

SPIRAL DYNAMICS® NEWSLETTER

An update from "The Spiral Dynamics People"

ISSUE #5 - Oct/Nov. 2005

1. The Edge for Educators: Spiral Dynamics Intro's in Australia
2. New article in German!
3. *The Never Ending Quest* limited, pre-publication copies available
4. Graves DVDs - Access Primary Source materials
5. FAQ items added
6. New Training Dates for 2006
7. The Journey to Wild Divine update

Spiral Dynamics Educators' Intro

Optimal Learning: The Edge Seminars!

The Optimal Learning folks are at it again! Due to a wide interest in their process combined with Spiral Dynamics, they have embarked on a tour to introduce people to their work. If you are interested in young people, education, and outstanding results, join our engaging colleagues for "The Edge":

November 3 Sydney, Australia
December 13 Auckland, New Zealand

Go to: <http://www.optilearn.com.au/>

NEW ARTICLE

Congratulations to Susanne Kopp and Ulrich Grannemann!

Dr. Kopp and her colleague have an article about Clare Graves's model published in a German psychological journal. If you can read German you may find it here:

Grannemann, Ulrich and Kopp, Susanne. "Das Graves-Modell als Beitrag zur Salutogenese". *Psychologische Berufsfelder zur Forderung von Gesundheit - Neue Chancen entdecken*. Deutscher Psychologen Verlag GmbH, 2005.

FEATURES

Human Values and their Harmonic or Polarizing Influence on Group Discussions

By Paul Raymond Moore

This piece is about a research project conducted by a 17 year old high school junior who has embarked upon a Spiral Dynamics exploration. Paul Raymond Moore looked at values-based group conflict, collaborations and the impact of similar-dissimilar values upon a group. Learn what he found ... pg. 2

A Library, A Bridge to Peace

What do Spiral Dynamics, Seattle, Nigeria, compassionate listening, and a library have in common? Find out in this piece about Global Citizen Journey. GCJ is a not-for-profit organization founded by fellow Spiral Dynamics enthusiast Susan Partnow, who has a big project in the works ... pg. 3

Graves and Maslow: A Comparative Analysis

We are often asked about the relationship between Clare W. Graves's Levels of Existence theory and Abraham Maslow's Hierarchy of Needs framework. Well, there are some similarities, but there are more differences. Read further to learn more ... pg. 5

The Never Ending Quest

Limited Prepublication copies of the Graves book now available!

Read the original Graves manuscript! Certified NVCC participants had first dibs on this book and there are a few copies left over. Now you have a chance to own *The Never Ending Quest: Clare W. Graves Explores Human Nature* months before its general release.

If you are on this list, you may be eligible to purchase a copy (certified NVCC students, scholars conducting academic research, and current clients have priority). Supplies are limited, so let us know ASAP if you want one. Go to <http://www.spiraldynamics.org> and click on the book cover for ordering details, or use the form at the back of this newsletter.

JOURNEY TO WILD DIVINE UPDATE!

Our newsletter subscribers were among the first to find out about, and use, this [mind/body, bio-feedback, adventure software](#).

The NEW **Wisdom Quest** is Part II in **The Journey to Wild Divine** series. Featuring new meditation and breathing techniques for advanced training with insight and guidance from best-selling authors Deepak Chopra, M.D. and Dean Ornish, M.D., you will learn many new and valuable lessons. Go to: <http://www.wilddivine.com/>

NEW FAQ ITEMS ADDED

The FAQ Page contains updates

What happened in New Orleans with Hurricane Katrina? Why did FEMA and the US handle the disaster less competently than a third world country? What does this say about politics? Learn more:

<http://www.spiraldynamics.org/learning/faq.htm>

SDI & II - 2006 Training Schedule

| | |
|----------------------------|-----------------------|
| Den Haag, Netherlands | November 23--30, 2005 |
| Santa Barbara, California | February 16-22 |
| Johannesburg, South Africa | May 27-30 & June 3-5 |
| United Kingdom | May 16-25 |
| Australia | August |
| Montreal, Canada | September 20-27 |

HUMAN VALUES AND THEIR HARMONIC OR POLARIZING INFLUENCE ON GROUP DISCUSSIONS

By Paul Raymond Moore

As a teenager with far-reaching dreams, I have been inspired into hopefulness – a belief in the power of human values – by those at National Values Center Consulting (NVCC), the Values Caucus, and others, which has resulted in my study of human values and their impact on group discussions.

I am a high school junior at the School of Science and Technology in Beaverton, Oregon, USA. My school is a public "magnet" program in the Beaverton Public School District; it presents intellectually stimulating classes and opportunities for about 200 ninth to twelfth graders. Among these opportunities is the chance to participate in the Northwest Science Expo - a science fair that moves up through the regional, state, and the international levels. Last year I did a project on Kohlberg's view of morality, and a graduate student in the Counseling and Psychology Department at Lewis and Clark College, who was helping me, introduced me to a fascinating new theory that appeared to represent the complex elegance of human value systems. I was instantly hooked, and went home that night and Googled "Spiral Dynamics".

