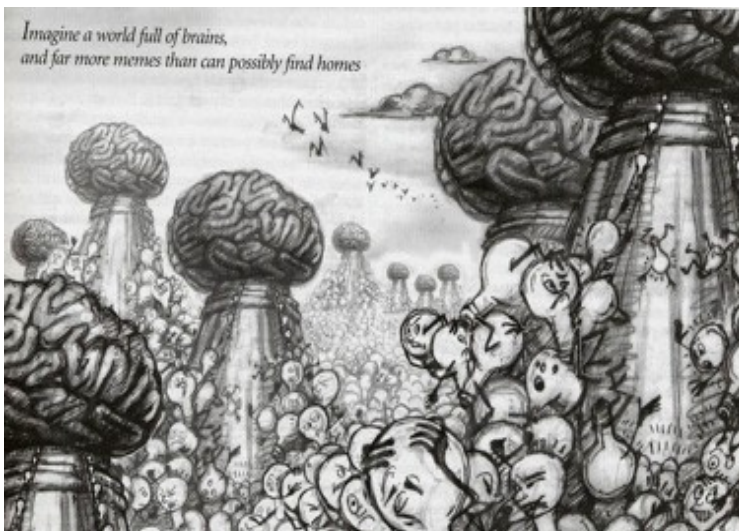


gazelles will survive and reproduce. Over time, fewer and fewer short-legged gazelles will appear in the population until there are none left. This is natural selection at work – it changes the make up of the population over time. Of course there may be many different kinds of variants in a population – fur length, pattern coloration, horn length etc –and natural selection would be working on all of these at the same time. Accumulate enough changes in the population and in many generations the resulting organism might look nothing like its ancestors. With this elegant theory, evolutionary biology was



off and running. Of course, the science has changed a bit over the last 150 years, but natural selection still remains at its heart.

The next step in the theory of memetics didn't take place for another 120 years. In 1976, Richard Dawkins published a book entitled *The Selfish Gene*. The main thesis of the book was that natural selection did not act on organisms, but rather on the genes found inside of those organisms. Plants, animals, humans and bacteria are, on Dawkins's view, merely vehicles for the genes. Our interest in this book lies in a short chapter in which Dawkins ventured to extend Darwin's theory. Dawkins proposed that natural selection would operate on *any* class of entities that demonstrated the three properties I listed above whether organic, inorganic or otherwise. Dawkins then proposed that ideas or beliefs could come to have these three properties. That is, certain ideas clearly reproduce by taking root in other people's mind, that ideas can vary in certain ways and that these variants can be more or less fit to survive depending upon the nature of the idea. Take, for example the belief that the world has a shape. This general idea has a number of variants: that the world is flat, that it is a sphere with a hard crust and a molten interior, and that it is a hollow sphere. Each of these is a belief that was entertained at one period in time. They came to be held by different groups of people. Yet as time passed, two of those beliefs came to die off, just as the short-legged gazelles began to die off. They simply couldn't compete with one variant in light of emerging evidence. Thus natural selection could act on beliefs or ideas. Dawkins dubs these thoughts that compete with each other to survive and reproduce, "memes."



Of course, beliefs and ideas aren't like tigers or trees, at least not in the biological sense. They are symbiotic organisms – they require another living being as their environment for sustenance and shelter. Without our human brains to provide beliefs with a living



environment, they would disappear on this earthly plane. The resemblance between memes and other symbiotic organisms is more than just a passing likeness. Symbiotic relationships fall into three classes:

1. Parasitism – where the symbiont benefits from the relationship, but the host is harmed.
2. Neutralism – where one of the two organisms benefit but the other is completely unaffected.
3. Mutualism – where both organisms are benefited by the relationship.

These relationships can have profound effects on both organisms as well. For example, I describe a case of mutualism in my forthcoming *Lifting the Veil of Deception*. In the very first chapter of this book I refer to a very small fungi that produce Mycorrhiza – specialized roots that grow into the root systems of larger plants so that there can be a mutual exchange of nutrients. In this case, both the host and the fungi gain from their relationship.

On the other hand, cases of parasitism can be even more dramatic in nature. There is a parasitic barnacle named *Sylon hippolytes* that infects certain crabs. The parasite does three things in male crabs:

1. It castrates them
2. It alters the shape of their shells so that there is space in the crab for its eggs
3. It alters the behavior of the crab so that it will distribute those eggs for the barnacle.

In short, the barnacle changes the crab's physiology and behavior to suit its own needs. Since it is castrated, the crab cannot reproduce. The crab loses big time in this relationship.

Memes too can have wide ranging behavioral and physiological beliefs. Take, for example, the meme that “coke goes good with anything!” While the impact of being under the influence of this meme isn't quite as direct as the crab parasite, it can institute



strong behavioral and biological changes on your body by causing you to drink coke. Just ask any C.H.E.K Practitioner about the effects of coke on your body and you'll see that this is true!

On the other hand, memes can engage in mutualistic relationships with humans as well. Take the meme "organic food is good for you." This may be a less populous meme than the coke meme I describe above, yet it is a growing. Not only does the meme perpetuate a healthy mind and body for its host, as I will describe in later chapters of Lesson 2, but the effects of holding the meme reflect back on the meme itself – it benefits greatly from having a strong and healthy host.

