

## COME HOME TO GRAVESIAN ROOTS

“Give yourself the gift of some time with Dr. Graves.”



### Background & Overview

The last couple of years have been both exciting and “interesting” times for many in the Spiral Dynamics® community, for a variety of reasons. Those who are new to this point of view have come via many paths. Veteran or novice, we welcome your sincere desire to understand the nature of human nature, the quest Dr. Graves undertook nearly fifty years ago, and which promises to be a never-ending pursuit.

The accelerating popularity and spread of Spiral Dynamics® have been walking hand-in-hand with reinterpretation and distortion. The title of the 1996 book, *Spiral Dynamics*, has stuck, almost as a generic. Yet, a name is a label we agree to for the purposes of communication. The label can also become a cloak. We feel the spin-offs and derivatives often stir up a cloud that hides the

Gravesian roots. While these handmaidens of oversimplification push toward a mainstream shake-out, one thing remains constant: the original pathfinder has been, and always will be, Dr. Clare W. Graves.

As you might know, Chris Cowan spent ten years learning from Dr. Graves, who never heard the term “spiral dynamics.” Instead, he called his model by several different names: Levels of Existence Theory, the Emergent Cyclical Point of View, and the Emergent-Cyclical, Double-Helix Model of Adult Biopsychosocial Systems Development, to name a few. He always wanted something that would convey the complex dynamics at work in human nature, and something people could understand which he could say in one breath.

Many of you are familiar with the collection of papers which William Lee and others have been contributing for online reading at the <http://www.clarewgraves.com/> website.

You might not know that we have also been working on restoring audios of Dr. Clare W. Graves teaching his model. Based on our experience reviewing these archival tapes, we are confident they will clarify and enhance anyone’s existing foundation in the material. Listening to Dr. Graves’ discuss the underlying theory in his own voice will help you separate the flash of shiny pyrite from the mother lode of genuine gold during the rush to popularization.

**(These tapes are available exclusively from NVCC – you will not find them anywhere else)**

#### **It’s a time of curiosity:**

We encourage you to set aside what you think you ‘know’ about this model. There is often more to be learned by ‘not knowing’ so much because it’s a state of mind accompanied by curiosity and openness. In this spirit, we urge you to explore the roots of Emergent, Cyclical, Levels of Existence point of view and the essence of what so many of us are passionate about.

This is not a recommendation to move ‘back’ to the past rather it is a reminder to move towards an important advancement in thinking about the issues and crises we face in today’s world. This isn’t an academic exercise. To develop and clarify a developing conceptual model based on Graves’ 30 years of work and research, without falling into simplistic soundbites, which promise a lot but end up reinforcing the status quo, we need our roots grounded in a sound theoretical foundation.

Your wise actions and interventions will come from astute analysis, which is impossible without the sound foundation behind ‘Gravesian’ eyes for accurate interpretation. If you are attempting to use this model in management, organizational change, futures study, therapeutically, or simply to understand human nature better, don’t let anyone else tell you what Dr. Graves said. Learn it for yourself, from Dr. Graves. Then study the applications and new contributions from a solid footing so you can tell fool’s gold from the real thing.

If you've taken training and need a refresher; if you're planning on certification; or if you're a seasoned professional ready for greater depth, these audio-programs will help you. Whether you are ready to invest three days, one day or only a couple of hours of your time. Lessons are available to you. Give yourself the gift of some time with Dr. Graves. We invite you to come home and clear some weeds so the roots of your knowledge will be solid and your passion can blossom.

### **(Summary Below)**

Quantity (All tapes are with Dr. Clare W. Graves and exclusively available from NVCC)

\_\_\_\_\_ **Reflections** 2-tapes

\$23.00 (US shipping included. International add \$2.00)

\_\_\_\_\_ **Introduction to The Psychological Map** 6-tapes (one is short)

\$65.00 (US shipping included. International add \$5)

\_\_\_\_\_ **ECLET** (Emergent Cyclical Levels of Existence Theory) 14-tapes

\$255.00 (US shipping included. International add \$10)

\_\_\_\_\_ **Introduction to The Psychological Map & Reflections**

\$75.00 (US Shipping Included. International add \$5)

\_\_\_\_\_ **!!!!!!SAVE! Take ALL three !!!!!!!**

\$305.00 (US Shipping included. International add \$15.00)

\_\_\_\_\_ Please put me on the list for Dr. Graves' upcoming book and notify me before you send it.

(You can order these tapes with a major credit card, money order or check drawn on a US bank – use the order form below and fax, mail or e-mail your order today!)

**The first 15 albums of ECLET will contain one of Dr. Graves' personal reprints: "Levels of Existence: An Open System Theory of Values" – get yours today!**

## **DESCRIPTIONS OF EACH SET:**

### **REFLECTIONS**

In this 2-tape set Dr. Graves reflects on the conditions under which he began his research. He describes each of the Value Systems and provides grounding in the model. This tape is based on the audio track of the videotapes "Beginnings and Discoveries" and "In Conversation."

### **INTRODUCTION TO THE PSYCHOLOGICAL MAP**

In this 6-tape restored version of a 1980 informal one-day workshop in Dallas Dr. Graves talks about the 'Psychological Map.' He goes over core elements of the design formula for management and education. He dialogues with participants about the different Value System, answers questions about application of the theory, and talks a little about his relationship with Abe Maslow. You'll also hear his comments on regressions and the profile of model builders. We've included 17 key points that summarize his point of view as a separate track.

### **ECLET – Emergent Cyclical Levels of Existence Theory**

In this 14-tape set you'll have the opportunity to join a workshop with Dr. Graves. If you have ever asked yourself, 'what is human life about? What is it meant to be?' then, in the session on these tapes, Dr. Graves will provide you with some unique answers. The topics include, but are not limited to:

TAPE 1: Theoretical Underpinnings & Background  
TAPE 2: Requirements for Change  
TAPE 3: Systemic Thinking  
TAPE 4: What is the psychologically mature human being like?  
TAPE 5: Management Case Study & Designing Jobs to Fit People  
TAPE 6: Self-Actualization  
TAPE 7: Problems of Mismanagement

TAPE 8: A journey through the systems(AN, BO, CP, DQ, ER, FS, GT)  
TAPE 9: Education, Matching Teachers and Students  
TAPE 10: Designing Appropriate Change  
TAPE 11: Parenting/Child Rearing  
TAPE 12: Managing Change  
TAPE 13: Social Issues  
TAPE 14: Civil Service & Community Outreach

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