I had never taken a Psychology class, and had no experience with human values, but I was utterly fascinated. I was determined to try and understand the theory of Spiral Dynamics (SD), so I poured over all the available material, and was still left with many questions. So I e-mailed them to Natasha Todorovic and Chris Cowan of NVCC, and they were kind and patient enough to answer my questions, encourage my learning, and help

me see Spiral Dynamics for what it really is. (For instance, it took a long time for me to finally accept that SD is in no way a typology.) I soon appreciated Spiral Dynamics for many reasons, among them (1) That SD is as complex, ambiguous and elegant as human values itself, putting all the different MEMEs in the context of one another and (2) that the theory became a hub to even more fascinating literature on human values and societal potential in general -- all these fascinating hope-based people seemed to gather around Spiral Dynamics.

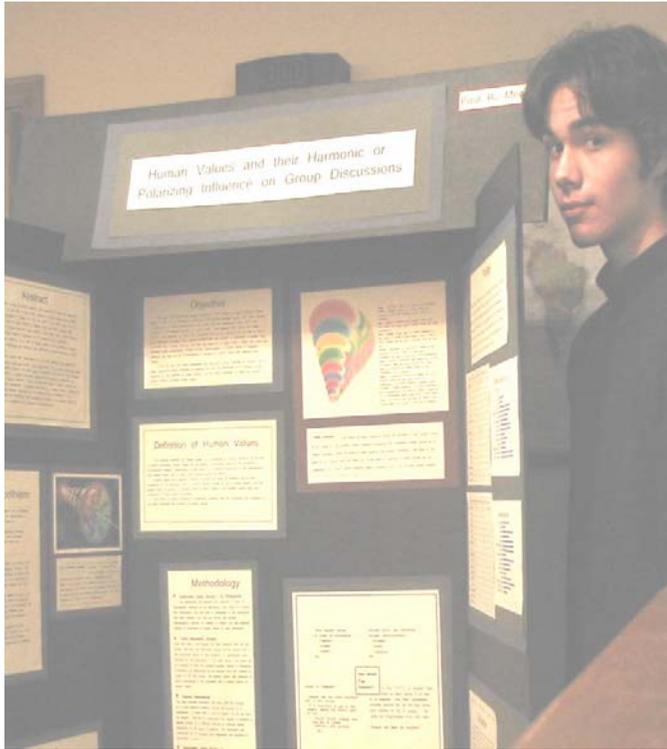
For the past year I have been researching human values, and eventually understood Spiral Dynamics well enough to understand human values in general. I began forming questions that were not answered by anything I had been reading. These questions were primarily in reference to shared values in relationship to conflict resolution.

It is claimed that shared values will bring conflicting parties into cooperation – a union of the SD levels under a shared objective. But, given that some people find their own identity in divisive conflict, I wished to explore which road to conflict resolution was more viable -- one with a concentration on shared human values or one with a concentration on differing human values? The result of this was my project, *Human Values and their Harmonic or Polarizing Influence on Group Discussions*. I formed two discussion groups, one where the participants focused on their shared values and the other where participants focused on their differing values. These groups were determined by a test that evaluated each

"A world convention on human values would be an appropriate beginning to a new international era in which past, present and future diversity of humankind would be celebrated and the era of domination by a single civilizational outlook would be laid to rest."

Professor Richard Bulliet,
Director of the Middle East
Institute at Columbia University

participant's stance on various political, social and human value controversies. In one group, participants were told of their shared values, as determined by a previous survey, while the other group of participants was told of their differing values. The tape-recorded 25-minute discussions among the two groups of participants were initiated by the moral dilemma question, "Should the Nazi be forgiven?"(Quote retrieved from The Sunflower by Simon Wiesenthal). Participants then filled



out a second survey, evaluating the frequency of the United Nations' objectives for The Dialogue Among Civilizations in the discussion.

My qualitative and quantitative results suggest that a more manageable, intellectual discussion will take place among participants centered on their shared values. The Shared Values Group was more docile, intellectually based, was less at each other's throats, and didn't create a polarized atmosphere, but intellect is not the only viable road to conflict resolution. The results of the second survey showed that the Differing Values Group believed that emotion-based objectives in dialogue are more attainable than was thought by the Shared Values Group.

So even though my study suggests emotion leads to a less manageable and less focused discussion, I learned it is undeniably part of a person and their decision making process and needs to be acknowledged and utilized in discussion or mediation to achieve the full spectrum of a resolution. As war, conflict and division continue to exist in this world, I believe that human values deserve more attention; human values have great potential to be fundamental in the development of an elegant method of conflict resolution.

I have already been involved in the Regional Science Fair, won first place in Behavioral Sciences, was a nominee for Best of Fair, and am invited to the State Science Fair. I have yet to grow tired of studying human values, plan on continuing this project next year, and forging a life for myself studying Peace Studies, Social Psychology and International Relations.

If you have any questions, wish to know more about my project, or simply wish to engage me in friendly philosophical discussions, you may reach me, Paul Moore at twilight2utopia@yahoo.com 

A LIBRARY, A BRIDGE TO PEACE

"Take no bribes, pay no bribes." That attitude takes nerves of steel when your car is being stopped by heavily-armed [security men](#) who rudely demand to see 'your documents.' It takes more than fortitude when you are in a foreign country, a long way from any town or witnesses, and shakedowns are an accepted norm in the culture.