In many ways, though, memes are more complex than symbiotic organisms. Like insects they often work together in a colony of sorts, with certain memes taking on various roles. A religion, for example, may be a whole colony of cooperating memes that work together to ensure that they all continue to survive. The science of memetics refers to these colonies as a *meme complex*. And, as I said, often times different memes within the complex will take on different roles or employ different strategies in order to survive. Memeticists (scientists who study memes) recognize two categories of these specialized memes so far:

1. **Offense Memes** – these are memes that suggests reward (perceived or real) for their survival or replication. This is a strategy that encourages *meme infection*. Coke provides us with another great example here: "Have a coke and a smile!" You can see the suggested reward of good feelings almost explicitly built into the meme. Advertising agencies quite frequently rely on offense memes to sell their products – it's a lot easier to get people to buy something if they believe that there's a reward somewhere for them for buying the product.
2. **Defense Memes** – any meme that suggests punishment (perceived or real) for *failing to support or reproduce the meme*. The belief that non-Christians would go to hell is an example of a powerful defense meme. It is this meme that, in part drove, missionaries to convert Native Americans to Christianity. The conversions,



of course, further perpetuated the meme that non-Christians will be punished for their lack of Christianity.

So let me sum up. Memes are self-perpetuating ideas that compete with other ideas for a living host – human beings. Memes reproduce using a number of different strategies, some by the promise of reward to the host and others by the threat of punishment. Memes are symbiotic organisms in so far as they require a host to survive and they can have either beneficial or harmful effects on their hosts. Memes can also band together to further increase their ability to survive and reproduce. Such a collection of memes is called a *meme complex*.

### **The Social Matrix and the Ideosphere**

The world we live in now swims with memes and other cultural influences. The fabric of our society is constructed out of these cultural influences and we call this social fabric Social Matrixes. Social scientists categorize these social matrixes by the range of their effects or how many people they influence. There are three general categories of these social matrixes:

1. The Root Social Matrix (RSM) – This is the underlying worldwide conglomeration of the accumulated social and cultural influences of humanity. The memes and cultural influences that constitute the root social matrix influence the greatest number of people.
2. Meta-Social Matrixes (MSM) – These are the highest divisions of the root social matrix. The best example would be any nation.
3. Sub-Social Matrixes (SSM) – These are groups or sects within any larger meta-social matrix. Any Christian Denomination would be a sub-social matrix. The American Medical Association and its tenets would constitute a sub-social matrix as well.



The essence of a social matrix is that it is a collection of tenets and beliefs that tie members of the social group participating in the matrix together.

In addition to occupying certain social matrixes, all memes reside in what is called the Ideosphere. The ideosphere is analogous to the atmosphere or biosphere. Just as biological life is dependent upon an atmosphere and biosphere for life, memes are dependent upon and exist in the ideosphere. Your body and nervous systems represent both an antenna system and replication system that receives and transmits within the ideosphere.

I wanted to talk about the social matrixes and the ideosphere because most of us tend to think of the environment as purely physical, measured in temperature, humidity and wind speed. But the world we live in is far more complex than that, consisting of other organisms and a social tapestry that has a rich flora and fauna all its own. Managing your mind means understanding the nature of this social environment.

### Memes and You

Now we know that memes can have a variety of effects on us in the abstract but its important to understand the kinds of relationships that we can have with the memes that live with us. The vast majority of society is unaware of the memes that inhabit them. They unwittingly embrace these memes and allow them to have their way with their psychologies and their bodies. These people are called *controlbots*. Controlbots are part of the root social matrix and in virtue of that are infected with common memes, *most of which are generated and spread by corporate entities, universities, mass media, religion and government.*



This definition of controlbots brings us to the concept of a vampire. As I said, most memes are generated or created by corporate entities, the media, the government and so forth. Unlike biological organisms, memes can be designed and created rather easily and there



are many organizations that take advantage of this fact and use it to their advantage. The collection of organizations that generate the memes found in the root social matrix – the memes that have the broadest concentration – are vampires. Managing your mind means carefully identifying the vampires and tracking how they alter the root social matrix.



The ultimate goal as a PPS Practitioner is to become what I call a free thinker. Free thinkers may be inhabited by memes, but they are aware of their memes. Free thinkers understand the possible memes that can affect them and take steps to ensure that they are only providing an environment for *mutualistic memes*. In short, they rationally evaluate the memes in the social matrix and choose which to accept into their lives. In this way they avoid the influence of vampires.

### Understanding Values Memes

In the previous section, we learned about memes – symbiotic beliefs that compete with each other to reproduce themselves in the minds of humans. I now want to talk about a specific kind of meme: values memes. Values memes or <sup>v</sup>memes help to inform and define the value set that we live by. While some of these memes can help to create understanding, caring, happy people, other values memes can create a life of pain, stagnation and unhappiness. As we learned in Lesson 1, identifying your value set is one of the most important steps in living your legacy. This chapter will help you to focus even more clearly on the nature of your values and help you to determine whether those values are really helping or hindering you on the road to your legacy.

Before I begin, let me recommend two books that are very important to the discussion of <sup>v</sup>Memes. They are *Levels of Human Existence* by Clare Graves and *Spiral Dynamics* by Don Edward Beck and Christopher Cowan. Both of these books offer in depth analysis of the concept of <sup>v</sup>Memes and I will draw heavily on the both of them for this chapter. If you find this subject matter interesting, I highly recommend these two books.





### ^Memes: An Introduction

#### Values Memes Defined

Values Memes are essentially valuing systems. They are:

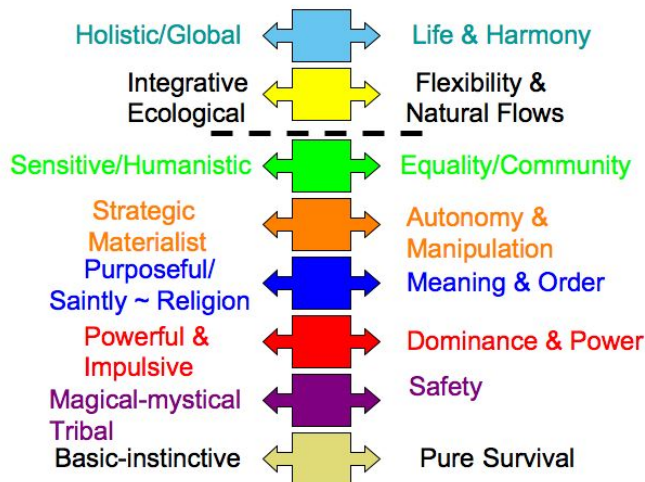
1. World views
2. Levels of psychological existence
3. Belief structures
4. Organizational principles
5. Ways of thinking or modes of adjustment

For example, some ^memes have to do with what you feel is important or essential to survival. Regardless of the values memes you hold, they will influence your behavior dramatically.

