



Alive Today!



*Survive to Alive
Manifesto*

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A Word from the Frontline

You look around and see a world crumbling under old systems and practices that serve a small minority at the expense of our neighbours. Perhaps you can't put your finger on it specifically but you know that something is wrong. The way we live is not really life but rather a watered down version of what it means to truly be alive.

Yes! There is a better way. In your heart there is a yearning to be better, do better, live better. That is why you are here because you are looking to fuel your passion and seek confirmation that you are not going insane.

This work is a call to action and declaration of a better way. It will resonate with you because when you get up in the morning the rush to get to work and struggle to comply with redundant rules you feel that it is simply not enough.

Grab your cup of coffee, tea or favourite herbal brew and dig into this manifesto that will be an inspiration to live what you know is the truth - a life that is testimony of learning and growth and not merely breathing!

The Cause of the Pain

As human beings we have a natural sense for more. And as we have seen in the last century of life on the planet earth we can translate that desire into some truly spectacular accomplishments.

Unfortunately these accomplishments are tainted with the pollution of unexamined human desire. The more advances we have made the more we have done away with timeless wisdom in exchange for timeous technological shortcuts. I truly do believe in technology that serves humanity and a higher purpose. It is technology divorced from a rampant, meaningless drive that we need on earth, but this is unfortunately not the reality.

More for more sake is our current reality. As empires gone before we must realise that the age of excess cannot be sustained. Only one thing in nature grows endlessly - cancer! We forego our inner growth for material growth that is not sustainable.

“We have met the enemy and he is us”

- Pogo

The result is sheepwalking - masses blindly following the herd in expectation of being taken care of and not having to think. Even many of those who feel that they are in fact thinking for themselves are not even aware of the pervasive way that the media does in fact influence all of our thinking.

You constantly have to campaign for your own mind in order to stay aware. Just a bit of questioning just about everything on a daily basis. I know however that everyone is not the same, yet here you are reading something that will help you sharpen your awareness and help you spread the word.

Let's list a few of the symptoms of a world that survives instead of experiencing deep and fulfilled life:

“I don't have the time” becomes a ubiquitous war cry of those afflicted with urgency addiction.

Restlessness and the inability to calm the mind in order to foster greater consciousness and awareness.

Incessant projects that takes over life instead of growing relationships and adding value.

Media creep - another app, more 'friends', a magazine filled with the 'truth', the next escape novel and all of a sudden the dinner table with conversation and love has disappeared.

Work is work and I simply have to be happy with schlep and pain 80% of the time.

"I can't make a difference, I don't have any power. Let's just accept the way things are."

"Fighting for yourself is the way the world works and sometimes people need to understand that they will come second, that's the way life is."

"Divorce is simply the new normal and it's okay to 'try out a few people' before I settle down."

"If I don't teach my kids to work hard and be willing to sacrifice (their health, relationships and life) in order to get ahead I have failed as a parent."

"I am constantly struggling to stay in shape (like those people in the magazines that are so ripped)."

Spending and consumption is how we create meaning - the latest pair of shoes, best makeup, new toy, or vacation that everyone else is enjoying. I must have it or I won't be able to talk about the *experience* with my 'friends'.

Stress is part of life and there is no way to do a way with it. "Just give me another pill and I'll be fine".

There are no universal truths - I am my own truth unto myself and no-one can tell me what to do.

It's all about autonomous freedom - Instant happiness, no matter the consequences.

The pain is real. Many hide from themselves or others by denying the pain but we are all aware of the divorce rate, depression, addiction and many other daily realities that plague modern society. What kind of society is this?

Our world today is filled with the most people ever; we have the most wealth (although severely unequally distributed); information has never been so widely available; it has never been faster than it is today; uncertainty is really certain and complexity is beyond a doubt the critical factor that defines us.

Complexity

Most confuse complicated with complex. An Airbus A380 is very complicated - many moving parts, wires, nuts, bolts and advanced engineering. A flock of

birds is complex - all the birds together create a randomised formation of interaction that is more than the sum of its parts.

I can predict the movement of a Boeing when I fiddle with the controls. I cannot do the same with the flock of birds.

Now that's just great for all the philosophers and business people but it's got nothing to do with me, right?

Wrong! It has everything to do with you. The economy you live in right now is influenced by robots doing stock trades with other robots that work on complicated algorithms in order to capitalise on the *complexity* of a market that humans find difficult to predict. In a blink of an eye these transactions occur which can mean the movement of capital across borders and a fluctuation in the exchange rate that could mean a change in the prices on the shelves of your local grocer.

Every time you log on you are confronted with bots (robots) that are geared to analyse, dissect and understand your 'unpredictable' movements and choices so that they can expose you to products that suit you best.

Your job might only exist because of the nature of a complex market. indeed we have a number of jobs today that did not even exist 50 years ago. Every choice you make regarding schools, investment, housing, work and leisure you are confronted with multiple shifting elements of choice and when you look again it has changed - complex!

Companies are looking for individuals that can navigate this environment and become opportunity creators, problem solvers and initiators. But how do you do this when the field is constantly changing and resources are scarce?