"We were stopped 18 times between Lagos and Benin City. It took us three times longer to get there than it should have. But we didn't pay a single bribe. Joel Bisina, our host and a talented peacemaker in his own right, talked our way out of it each time. We imagine starting a campaign to encourage people to begin to adopt the attitude of 'take no bribes, pay no bribes'. If everyone did that, it could change the country." So said Susan Partnow, Executive Director of Global Citizen Journey (GCJ), in describing a car trip in the oil rich Niger River Delta of Nigeria in West Africa.

A committed social change architect with a long-term passion for making a positive difference in the world,

Susan is in her element laying the groundwork for construction of the first-ever library for the remote village of Oporoza. This project applies her organizational and communication skills, her abilities as an O.D. and change consultant, her extensive travels into multiple cultures, and her mastery of a variety of transformative processes to connect diverse peoples and communities to make things more peaceful.

Susan's goal of 'joining hearts and hands across countries and continents' is coming to be. Five years ago, when she first sponsored our Spiral Dynamics trainings in Seattle, she spoke about finding a way to really connect people, create peace projects, and build a better world. Now she is shepherding just such a project through leveraging the 'power, privilege and resources' we take for granted to help others by using a citizen diplomacy model. The organization she heads, Global Citizen Journey, is building "seed pods" designed to take root and spread constructive memes through active involvement and dedication in mutual ventures.

“Citizen diplomacy, peacemaking, leadership building, education, environmental activism and service” are characteristics Susan lists among the multiple objectives of the project. “A group of U.S. delegates joins with local participants for a 2 1/2 week residential experience. Delegates will spend half their time working on the project – like building houses or planting trees - and the other half in circles and workshops designed to build deep relationships, develop communication skills, compassionate listening, and conflict resolution techniques, as well as a more profound understanding of cross-cultural and gender relations.” The upcoming ‘seed planting’ takes place in Nigeria. Another is planned for war-torn Burundi.

In their first project in the Niger Delta, Susan and the delegates will work with villagers in Oporoza to build the first public library in the entire region. The village has no books. Its very dedicated teachers must rely on notes left over from college to teach their classes; the students have no texts. This life condition helps explain the 40% literacy level in the area. The new library is expected to become a gateway.

“The library will help the local community retain teachers and students, attract funding for the village school and provide vital learning resources for the entire region.” More than a storehouse for books, it will offer health education and information on sustainable technologies to families by using videos for those who are not literate. It will provide educational materials and outreach to more students in the region. The privileged few who are able to go to school will be able to remain with their families instead of having to go off to the nearest city for education.

“We envision it as a community empowerment center where people can gain access to resources to improve their lives,” Susan says, “including, with the help of our supporters, access to Internet.”

“How can people support your project? What’s the address of the library? Can our newsletter readers send books?” we asked naively.

“No,” Susan responded. “They’ll never get there. The entire system is pretty corrupt, from top to bottom.” The experience of the roadblocks was a microcosm. To help explain the difficulties of building a library in today’s Nigeria, she said, “Each of the delegates will carry a fifty pound box of books directly to the library when we go.” Only that will ensure that the books actually arrive in Oporoza.

There are many other hurdles to overcome. Susan sees the country as fascinating, complex and multilayered. The tribal relations and networks overlap the formal government structures, which overlap the informal government networks, which overlap the oil companies’ corporate presence, which overlap the [citizen’s resistance](#), which overlaps the many social networks, which overlap the religious factions and

missionary movements of many faiths in the country. The paved roads are rough, and the rest have car-swallowing potholes. People try to get home before dark because it is unsafe to be out at night.

In her conversations with people in Nigeria, Susan notices a great respect for elders and deference towards authority which keeps things in place. People crave order amidst the chaos and unpredictable nature of their lives, which gives them a great attraction to fundamentalist movements. “A strong, good leader could bring everything together because the people would follow,” suggests a colleague. A colonial heritage combined with a hierarchical culture results in resistance toward questioning, an act which is interpreted as disrespectful. Susan has challenged her new friends to think about how they can begin questioning respectfully. All the while, issues abound at the intersection of oil production, environmental degradation, [human rights](#), and traditional cultures.

Susan reports that living is focused on the present because life is so unpredictable. Public transportation is unreliable. As in many developing regions, cellular phones have leap-frogged landline infrastructures; though to successfully communicate, cell users must either complete their calls or use

text messaging since voice mail doesn’t exist yet.

Even the flow of electricity beats to the erratic rhythm of life in Nigeria. Most villages rely on costly generators since the grid is still developing, thus they have power for only short intervals in the evenings. When Susan’s colleagues communicate with her via live chat from a noisy, crowded internet café in the major city of Lagos or the Niger Delta’s largest city, Warri, she doesn’t know how long the connection will be maintained. The power might go out two or three times during an hour and a half conversation or it might go out and remain off for the rest of the day. Uncertainty becomes an accepted way of life.