#### ^Meme Characteristics

1. ^Memes represent core intelligence that forms and directs human behavior.
2. ^Memes impact upon all life choices as a decision-making framework.
3. ^Memes can manifest themselves in both healthy and unhealthy forms.
4. ^Memes are a discrete structure for thinking, not just a set of ideas, values or causes.
5. ^Memes can brighten and dim when life conditions change (life conditions consist of historic times, geographic place, existential problems, and social circumstances).

#### Basic ^Meme Structure





### *The Basic <sup>v</sup>Meme Structure*

<sup>v</sup>Memes differ from memes in that they are “values attractors,” while the typical memes as described by Richard Dawkins in *The Selfish Gene* are essentially self-replicating beliefs. <sup>v</sup>Memes can play a deeper role in our psychology in many ways. <sup>v</sup>Memes serve as a sort of magnet, attracting particular kinds of memes to them to build a value set with certain defining characteristics.

As you can see from the chart on the top of this page, Dr. Graves saw these values memes as organized in a hierarchy. The right side of the chart describes the memes in terms of their focus or what the particular meme is aimed at achieving. The left side of the chart describes the memes in terms of how widely its considerations range, e.g from the individual in the first level, to global at the turquoise level. The left side also of the chart also describes some of the key psychological traits associated with the meme, for example, powerful, strategic and instinctive. Ordered as it is, the hierarchy describes not only a historical trend in the evolution of human values, but a path of individual development as well. Essentially, the hierarchy is ordered by levels of expanding awareness achieved by humanity as a whole as it evolves and individuals in particular as they develop. The expanding awareness is two-fold. It is both a greater awareness of the world and all that is in it as well as an awareness of the increased responsibilities that come with the greater understanding of the world.

Starting at the bottom, you will see a basic-instinctive <sup>v</sup>meme whose focus is on pure survival. Once the individual masters the challenges of pure survival, he progresses to the level of securing personal and psychological safety by banding together in Tribes and forming tribal associations. This is the purple level of <sup>v</sup>memes. Having secured safety, individuals are now free to explore their personal power, including dominance over other members of their tribe and family. This is the red <sup>v</sup>meme level. The expression and test of personal power generally leads to conflict and disorder. The continual conflict pushes humans to develop some sort of meaning out of the chaos brought about by the struggle for power and this leads to the blue <sup>v</sup>meme level. However, imposed order creates new conflicts. Humans are both social creatures and individuals. We possess an ego. Therefore, the order imposed by the blue <sup>v</sup>meme creates a new conflict. How does one



exercise free will and personal power in the face of imposed social structure? This pressure creates the level of the orange <sup>v</sup> meme. This level of thought about autonomy and the manipulation of society and its rules in order to exercise personal power creates conflicts of its own. In chief, the manipulation of others for personal gratification leads us to considerations of equality and fairness in communal living.

There is an important trend here that you may have already picked out. Progress always comes as a result of some conflict. Each new achievement, however, creates a new conflict and this in turn generates further developments - conflict and achievement producing more conflict and achievement. This is the path of personal development as well as human evolution.

Graves describes the trend in this way:

At each stage of human existence the adult man is off on his quest of his holy grail, the way of life he seeks by which to live. At his first level he is on a quest for automatic physiological satisfaction. At the second level he seeks a safe mode of living, and this is followed in turn, by a search for heroic status, for power and glory, by a search for ultimate peace; a search for material pleasure, a search for affectionate relations, a search for respect of self, and a search for peace in an incomprehensible world. And, when he finds he will not find that peace, he will be off on his ninth level quest. As he sets off on each quest, he believes he will find the answer to his existence. Yet, much to his surprise and much to his dismay, he finds at every stage that the solution to existence is not the solution he has come to find. Every stage he reaches leaves him disconcerted and perplexed. It is simply that as he solves one set of human problems he finds a new set in their place. The quest he finds is never ending.

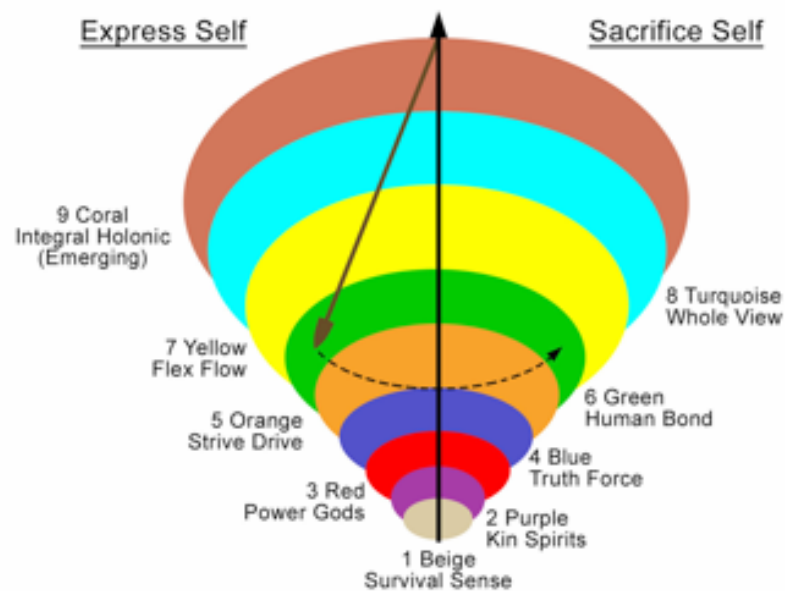
In short, we go through waves of challenges and problem solving. This is no different than what we see in nature. The environment produces selection pressure, which in turn creates adaptation in the face of these new challenges.



