

SPIRAL DYNAMICS VALUE MEMES

BEIGE (Instinctive/Survival)
'Life is survival'

Very limited self-awareness, relies on instincts and habits to survive. Motivated by food, water, warmth, sex, and safety.
Group together to survive.

PURPLE (Magical/Animistic)
'Life is in the lap of the Gods'

Motivated by strong allegiance to chief, elders, ancestors, and the individual subsumed in group.
Believes in spiritual and mystical. Sacred objects, places, events, rites and customs essential.

RED (Impulsive/Egocentric)
'Life is a battleground'

Motivated to please self, very selfish.
Expects everything, appreciates almost nothing.
Demands (not earn) attention and respect.
Wants everything and right now.
Feels no guilt or remorse, keen to beat, conquer, out-fox, and dominate others.

ORANGE Achievist/Strategic
'Life is what we have and own'

Motivated by risk-taking, competition, status and image.
Self-reliant people deserve success.
Societies prosper through strategy, technology, and competitiveness
Earth's resources should be used to create and spread the abundant good life.

8 Different Views of Life

BLUE Purposeful/Authoritarian
'Life is God's Will and Law'

Sacrifices self to the 'Cause, Truth, or Pathway.'
Motivated by following constitutions, commandments, laws or codes based on absolute principles.
Believe following the principles produces good society now and reward will be in the future.
Impulsivity is controlled through guilt; 'common sense' rules behaviour.
Children should be educated to follow rules, conform and conserve the system.

GREEN Communitarian/Egalitarian
'Life is community and precious'

Motivated to free society from greed, dogma, selfishness and divisiveness, need to prioritise feelings, sensitivity, and caring.
Earth's resources are limited and precious, should be shared equally among everyone.
All decisions should be made through reconciliation and consensus processes.

YELLOW Integrative

'Life is learning and continual change'
Motivated to learn and understand the complexities of life.
Material possessions become far less important to the magnificence of learning and life.
Flexibility and functionality in the long term, becomes the highest priority.
Weaknesses and differences are expected and integrated into interdependence, development and the big picture
Chaos and change are expected, natural and appreciated as part of human evolution.

TURQUOISE Holistic

'Life is an evolving interactive whole'
Motivated to help everything connect together into a single, dynamic organism with its own collective mind.
Self is both distinct and a blended part of a larger, compassionate whole .
Holistic, intuitive thinking and cooperative actions are to be expected