Thus, scheduling projects is a challenge. Susan observes that, for her, an itinerary is a ‘done-deal,’ whereas for her Nigerian colleagues, it is a ‘draft,’ a proposal, a suggestion. It’s not that they can’t conceive of a future, it’s that they know from experience that everything is continually changing and unreliable. In this world, plans often fall apart and [promises are broken](#), so people tend to procrastinate. The experience of such different constructs of time and different ways of setting priorities has been a big learning in this project.

Daily survival, for many, means little energy left over for other things. Life is communal and in the moment, so the idea of long-term planning or even saving for tomorrow doesn’t matter so much. A large part of the culture is about sharing with a neighbor, a family member, or someone else in need - now.

Yet the people of Nigeria seem to be searching for something to count on, something reliable, and

SPIRAL DYNAMICS I & II TRAINING
MARK YOUR CALENDAR!
The Netherlands - The Hague
November 23-26 and 28-30, 2005
Contact Ivy Soerodikromo at
I.Soerodikromo@roi-opl.nl

something dependable. The library is a big symbolic step towards that stability, and to a longer time line.

Oporoza is located in the heart of Nigeria's oil-rich Niger Delta. The [life conditions](#) have been deteriorating since the oil companies moved in (Listen to Amy Goodman's award-winning report "[Drilling and Killing](#)"). "This area has traditionally subsisted on their fishing and agriculture, which have been devastated by the pollution of water, land and mangroves," Susan reports. "Spilled oil has killed all the fish." Fisherman must take their rickety canoes – traditionally made for short journeys in the Delta's waterways - far out to sea just to catch any fish. And the polluted freshwater has back-filled with salt water, forcing villagers in these regions to go upstream 50 miles or more to find fresh water. Livestock drinking the foul Delta brew die, and people depending on the animals starve.

Land is confiscated by the government if oil is found beneath it. The once pristine white sand beaches of this stretch of West Africa have disappeared under dark, oily mud flats. The dual challenges of salt water intrusion and oil pollution have decreased farmable area in the Delta, leaving less and less viable land to the citizens to eek out a meager living. Most live on the edge of hunger and many are unable to eek out 3 meals a day. As in many developing regions, the young leave the villages for the city, and then must figure out how to make a living to send money back home to their families.

The Niger Delta is a restless place. The environmental decline and changed life conditions that oil has brought have also caused a concomitant decline in inter tribal relations. Oporoza's Ijaw people and the neighboring Itsekiri tribe have clashed for years in violent conflict over the shrinking resources. However, according to the online Nigeria [Vanguard](#) of October 24, 2005, the library project has already had a positive social effect: "For the first time after the cessation of hostilities between the Ijaw and Itsekiri in what is known as the Warri crisis, Itsekiri people visited Oporoza and they not only hugged their Ijaw counterparts, the men, women

and youths of both ethnic groups slapped themselves at the back in a sweet camaraderie."

Indeed, the foundation-laying ceremony was marked by significant magic when the two tribes came together. Host Country Director Joel Bisina of the Niger Delta Professionals for Development, who is Ijaw, recently mediated the long-running conflict. He and Global Citizen Journey Nigeria organizing team member, Deborah 'Laju Edah, who is Itsekiri, made inroads and garnered Itsekiri support for GCJ's journey. The library foundation-laying ceremony symbolized a new foundation for bridging the two tribes in peace, as this library is intended to serve the villages of both tribes throughout the riverine region of the Niger Delta. GCJ was invited to do a second project in a nearby Itsekiri village, further cementing positive relations by creating another shared resource for the region.

This is precisely the sort of result Susan hopes to catalyze elsewhere, as well. "GCJ arises from the question, 'How can we create a culture of peace and world stewardship?' We believe the best place to start is with a simple yet profound network of grassroots connections: global citizens in the making," she says. The project is designed to "create the conditions for the most magic to occur."

The delegation is leaving for Nigeria this November 16, and Susan has generously volunteered to use this project as a case study, as well as using SD as part of her tool kit. NVCC is supporting her efforts by providing assessments, books, and training manuals, and we will be sharing the progress of this project via this network. There will be a more complete report on GCJ's progress when the team returns. 

For more information, to participate as a delegate, to volunteer (at the Seattle office), or to make a contribution, please visit the Global Citizen Journey website at: <http://www.globalcitizenjourney.org> or e-mail Susan at: susan@globalcitizenjourney.org.

SPIRAL DYNAMICS I & II TRAINING
MARK YOUR CALENDAR!
USA - Santa Barbara, California
February 16-22, 2006
info@spiraldynamics.org

GRAVES AND MASLOW: LEVELS OF EXISTENCE AND HIERARCHY OF NEEDS COMPARED

We are often asked about the relationship between Clare W. Graves's Levels of Existence theory and Abraham Maslow's Hierarchy of Needs framework. Well, there are some similarities, but there are more differences.

Maslow's theorizing is often reduced to the familiar pyramid with physiological needs at the base, then safety, belonging and love, esteem from others then self, and self-actualization, sometimes with 'to know' and 'to understand' or transcendence at the tip, sometimes stopping with self-actualization. Yet calling that Maslow's theory is like saying a spiral with eight colors is Graves.