## Principles Underlying Spiral Dynamics of Dr. Clare Graves

In describing <sup>v</sup>memes, Dr. Graves sets out the following principles that govern the creation of and transitions between values memes:

1. Human nature includes a capacity for new <sup>v</sup>memes to awaken without eliminating old ones.
2. Changing life conditions can activate <sup>v</sup>memes that may emerge, surge, regress or fade in response to those changes.
3. The overall Spiral is forged by a pendulum-like alternation between the self-expressive, internal controlled 'me' (survival, power, achievement, flexibility), and the self-sacrificing, externally-anchored 'we' (relatedness, purposeful, consensual, global). As you watch an individual's life span you will see this values meme pendulum swing. In one situation, you may see their pendulum completely pointing at survival all the way at the bottom of the beige. In another



situation they may be worried about recycling and saving the planet all the way up at the green. Typically people alternate between we and me values memes as they evolve throughout their life.



4. Each <sup>v</sup>meme comes in phases, either in personal passage or historic epoch, like waves on a beach. Entering as a surge, dominating the scene as a strong peak, and then exiting from prominence to be replaced by another. The suggestion is that as we evolve historically and personally, given values meme rises up to become dominant and fade away to the development of next values meme. The old values memes do not disappear though, new <sup>v</sup>memes are simply built on top of the old ones. One important consequence is that at any stage of your own development if a <sup>v</sup>meme is dysfunctional, you run the risk of having all other meme structures be equally deficient.
5. The emergence of thinking along the spiral is from lesser complexity towards greater complexity.
6. <sup>v</sup>MEMES coexist as mixtures. For example, a generally consensual GREEN-oriented character may activate his or her power seeking RED aspect in sports, and call up an ORANGE achievement oriented orientation in marketing meetings. We carry our previous stages with and may call upon any of those memes within our psyche as needed.

### **The Emergence of Values Memes**

I want to look now at each of the levels of <sup>v</sup>memes in some detail. This is important, because as I said, not only do each of these levels of values represent historical trends in human development, they also identify personal levels of psychological and emotional development. My hope is that with an understanding of <sup>v</sup>memes you will be better able to understand yourself and where you are in your own personal evolution. It will also help you to identify and eliminate disempowering <sup>v</sup>memes in your life, while fostering empowering memes.

#### *Beige*

The beige <sup>v</sup>meme first appeared early in human evolution approximately 100,000 years ago. It's not hard to see why, since the meme is centered around basic, pure survival. The goal is to meet basic physiological needs, such as warmth, food and reproduction. Above, you can see a chart describing the nine primary qualities that characterize the value system created at this level of development. A quick scan of these qualities shows



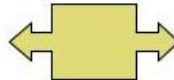
that people operating at the beige level are in many ways much more like animals than humans. They operate on instinct, have no conscious value system and their main goals and motivations are satisfying basic physiological needs, such as eating and sleeping.

Levels of Existence as Seen by Dr. Clare W. Graves <i>from... "Human Nature Prepares for a Momentous Leap," The Futurist, April 1974</i>								
Level	Learning System	Thinking	Motivational System	Specific Motivation	Means Values	End Values	Nature of Existence	Problems of Existence
A-N	Habituation	Automatic	Physiological	Periodic physiological needs	No conscious value systems	No conscious value systems	Automatic	Maintaining physiological safety

**BEIGE: 100,000 years ago**



Basic-instinctive



Pure Survival

*Purple*

Having solved our most basic issues of survival, humans formed tribal associations and developed the foundations of society in tribal associations. Because of this social organization we have enough food for periods of rest as well as time for worship and warfare. Our primary motivations still center around physiological needs and safety is our

**PURPLE: 50,000 years ago**

Levels of Existence as Seen by Dr. Clare W. Graves <i>from... "Human Nature Prepares for a Momentous Leap," The Futurist, April 1974</i>								
Level	Learning System	Thinking	Motivational System	Specific Motivation	Means Values	End Values	Nature of Existence	Problems of Existence
B-O	Classical Conditioning	Autistic	Assurance	Aperiodic physiological needs	Traditionalism	Safety	Tribalistic	Achievement of relative safety



Magical-mystical Tribal



Safety

end value and our problem of existence. This means security in the form of resources and protection from predators and other tribal groups.



*Red*

Having attained social structure and some measure of security in terms of resources and protection, the possibility now exists for individuals to learn about and exercise their own personal power. This personal power often comes in the form of domination of other members of the tribe. Individuals existing at this red <sup>v</sup>meme level are very ego centered. They have just become of the difference between themselves and other members of their social group. Because they are the center of their world, their goals revolve around supporting their interests and securing their needs for themselves. And while their motivation is still survival, it is a different kind of survival. Their new motivation is *psychological survival* or the maintenance of their ego. This is why they are so driven to dominate others.

