

First Tier "Subsistence" valueMEMES

GREEN Communitarian/Egalitarian MEME – starting 150 years ago

Basic theme: Seek peace within the inner self and explore, with others, the caring dimensions of community

- The human spirit must be freed from greed, dogma, and divisiveness
- Feelings, sensitivity, and caring supersede cold rationality
- Spreads the Earth's resources and opportunities equally among all
- Reaches decisions through reconciliation and consensus processes
- Refreshes spirituality, brings harmony, and enriches human development

ORANGE Achievist/Strategic MEME – starting 300 years ago

Basic theme: Act in your own self-interest by playing the game to win

- Change and advancement are inherent within the scheme of things
- Progresses by learning nature's secrets and seeking out best solutions
- Manipulates Earth's resources to create and spread the abundant good life
- Optimistic, risk-taking, and self-reliant people deserve success
- Societies prosper through strategy, technology, and competitiveness

BLUE Purposeful/Authoritarian MEME – starting 5,000 years ago

Basic theme: Life has meaning, direction, and purpose with predetermined outcomes

- One sacrifices self to the transcendent Cause, Truth, or righteous Pathway
- The Order enforces a code of conduct based on eternal, absolute principles
- Righteous living produces stability now and guarantees future reward
- Impulsivity is controlled through guilt; everybody has their proper place
- Laws, regulations, and discipline build character and moral fiber

RED Impulsive/Egocentric MEME – starting 10,000 years ago

Basic theme: Be what you are and do what you want, regardless

- The world is a jungle full of threats and predators
- Breaks free from any domination or constraint to please self as self desires
- Stands tall, expects attention, demands respect, and calls the shots
- Enjoys self to the fullest right now without guilt or remorse
- Conquers, out-foxes, and dominates other aggressive characters

PURPLE Magical/Animistic MEME – starting 50,000 years ago

Basic theme: Keep the spirits happy and the tribe's nest warm and safe

- Obeys the desires of the spirit being and mystical signs
- Shows allegiance to chief, elders, ancestors, and the clan
- Individual subsumed in group
- Preserves sacred objects, places, events, and memories
- Observes rites of passage, seasonal cycles, and tribal customs

BEIGE Instinctive/Survivalistic MEME – starting 100,000 years ago

Basic theme: Do what you must just to stay alive

- Uses instincts and habits just to survive
- Distinct self is barely awakened or sustained
- Food, water, warmth, sex, and safety have priority
- Forms into survival bands to perpetuate life
- Lives "off the land" much as other animals



Spiral Dynamics

the eight-stage spiral of development

Second Tier "Being" valueMEMES

TURQUOISE Holistic MEME – starting 30 years ago

Basic theme: Experience the wholeness of existence through mind and spirit

- The world is a single, dynamic organism with its own collective mind
- Self is both distinct and a blended part of a larger, compassionate whole
- Everything connects to everything else in ecological alignments
- Energy and information permeate the Earth's total environment
- Holistic, intuitive thinking and cooperative actions are to be expected

YELLOW Integrative MEME – starting 50 years ago

Basic theme: Live fully and responsibly as what you are and learn to become

- Life is a kaleidoscope of natural hierarchies, systems, and forms
- The magnificence of existence is valued over material possessions
- Flexibility, spontaneity, and functionality have the highest priority
- Differences can be integrated into interdependent, natural flows
- Understands that chaos and change are natural

"What I am proposing is that the psychology of the mature human being is an unfolding, emergent, oscillating, spiraling process, marked by progressive subordination of older, lower-order behavior systems to newer, higher-order systems as man's existential problems change."

Dr. Clare Graves