Both SD and the pyramid are simplified [models derived from theory](#). Just as the eight levels described by Graves as his nodal states (color coded in SD) represent only artifacts, the needs hierarchy is only a small chunk of Maslow's overall philosophy.

There are definite similarities because Graves began his research trying to rationalize Maslow's findings. They were contemporaries in psychology. At the surface, the needs in Maslow appear to relate with Gravesian levels; but they appear in different forms and in an order Graves eventually could not accept, based on his own data.

Other similarities between the views of Maslow and Graves:

- Both have a hierarchical model of adult developmental with levels and stages, and saw human nature as a progression through a hierarchy.
- Both argue for a new way to look at psychology, human nature, and behavior.
- Both believe in the potential of the human being.
- Both see human growth and regression as possibilities.
- Both experience frustration with the psychology of the day.
- Both believe in the practical application of psychology to the work life and towards improving life in general.
- Both see tension as growth producing.
- Both view human nature optimistically as full of potentialities.

It is at the deeper theoretical/philosophical level where some real differences lie. Graves concluded that the Maslowian perspective didn't adequately express the dynamics of human nature, the process of [emerging systems](#), or the open-endedness which he concluded characterizes our species' development. He saw Maslow, as he saw most of his peers, as niche players who explored parts eloquently but were still missing the broader view and the engine that drives it.

Graves's work is oriented toward describing ways of thinking about things – conceptual systems - not the things, themselves. That is where the majority of people confuse what came to be called 'Value Systems' (more accurately, levels of psychological existence) with the values that sometimes attach to them. He studied people's conceptions of maturity because that was a way of getting at how they thought. His studies of values were to understand the overall process of valuing, not to establish categories or typologies for sorting them. In fact, like his efforts to refute the notion of a single vision of the psychologically mature human being, he sought to explain why people who think in different ways might value the same thing, or why people who think alike can have diametrically opposed views yet think about them in similar ways.

Humanistic Psychology

Maslow was at the fore of a wave of thinking about maximizing human potential in the 1960's and 1970's; variations upon this theme have risen and fallen since The Enlightenment began. Dr. Graves describes his views of this surge of humanistic (or 'third force') psychology in the new ECLET Publishing release, [The Never Ending Quest](#). Graves shared much of their optimistic view and favored it over the behaviorists' hard

determinism, the psychoanalysts' darker view, or the mechanistic approach he saw in the cognitive school. At the same time, he was convinced that the future is simply without guarantees, and that what comes next depends on how humans cope with their changing world – our never ending quest.

Both Graves and Maslow saw human nature as replete with potential, though Graves thought of the key constructs of the humanistic psychology movement as "conceptually loose," meaning he found wishful idealism rather than evidence, optimism rather than supportive data. In particular, he was troubled by the humanists' qualitative view of human nature and actualization, the separation of deficiency and abundance needs as a characterization of mature coping, and the mode for change to higher-level behavior (see *NEQ*, 24-28). Many old propositions were being revisited in a new way, but still not tested. In his 1971 presentation to a meeting of the Association for Humanistic Psychology (AHP), Graves sharply criticized the fuzzy direction the organization was taking based on the frothy contents of the conference program, as well as the way some of its members were interpreting Maslow's approach.

When he began his studies, Graves had expected the data he gathered would support Maslow's findings. But when he compared his results to Maslow's work, Graves reported that it was "impossible to rationalize the data from the studies within Maslow's conceptual scheme." Graves shared his concerns with AHP members and offered an alternative: "My studies suggested validity in Maslow's emergent hierarchical conception, but error in his characterization of the systems emerging and error in the concept of actualization, at least as the latter seems to have been interpreted by many humanistically-oriented psychologists. This model, which I call the Levels of Existence Conception of Man, suggests that Maslow, as well as many other theorists, may have made a serious error when selecting their model for conceptualizing the psychology of the human being." Graves followed this by questioning the order and nature of the Maslowian levels which he couldn't relate to his own research, despite trying to do so, and expecting it would connect.

SELF-ACTUALIZATION

Self-actualization - the psychologically healthy state of fulfilling potentials - was an idea made popular by Maslow. He borrowed it from Kurt Goldstein, who meant it as using all of the potential available, whether by a wounded soldier suffering from post-traumatic shock, someone with brain damage, or the average human being. Maslow adopted some of this construct, as indicated in his adherence to a biological imperative, but he went beyond Goldstein's meaning by stretching it into transcendence and peak experience. This became a central tenet of his work -his 'holy grail'.

SPIRAL DYNAMICS I & II TRAINING
MARK YOUR CALENDAR!

United Kingdom
May 16-19 and 23-25, 2006
Contact: The Beyond Partnership
info@thebeyondpartnership.co.uk

Maslow saw self-actualization as the highest motivating force whereby, once achieved, humans could fulfill all their potential – the ultimate in psychological existence – a form of transcendent psychological perfection where one could “be all that you can be.” He stressed the idea of *growing* to become fully human. Self-actualization was related to peak experience, somewhat like a protracted version of the state of ‘flow’ described by Csikszentmihalyi. Maslow likened this transcendence to a religious or mystical experience, dependant upon biological destiny. Culture and history were de-emphasized. Self-actualization was the final state, the goal, and the end point of being for Maslow.