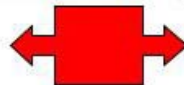
Historically, this period of evolution represents a shift in the nature of social structures as well, particularly in regards to sex roles in society. Around 10,000 years ago, humans began to move from hoe farming to oxen domestication. The agricultural age began and this meant women no longer tended to crops. Men were now responsible for food, because they had the necessary strength to handle plows. This led to a radical shift in power and the development of patriarchal societies as well as accumulation of power and armies. This shift in power also led to a shift from the worship of female gods as life-

**RED: 10,000 years ago**

Levels of Existence as Seen by Dr. Clare W. Graves <i>from... "Human Nature Prepares for a Momentous Leap," The Futurist, April 1974</i>								
Level	Learning System	Thinking	Motivational System	Specific Motivation	Means Values	End Values	Nature of Existence	Problems of Existence
C-P	Operate-Conditioning	Egocentric	Survival	Psychological survival	Exploitation	Power	Egocentric	Living with self awareness



**Powerful & Impulsive**



**Dominance & Power**



givers to male gods as life-takers.

### *Blue*

While the purple <sup>V</sup>meme made war possible, large-scale conflicts really didn't take place until the advent of the red <sup>V</sup>meme. The combination of an ego and power centered psychology combined with the free time provided by an agriculture system bolstered by newly harnessed animal support meant that humans had the time and inclination to genuinely war with each other. It is out of the chaos generated by the red <sup>V</sup>meme that the blue values system arises.

The conflict caused by the red <sup>V</sup>meme created a need for order and security. There are really two senses in which order was necessary during this period of development. The first is the sense in which humans could not live under the constant threat of destruction through violence. In this way strong, long standing governments and religious orders appeared. The second sense of order was the need to find meaning in the world. The chaos caused by the red <sup>V</sup>meme wasn't simply physical, but psychological as well. There was a genuine drive to understand the behavior of others in the world as well as to provide ourselves with some sort of psychological succor in the face of large conflicts between societies. This is where organized religion finds its place. It is during this phase, approximately 5,000 years ago, that we began to develop absolutist notions of right and wrong, sinner and saint, good and evil. The clear guidelines provided a way of understanding the world and one's place in it while going about our daily lives.

Blue values systems are alive and well today. Most of the world's major religions sprang up during this period of human development and often you can see many of the qualities of the blue system described in the chart above in devoutly religious people. Again, this values system's specific motivation is to provide order and meaning. People who tend to participate heavily in religion are often people that need some form of order and meaning in life. If you aren't living your legacy you will need structure and if it takes a Sunday School teacher or pastor to provide structure, that may be the best you can get. Moreover, this system also operates on the notion that sacrifice is the primary means of attaining the end value of salvation – the psychological succor that I mentioned above. There are a tremendous number of people on the planet that believe they must sacrifice in this life in





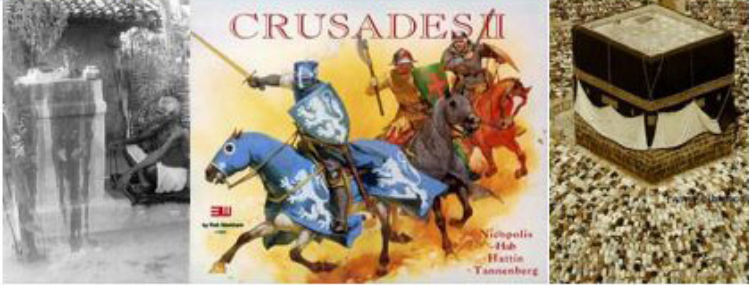
order to gain entrance into heaven. “You can enjoy life when you’re dead.” This sacrifice can take a number of forms. It may mean giving up, in some measure, some of the ‘Earthly pleasures.’ One example might be forgoing sex except as a means of procreation. In other cases, the sacrifices may include income and material goods. Whatever the case, the heart of sacrifice is rejection of the Earthly in exchange for an assurance of salvation after death.

Unfortunately, the conflicts that emanate from this value system are at the root of many people’s pain and suffering today. Of course, much good has come from the blue V meme system. Many beautiful people have found peace of mind through it. However, if you’re honest about the truth, the negative effects have probably been significantly greater than the positive. There is a sense in which this is acceptable and natural. It is at the point where the values of a V meme system fail to effectively solve the problems facing humanity that we are encouraged to move forward to find a new solution. The important message here is to know the limits of the V meme and be careful to avoid getting sucked up by it. You could find yourself forgoing life now in hopes of salvation later.

**BLUE: 5,000 years ago**

**Levels of Existence as Seen by Dr. Clare W. Graves**  
*from... "Human Nature Prepares for a Momentous Leap," The Futurist, April 1974*

Level	Learning System	Thinking	Motivational System	Specific Motivation	Means Values	End Values	Nature of Existence	Problems of Existence
D-Q	Avoidant Learning	Absolutistic	Security	Order, Meaning	Sacrifice	Salvation	Saintly	Achieving everlasting peace of mind



Purposeful/  
Saintly ~ Religion ← → Meaning & Order



*Orange*

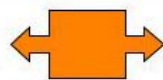
As I said, one of the key features of the blue values system is the institution of an absolutist, social and religious order. This generates a new conflict. Humans have an ego. This ego develops in strength and influence as they pass through the red <sup>V</sup>meme stage of development in their personal growth. The need to express and nurture one's own identity is powerful and difficult to suppress. In the face of a system of social order imposed by the blue <sup>V</sup>meme, the ego and the ability to exercise personal power through choice is challenged. It is out of this challenge that the orange <sup>V</sup>meme appears. Because the blue order punishes for violating its order, the key identifier of the orange <sup>V</sup>meme is to "express the self covertly so as not to arouse the anger or fear of others in a world full of opportunities to compete, win and make things continuously better and better."

The person who operates from the orange <sup>V</sup>meme breaks away from the pack and the blue meme ideology. She works to come up with more efficient ways of doing things and makes use of the abilities of those around her so as not to arouse anger and fear of others. She may come up with a revolutionary idea, but knows that if people know why or what it is going to do, it will trigger a response from the blue <sup>V</sup>meme.