Scarcity Rules

Great fear is being preached from the pulpits of the environmental evangelists oil traders and other scary economists. The message is clear: There is not enough for all of us.

Yes, if the whole world consumed like the west did we would need about 4 planets to sustain us. From that perspective there simply is not enough for all of us. BUT, what do we really need? We need a lot less than what the west is consuming. America's happiness peaked in the 1950's - round about the same time they satisfied all of their material needs.

We cannot populate the world infinitely but this world is enough. The reality is that 20% of the world is consuming 80% of the resources - where do you fit in? Not enough value based introspection is occurring. Society has a hole in the middle of its soul that seems like it can't be filled. It is the source of a continual hunger and we are feeding on one another and this planet to try and satisfy us.

This emptiness is a scarcity of individuals that can say they are satisfied; they are content. It is this scarcity that rules society today and that empty companies and governments prey on in order to sell their products or garner support.

This is a challenging world filled with peril and obstacles that requires great awareness or the price to be paid is a lost soul. It may all seem like those addicted to booze, pills, porn, TV, food - whatever - is justified in their use of crutches.

This manifesto, this idea, this movement is not about justification for a mediocre life, so let's look at another view of our world today.

Alive Today

"Dont waste a crisis"

- M. F. Weiner

Some of you might have encountered the quote before and could potentially relate it to business and/or economics with the understanding that when there are challenges the opportunity (financial) is at the heart of the crisis. The quote can be traced back to an article that M. F. Weiner wrote in the Medical Economics journal in 1976 entitled "Don't Waste a Crisis — Your Patient's or Your Own". And what Weiner meant by this is that a medical crisis can be used to improve aspects of personality, mental health, or lifestyle.

In fact this is normally the only time that we are truly confronted to transform our inner selves and claim life.

The world is in crisis today because many individuals find themselves in crisis. When i say crisis I mean that we find ourselves in a reality that is leading to an unstable and dangerous situation affecting an individual, group, community or whole society. Think about it, if more people were truly content, at peace and operated from empathy would our world look the way it does?

Perhaps the crisis is not yet hitting home or you can glaze over your issues with parties, money, 'friends', booze or drugs. The greatest journey lies within and few ever take it.

Survive to Alive is exactly about this opportunity of inner crisis. Perhaps the word crisis is too strong for you but can you identify with any of the symptoms listed in the beginning of the document? Perhaps you are part of the *okay generation*. In other words, you are not the addict or or 'crazy' person - you're *okay*. Really? Okay? There is either growth and learning in life or you are not living. Don't kid yourself.

If you can I would venture that even though you have put a cover on the hole in your soul you cannot hide the fact that it is there and every day that you do not displace the emptiness with a fulfilled life the hole in fact becomes bigger and bigger.

Good News

Never before have we been exposed to so many resources that we can choose from in order to displace the hole with fulfilment. There are options, answers, support and a better way! You can go from surviving to being alive.

The first step is to activate a desire. Whoever you are today you are someone of value - you mean something. Personally you must explore this and define the meaning of life. Not the meaning of life for everyone but the meaning of your life.

Look around and see the beauty in the eyes of those you love or those who have less than you - there is almost always someone with less. Realise that this is a life of abundance and the abundance is inside you. Failure is only when you give up. Know that you need to live for a greater purpose outside yourself today. Don't settle for surviving; live!

In the midst of this complex world we find ourselves if we are willing to let go. If you solve the issue of fear-based action you solve the problem of facing this world on your own. **To know your purpose is to know your place in creation which cannot be taken away no matter how bad things are.**

The reality however is that you need to do the hard work of getting to know yourself and your Creator in order to claim life. The media will try and give you quick fix, disposable, interchangeable solutions but the reality is you have to do the work for you. No-one else and no short-cuts. This is a long-term, eternally lasting solution. So get real and get life!

"If you haven't found something worth dying for, you aren't fit to be living."

- Dr. Martin Luther King, Jr

Tenets

- Life is filled with abundance
- I have a purpose, you have a purpose. I am valuable, you are valuable
- Life is defined by transformation rather than change
- Inner transformation leads to external transformation
- Leaders are defined by a decision to be a leader
- Don't export something that doesn't work at home
- Timeless wisdom and timeous application
- Learn, grow, live, love, life
- Patience is really a virtue - think long term
- Connect and collaborate rather than command and control - we are all part of a greater whole - you hurt yourself when you hurt me
- I could be wrong, not you, and even if I am right does it matter?
- People and planet before profit
- Take ownership - don't wait to step up or look to someone else
- I cannot change you, you change* yourself

*Rather known as transformation

A Final Word

Make the decision today not to look back but rather leave your old self behind. Your old self has served you well until today but now you must graduate to the next level in life. You are well prepared and you are enough just as you are.

Throw off the burden you have taken on and seek out the truth. Do not believe the world when it says that you cannot, you are not good enough, you are trapped and there is no way out.

It does not matter whether you are the president, CEO, street sweeper, husband, wife, brother, sister or preacher. Life is for you!

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