Graves saw things differently. He saw a form of self-actualization in each of his sub-systems, in its own way. A distinct hierarchy of needs, of sorts, exists within each of the Levels of Existence because each represents a form of mature human behavior. His difficulty with imposing his own worldview as a universal good separates Graves from Maslow and many humanists of his era.

Graves concluded that ‘self-actualization’ as described by Maslow was but one of many ways of functional being rather than an ideal end state. Effective living is the optimal use of, or maximization of, the neurobiological equipment attuned to the existential conditions at hand. It is this interplay from which the Gravesian coping systems arise, not their assorted expressions and artifacts. Thus, potentials are fulfilled *at a level* in a context, so one person might be very well-functioning, though quite different from someone coping equally effectively in their own *milieu*, at a different level. Graves refused to establish an idealized pinnacle state for humankind, insisting that we are continually emerging.

Whereas Maslow saw a close-to-perfect end-state, Graves’s hierarchy flipped Maslow’s 180° with the open-ended concept, the limitless forms of humans, and the multitudinous potentials to emerge in the future with their own variations on self-actualization. So, physiological, safety, social, and esteem needs exist in each of the Gravesian systems. It’s the way, shape and form in which these needs are met that differ from one to another. Additionally, the need for self-actualization and what that means takes different forms from sub-system to sub-system. Maslow did acknowledge that the form of self-actualization differs from person to person; Graves would add that it differs both in form and in structure.

Maslow felt that self-actualization could not be without an ability to reference oneself in respect to an imagined future. In Gravesian theory, the notion of an extended future first becomes strong in the DQ system. Thus, from a Maslowian perspective, self-actualization, and thereby maturity, might not be possible in the AN,

BO and CP sub-systems. Gravesians would quickly disagree because AN, BO, and CP are considered states of maturity and ways of being ‘self-actualized,’ whereas the Maslow approach would consider these to be immature due to motivation by deficit needs (D-motivations). Additionally, Maslow believed dichotomous and polarized thinking is immature, while Graves would have merely ascribed it to the DQ way of

being mature. Thus did their views on self-actualization and maturity differ.

Growth and Development

Both Graves and Maslow discussed growth and regression. For Maslow, growth came from within rather than from outside. As he developed his own theory, Graves gave nearly equal weight to the external and the internal, with a slight preference for the external as a triggering force for change in his later work. (See his double-helix model, with Helix 1 being the environmentosocial conditions which ‘turn on’ the internal coping system, thereby producing growth; Helix 2 being the neurobiological capacities.) Inherent in each approach is the notion of hierarchy and a sequential progression of the arousal of needs (or existential problems) with their satisfaction and solution as requisites to restoring homeostasis.

Development and growth for Maslow implied increasing independence from the environment and away-from dependence. Growth was away from deficiency needs (D-motivations rooted in lack) toward tension-reducing solutions with restoration of equilibrium upon their satisfaction. He saw growth as a move toward the autonomous, self-directed individual who was free from dependence and governed from an internal locus of control - growth-motivated. This became B-motivation (for ‘being’ needs, a term picked up by Graves) and moved toward what Maslow considered psychological fulfillment. He emphasized the power of the emerging individual driven from within and described this state of “psychological freedom” as being sufficient in self. Detached. Uninvolved. Non-interfering.

For Graves, both the internal and external interact in an interdependent dance and oscillate between an inner and outer locus of control. The Levels of Existence point of view is cyclical. The growth of an individual or group oscillates from a mode of express-self for survival to sacrifice-self to an external source of control (outer-determined and therefore less developed in Maslow’s view), then back to a form of express-self from an internal source of direction (inner-determined), then back to a sacrificial state looking to the external again (outer-determined), influenced by both the life conditions and the neuronal systems. Maturity can be both dependency and independence.

Maslow promoted his free, independent, autonomous individual - something which sounds remarkably like

SPIRAL DYNAMICS I & II TRAINING MARK YOUR CALENDAR!

South Africa - Johannesburg

May 27-30 and June 3-5, 2006

Contact Desireé Lee at

DLee@roedeanschool.co.za

idealization of the well-functioning ER (Orange) state – as the self-actualized. Some of his characteristics of the self-actualized individual are incorporated into Spiral Dynamics' descriptions of the 'Yellow' Meme and widely expanded in spin-off versions which emphasize the independent self rather than interdependence.

Both Graves and Maslow see growth as a progression through their hierarchies, though Graves adds non-vertical dimensions allowing growth within systems, as well. Maslow related need satisfaction with behavior. As needs were satisfied, individuals progressed through the hierarchy toward self-actualization, thus growth. Graves associated behavior with coping systems which, in turn, are associated with the interaction of double-helix forces. Despite seeing growth as a developmental process, he didn't associate need satisfaction so directly with behavior, and saw Maslowian needs present in his various levels of existence. From Graves's viewpoint, forms of deficiency motivation could occur within various kinds of maturity; the being levels were not the only mature adult states. His emphasis on the double-helix forces led him to insist that a certain environment might require deficiency-need motivation to cope appropriately, and that deficit needs could also exist in the mature. Graves viewed both need types – deficit (D) and growth (B) – as normal parts of being human, and both need states as aspects of maturity.