ORANGE: 300 years ago



Strategic  
Materialist



Autonomy &  
Manipulation

Historically the advent of the orange <sup>V</sup>meme marked three important revolutions in human evolution. The first, not surprisingly, is feminism, which began in 1792. The patriarchal conformist order had been in place for centuries before the orange <sup>V</sup>meme was to appear. Of course, women, just as much



as men, possess the need for self-expression and personal empowerment. The rise of the blue <sup>V</sup>meme provided the right sort of pressures for feminism to come to the fore.

The second important event that occurred during the rise of the orange <sup>V</sup>meme is the emergence of the scientific method. We began to explore the world in earnest, testing and theorizing. We learned that we could manipulate not only each other, but we could channel the forces of nature. Towards the end of the orange values system era, we built the steam engine, expanding our range and rate of travel and the telegraph allowing communication at high speeds. Humanity began to put technology to use to improve our lives in ways never before imagined.

Finally, the rapid appearance of new technology drove trade and business to levels never seen before. These new technologies and new manufacturing potentials provided opportunities for enterprising minds to exploit. The orange values system saw the dawn of true entrepreneurialism.

### *Green*

The previous three values systems had seen a great deal of brutality. The red <sup>V</sup>meme made possible true warfare and the blue <sup>V</sup>meme brought it to new heights with events such as the crusades. Even the orange <sup>V</sup>meme made possible a different sort of conflict, since the heightened entrepreneurialism created greater and greater economic class distinctions, creating increasing poverty. People slowly began to realize that there must be more to life after the origins of entrepreneurialism with the orange <sup>V</sup>meme and the brutality of the blue. Emerging technologies also begin to create new problems. With the rise of the industrial revolution, people begin to see the effects of abusing technology. The steam engine is used to power mines that strip the land, and we are now mass-producing weapons of even greater destructive power.

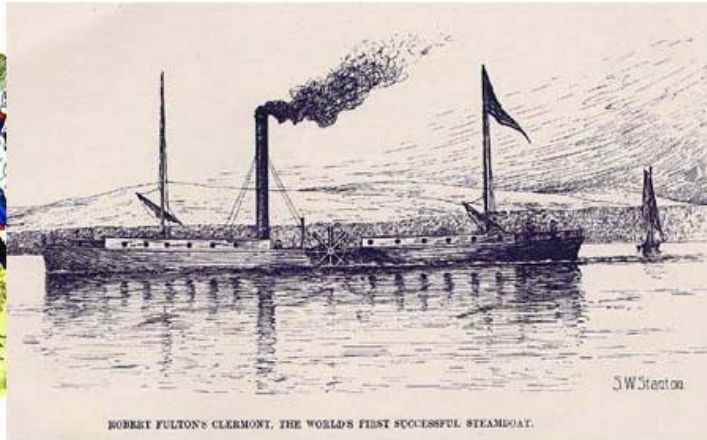
All of these pressures lead to the appearance of the green values system. The hallmark of the green values system is its belief that all humans, regardless of their wealth or birth, are equal. Everyone puts their pants on the same way.



**GREEN: 150 years ago**



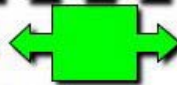
Infantry Regiment von Foreade  
1756



ROBERT FULTON'S CLERMONT, THE WORLD'S FIRST SUCCESSFUL STEAMBOAT.

J.W. Stanton

**Sensitive/Humanistic**



**Equality/Community**

### *The Second Tier*

Now we are moving into what Graves called 2<sup>nd</sup> tier of values development. This is an entirely different realm. For each level we move up the hierarchy, we lose significant numbers of people because we are nearing the cutting edge of human consciousness. The green <sup>V</sup> meme expands our awareness to new levels. At this level of development we consider humanity as a whole. Each human and every human, regardless of race, economic status or religious belief is worthy of equal consideration. Second tier values systems continue to expand our conscious and intelligence.

### *Yellow*

The period of time at which yellow <sup>V</sup> memes arose and the pressures that brought about the need for the yellow meme are so significant that they could potentially eliminate human life from the planet. Humanity is like the snail in picture to the next page, stretching to cross a chasm as wide its body is long. We have a chasm to cross and there are only a small number of people who have both the will and the ability to cross. The



challenge is a great and the people ready to cross the chasm are outnumbered by masses of people whose ideology still hovers in first tier values. Despite this daunting task, the pressures produced by the previous values systems create the yellow system just as each level of the hierarchy was produced by the previous.

Historically, the Second World War sparks the yellow <sup>V</sup> meme system. More than the green values system, the yellow values system focuses our consciousness on the world. The disillusionment that grew in many people over dropping atomic bombs when they simply weren't necessary, moved many of them towards yellow meme.

These terrible events pressure world religions as well. Though the religions continue to survive, many people saw the God of absolute good and evil as no longer serving humanity because it allowed lots of people to die in horrible ways. It is no surprise then that Buddhism, a far less anthropomorphic tradition, begins to flourish in the west.

After World War Two, there was an incredible sense of relief at being out of battle, and being in a stable, comfortable home. There was a great need for self-reward and this caused an upsurge in materialistic drives. We began to use lots of world resources at a great rate. Autos increase in number massively after the war. The number of roads in US grew rapidly. Transportation as an industry grew just as rapidly to meet the demand for cars. Refrigerators and other modern comforts began to appear in homes. All of this created a great strain on the environment and caused a great deal of harm to the biosphere. Biologists began to raise questions about whether we could sustain our population given our population growth rate and resource use. The devastating problem of this massive industrialization is the belief that we must overcome and conquer nature.