Maturity

Graves viewed maturity differently from Maslow and many of the humanists. Maslow approached deficit needs as being symptomatic of the immature; growth needs illustrated greater maturity with 'being' as the ideal. The humanists took up Maslow's views and believed the human went from immature towards mature, from deficiency motivation toward growth motivation. For Graves, this progress 'up the existential staircase' led to the 'being levels' – the start of a next cycle in human emergence (the 'second tier' in SD). This pending jump to 'an incredibly different kind of human being' was a recurrent theme and hope among the humanistic psychologists and others, and Graves picked it up, as well. For him, however, it was not a finish but a beginning, a commencement.

Graves recognized many forms of maturity at different levels. An end state, a target of completion like self-actualization, just didn't exist for Graves. What he came to recognize was that maturity is a function of fit between neuronal systems - part of the conditions *for* existence - and existential problems in the *milieu* - part of

the conditions *of* existence. Thus, for Graves, the search for *the* mature personality in operation was illusory. The quest was to understand how different people conceptualize maturity and how those conceptions are influenced and change, then how to deal with people effectively at their levels.

Tension and Change

While both psychologists agreed that tension could be change-inducing and growth-producing, Maslow was an advocate of stress producing situations, whereas Graves was more circumspect and looked at the form of tension. He believed there were different kinds of tensions which could produce either progression or regression. Increased complexity in the environment-social field and resolution of existential problems resulted in progression, while the wrong kind or amount of tension in the wrong individual caused regression.

Maslow believed that the inner nature of humans is primarily set and unchanging. For him, the challenge was making the most of what they are. Graves believed that neither change, nor lack of change is the rule. For him, human nature was an ever-emergent process; human development is open-ended. Maslow saw humans as essentially neutral or good with poor behavior coming out of deficiency or reaction to barriers. In *The Never Ending Quest*, Graves criticizes this view, believing it insufficient to explain how badness could arise out of neutrality or goodness.

Views of Human Nature

Differences aside, both Maslow and Graves provide a wealth of psychological insights worth further study. Their optimism and willingness to pioneer developments in human nature have provided new paths for understanding who we are. Graves and Maslow shared optimistic views of human nature and were filled with tremendous hope and anticipation of the new forms that human nature would take. Soon. Just around the next bend. For Maslow, this was the transpersonal, transhuman. Dreams of that better human - a transcendent, fully realized individual - are surging again today. For Graves, the next form would arise with the "momentous leap" into a second run-through of the six basic themes, the "being levels" of existence. They both echoed the high aspirations of their day and the desire for a better natured human as the Cold War played on and American society was in turbulence. Whether it is the need for self-actualization or simply a next step in Graves's never ending quest, humanness comes with hope. 

SPIRAL DYNAMICS I & II TRAINING
MARK YOUR CALENDAR!
Canada - Montreal, Quebec
September 20-23 and 25-27, 2006
Contact Léon Tanguay at
leontan@videotron.ca

National Values Center Consulting

"The Spiral Dynamics People"

PO Box 42212

Santa Barbara CA 93140

Phone: (805) 962 - 0366

Fax: (805) 962 - 0306

Email: info@spiraldynamics.org

URL: <http://www.spiraldynamics.org>

Sign up for the FREE Newsletter at <http://www.spiraldynamics.org/signup.htm>

Clare W. Graves: Order your primary source Books & DVDs TODAY!

Graves: Levels of Existence (Book): Dr. Clare W. Graves, a great explorer of human nature, describes his theory in a workshop conducted at the Washington School of Psychiatry in 1971; now this session is available to you in trade paperback form. If your clients, students and colleagues ever ask about the research behind Spiral Dynamics®, you'll be able to answer their questions. The transcription includes a question and answer session where he discusses: Baby Boomers, Child Rearing, Psychopathology, Suicide, Peace vs. War thinking, 5 Social Revolutions, and much more! A reprint of Dr. Graves's classic 1970 article from the Journal of Humanistic Psychology is also included. ~ \$18.95

The Never Ending Quest: Clare W. Graves Explores Human Nature (Book): Psychologists searched for their own unified field theory since Einstein's forays in quantum physics. To reconcile the conflicting theories of Maslow, Freud, Jung, Skinner, Rogers, and others, Dr. Graves set out on a 30-year research project to explore and explain human nature. By bringing competing disciplines together within an integrative systems frame, Graves found remarkable patterns. He was among the first to approach psychological development from what he termed a "biopsychosocial systems" perspective. Thousands of people have been introduced to elements of Graves's work under the flag of "Spiral Dynamics," yet little of his original writing has been available. With the endorsement of the Graves estate, we've spent the last five years compiling, editing and reconstructing the missing chapters of the major book he was writing at the time of his death. The result is the work that Canada's Maclean's magazine called "a theory that explains everything." ~ \$59.95