All of these pressures lead to the birth of the yellow values system. This values system recognizes that we have created serious problem and that we must learn to work with natural flows. The yellow <sup>V</sup>meme leaves behind the illusion that material goods are the hallmark of success. In the view of the yellow values system, success is getting what you want and happiness is wanting what you get. *You* must take responsibility for the effects of your success consciousness. So the yellow level in the hierarchy is marked by an increased in personal awareness and of what it takes to be happy and successful as well as increased consciousness of our place in and the importance of the world beyond humanity.



### *Turquoise*

The pressures of World War Two were only increased with the onset of the Vietnam War. The Watergate scandal showed us that our government and leaders could be empty and uninterested in the needs of its people. Consequently, many Americans evolve to seeing the world as a “one-world community.” These transformative pressures of life spawned the development of the Turquoise values system.

The turquoise values system even more than the yellow expands our understanding of the world. James Lovelock’s *Gaia Philosophy* is coming into its own. Lovelock argued that scientifically, the earth operates as a living organism. A natural interpretation of Lovelock’s theory is that the earth *is* a living organism and ought to be respected as one. Understanding the earth as an organism means viewing all of the organisms on the planet

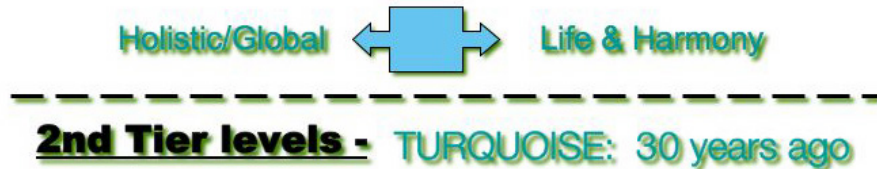


as an integrated whole – thus the philosophical view of *holism* becomes part of the turquoise mind-set as well. This holistic respect for the planet and our place in the earthly organisms replaces religion in the turquoise value set.

Finally, while there are teachers at each level of the memetic hierarchy, those few people that reach the turquoise level become the great humanistic leaders of history. These people are the leaders likely to teach us how to cross chasm between the first and second tier values and include such people as Buddha, Jesus and the Dalai Lama.

The problem with humanity is that we have narrow perception and insight. It's generally the leaders that the masses say are crazy that are truly aware of the world and understand what is going on in it. Because the masses will suppress or attack those of the turquoise mind-set, the people that achieve this level existence put themselves in great danger. As OSHO says, taking responsibility for being human means to live dangerously.

## Basic Meme Structure



- Holistic mesh.
  - "Sacrifice interest of self and others, as necessary, so as to reach balance and harmony among humans, the planet, and generations to come"
  - "An elegantly balanced system of interlocking forces"

**Worship of:** Nature, Gaia, Yin energy and a return toward matriarchal influences emerge. *Religion* is progressively replaced for an understanding of *spiritual life*. In place of religion we slowly see *Holism* emerging.

The chart on the next page sums up what we have just learned.



Levels of Existence as Seen by Dr. Clare W. Graves <i>from... "Human Nature Prepares for a Momentous Leap," The Futurist, April 1974</i>								
Level	Learning System	Thinking	Motivational System	Specific Motivation	Means Values	End Values	Nature of Existence	Problems of Existence
H-U	All learning systems open	Differential	Experience	?????????	Experiencing	Communion	Experientialistic	Accepting existential dichotomies
G-T	All learning systems open	Systematic	Existential	Self-Worth	Accepting	Existence	Cognitive	Restoring viability to a disordered world
F-S	Observational	Relativistic	Affiliation	Love, Affiliation	Sociocentricity	Community	Personalistic	Living with the human element
E-R	Expectancy	Multiplistic	Independence	Adequacy, Competency	Scientism	Materialism	Materialistic	Conquering the physical universe
D-Q	Avoidant Learning	Absolutistic	Security	Order, Meaning	Sacrifice	Salvation	Saintly	Achieving everlasting peace of mind
C-P	Operate Conditioning	Egocentric	Survival	Psychological survival	Exploitation	Power	Egocentric	Living with self awareness
B-O	Classical Conditioning	Autistic	Assurance	Aperiodic physiological needs	Traditionalism	Safety	Tribalistic	Achievement of relative safety
A-N	Habituation	Automatic	Physiological	Periodic physiological needs	No conscious value systems	No conscious value systems	Automatic	Maintaining physiological safety

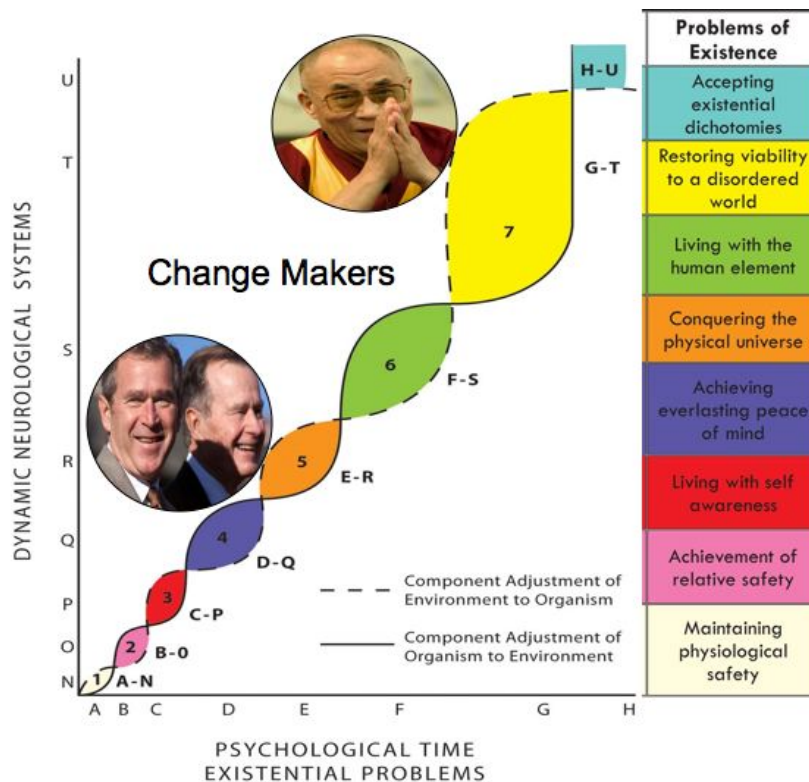
### Understanding the Evolution of Values Meme

Earlier in the chapter I pointed out a very important trend in the evolution of <sup>V</sup> memes. As I said, at each level of the hierarchy, we face some challenge. Overcoming that challenge successfully produces new pressures and challenges. It is from these new challenges that the next level of the values meme hierarchy arises. You can see this progression in the chart on the next page.





Beginning in the lower left-hand corner of the chart you will see two lines intertwining with each other as they grow up towards the upper right hand corner of the chart. Think of the dashed line as representing the environment and the solid line as representing humanity. When the dashed line is above the solid, this tells us that the organism is adapting to the environment. When the solid is above the dashed, the organism has adapted and now the environment is in the process of producing new challenges. Thus at the first level, the dashed line is on top. Of course the challenge at the first level of values systems is to maintain physiological safety. In other words, the challenge is to adapt to the environment so we can survive. At the second level we have succeeded in adapting



and this is represented by the inversion of the solid and dashed lines. Thus you see the alternating progression of the dashed and solid lines up through to the turquoise level of the hierarchy.

The chart also expresses the idea that many humans display various combinations of memes in their behavior. For example, George Bush Sr. and George Bush Jr. are pictured in the lower left corner of the chart. Both of the Bush's express a combination of



blue and orange memes. They exemplify the idea of power, order and entrepreneurialism, though generally not in a good way. They also express the manipulative nature of the orange values meme, telling the public what they want to hear without the intention to act in that way.

Notice too that the area created by each loop in the progression grows larger as we progress up the hierarchy. This represents the fact that the higher you are on the hierarchy, the more you have to remind you of what it is like to live at that phase. On the other hand, the lower you are, the more examples of leadership you have to draw on to support you in your development.

Finally, each loop in the chain of values memes represents a period of development in human life. The A-N loop represents infancy, B-O captures early childhood and C-P occurs during puberty. D-Q takes place most often during college. To reach E-R means mastering your environment and reaching the peak of your profession. This generally takes place after college. F-S represents a sort of management level of development. At this point in our development we have the welfare of a township or co-workers to be concerned about. G-T integrates the realities of the lower levels with the essential necessity for survival on a large scale. This generally occurs at about 45 years of age. Finally, one generally only reaches H-U late in life. The H-U is someone that can tell you about the consequences of any mistake that you can imagine, because they've lived a whole life and experienced those mistakes themselves.

This may be quite a bit for you to absorb at first, but all of the information in this chapter is worth taking the time to understand backwards and forwards. Because memes and values memes penetrate to nearly every aspect of our lives, including our beliefs about food, exercise, relationships and religion, we can't lead a truly healthy and free life unless we are able to identify which memes are part of our worldview and how to weed out those memes that are harming us.

### **In Sum**



In this chapter we have discovered replicating beliefs called memes as well as a more specific type of meme called the values meme. We learned that:

- ❖ Memes reproduce using a number of different strategies, some by the promise of reward to the host and others by the threat of punishment.
- ❖ Memes are symbiotic organisms in so far as they require a host to survive and they can have either beneficial or harmful effects on their hosts.
- ❖ Memes can also band together to further increase their ability to survive and reproduce. Such a collection of memes is called a *meme complex*.
- ❖ The fabric that makes up our society can be understood in terms of *social matrixes* of that encompass different groups of people of varying sizes. These matrixes include:
  - a. The root social matrix – This is the underlying (worldwide) conglomeration of the accumulated social and cultural influences of humanity.
  - b. The meta-social matrix – This is the highest divisions of the root social matrix. An example would be American culture.
  - c. Sub-social matrixes – These are groups or sects within any larger meta-social matrix. An example here would be the social structure of the scientific community.
- ❖ Memes are dependent upon and exist in the ideosphere.
- ❖ A controlbot is any person that is part of the Root Social Matrix (RSM) and thereby infected with common memes.
- ❖ A free thinker is someone that is able to think outside the influences of the root social matrix. They are capable of rational thought.



- ❖ Vampires are those people and organizations that control the constitution of the Root Social Matrix.
- ❖ <sup>v</sup>Memes are values attractors that draw particular kinds of memes to them to build a value set with certain defining characteristics.
- ❖ The recognized <sup>v</sup>memes form a hierarchy that describes the path of human psychological evolution and individual human development.
- ❖ The hierarchy of <sup>v</sup>memes divides into two tiers, the second of which represents an expanded awareness of ourselves and our place in the world.
- ❖ Each <sup>v</sup>meme springs out of conflicts generated by previous <sup>v</sup>memes.
- ❖ As we progress through each of the levels of values systems, we must be careful to ask ourselves whether the choices that we make in a certain value system really represent the individual that we want to be. Understanding our choices and how they spring from a values meme will help to guide us in our development.

In this chapter, I have made a sincere attempt to share current knowledge of memes and <sup>v</sup>memes with you so that you may see how much of your behavior is environmentally driven and so that you may consciously determine exactly what aspect of society you wish to contribute to with your life each day. In the next chapter we will learn about two of the main impediments to living your legacy – judgment and the belief that you are powerless.