In Conversation with Clare W. Graves (DVD): In 1952, Dr. Graves set off on a 30-year quest which he would never complete. He set out to discover the secrets to maturity and the meaning of human life. His search would bring him closer to the essence of human nature

than any other psychologist had previously ventured; he would discover the Levels of Human Existence which would later be simplified and popularized under the Spiral Dynamics banner. Through intimate and raw footage, you will visit with Graves at the kitchen table, become acquainted with his thinking, and hear him discuss his work with you. This prismatic analysis of maturity and human nature peeks into that which makes us who we are. This DVD is a must have for Spiral Dynamics fans and Gravesian enthusiasts! ~ \$29.95

Beginnings and Discoveries (DVD): In this interview with Clare W. Graves you will come to understand how he came to explore and discover the Levels of Existence. He called them the "ever-emergent, ever-spiraling psychological way stations at which the adult human being may tarry and live out a psychological lifetime. Why and how this systems conception of adult human behavior came to be ... and what they imply in the many faceted aspects of the mature human life," is addressed. ~ \$29.95

Cliff Macintosh interviews Clare W. Graves (DVD): In this rarely seen footage, Macintosh and Graves conduct a lively conversation about the origins of his inspiration, the theory itself, links to then current events, a brief Q&A, with Graves running through his model using wall charts and original graphics. ~ \$29.95

The Psychological Map (6-tape audio set): This is the closest you'll get to a workshop with Clare Graves. In this 1980's presentation in Dallas, Texas you will hear Graves discuss his theory, outline his model, cover the core systems, and deliver his opinions regarding education, management, and model makers. ~ \$65.00

Reflections (2-tape audio) This audio set combines the audio tracks of *In Conversation* and *Beginnings and Discoveries* - purchase this and save \$37! ~\$23.00

PLEASE NOTE: The videos are archival footage and primary source material lovingly restored, edited, and made available to you. Although the quality is the best we could manage, under the circumstances, you can expect inconsistencies, "snow" and brief cut aways.

Fax, all, write or e-mail NVCC today to receive your materials.

Name: _____ Company: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Payment Methods: Visa / Master Card ___ Check ___ Purchase Order # _____

Credit Card # _____ Expiration Date: _____ Total: _____

Signature: _____ Name on Card if Different than above: _____

Fax, mail or e-mail this form back today - To fax: (805) 962 - 0306; To e-mail: info@spiralphysics.org;
Mail to: NVCC, PO Box 42212, Santa Barbara, CA 93140

| <i>Quantity</i> | Graves and SD Materials | <i>Total</i> |
|-----------------|--|--------------|
| | <i>Books</i> | |
| | Graves: Levels of Human Existence \$18.95 (US shipping add \$3.50 + \$1.50 for each additional book; International add \$7 + \$2.50 for each additional book) | |
| | The Never Ending Quest: Clare W. Graves Explores Human Nature Hardback, \$59.95 (US shipping add \$5.00; International add \$18) | |
| | <i>DVDs licensed for private/home use (please specify format - NTSC or PAL)</i> | |
| | IN CONVERSATION WITH CLARE W. GRAVES \$29.95 (US shipping add \$5 + \$1.50 for each additional DVD; International add \$7 + \$2.50 for each additional DVD) | |
| | BEGINNINGS AND DISCOVERIES \$29.95 (US shipping add \$5; International add \$7) | |
| | CLIFF MACINTOSH INTERVIEWS CLARE W. GRAVES \$29.95 (US shipping add \$5 + \$1.50 for each additional DVD; International add \$7 + \$2.50 for each additional DVD) | |
| | <i>DVDs licensed for institutional use, libraries, training, corporate, etc. (NTSC or PAL)</i> | |
| | IN CONVERSATION WITH CLARE W. GRAVES \$175.00 (US shipping add \$5 + \$1.50 for each additional DVD; International add \$7 + \$2.50 for each additional DVD) | |
| | BEGINNINGS AND DISCOVERIES \$175.00 (US shipping add \$5; International add \$7) | |
| | CLIFF MACINTOSH INTERVIEWS CLARE W. GRAVES \$175.00 (US shipping add \$5 + \$1.50 for each additional DVD; International add \$7 + \$2.50 for each additional DVD) | |
| | <i>Order these items together and save!</i> | |
| | INTRODUCTION TO THE PSYCHOLOGICAL MAP 6-tape audio set & IN CONVERSATION WITH CLARE W. GRAVES DVD (<i>a \$10 savings!</i>) \$84.95 (US shipping add \$5; International add \$12.) | |
| | Book, tape & DVD set - GRAVES: LEVELS OF HUMAN EXISTENCE (book), BEGINNINGS AND DISCOVERIES (DVD) & INTRODUCTION TO THE PSYCHOLOGICAL MAP 6-tape audio set (<i>a \$15 savings</i>) \$98.90 (US shipping add \$5; International add \$12) | |
| | GRAVES: LEVELS OF HUMAN EXISTENCE (book), REFLECTIONS (2-tape audio), INTRO TO THE PSYCHOLOGICAL MAP (audio) (A \$ 20 savings!) \$ 95.00 (US shipping add \$5; International add \$12) | |
| | <i>Shipping, Handling, and Applicable Taxes (California Residents add 7.5% tax)</i> | |
| | TOTAL (<i>Allow 4-6 weeks for delivery, rush extra</i>) | |

Spiral Dynamics® is a registered trademark of the National Values Center and is protected under international trademark laws and treaties.