




An Introduction to
#CreationLeadership

BE. BECOME. BELONG.

A guide to creating reality in times of transformation

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The massive transformations already underway in our world will require individuals like you to heed the call and step up into Creation Leadership.

Creation Leadership is the choice and process of taking ownership of your reality and the outcomes you create.

Creation Leaders are continuously developing the capacity to align personal systems and resources toward desired meaningful outcomes.

You are a creator.

In every instant you are collapsing probabilities into actuality - all the way to this very moment you are perceiving right now.

Through your choices in every moment - conscious or unconscious - you determine probabilities for the future.

The more aware you are, and the more you are in ownership of your reality, the more powerful your creations.

There is no arriving. You are never done. There is no reason to judge yourself, nor is there reason for hubris. There is no reason to fear failure or death.

Creation Leadership is humble. It is learning and doing.

It is a constant process of becoming more aware, taking responsibility for what you become aware of, and stepping into more and more ownership of your reality.

Your means of creation is through your interfaces into reality: your body, your emotions, your thoughts, and your relationships.

You create by aligning your interfaces in service to your genius.

Your genius unfolds in connecting to your unique voice, your vision and your calling to create the future.

You are ready to heed your call.

The future is in your hands.

You are a creator.

Each generation believes that they live in pivotal times.

Indeed, future decades always unfold from the events of the current moment.

However, never before have so many trendlines been accelerating in a catastrophic direction so quickly.

We are already experiencing the destruction of entire ecosystems, species, towns, civilizations, and democratic institutions as a result of our human creations gone terribly wrong.



The Anxiety of Becoming

The current and coming consequences are so profound that people are checking out. The World Economic Forum in their [2019 Global risk report](#) paints a dreary picture, and specifically notes the need for greater action around rising levels of psychological strain across the world. The gist of the report: **Things are getting worse - and people seem to care less.** We are tuning out using everything from pharmaceuticals, alcohol and drugs to social media and “mindfulness”. Even the leading artists, sages, and scientists of our time are slipping into hopelessness and turning to suicide as an ultimate solution to despair.

We are indeed living in profound times. The actions we take over the next few years will determine whether we are able to preserve a livable planet for our children or whether it will take 2, 3, or 4 generations before the earth is once again in the “[goldilocks zone](#)” that supports a thriving human civilization.

The depression that so many of us are experiencing now does not stem from hopelessness about the future, but from constant daily depressing of who we are called to become.

“Our Age of Anxiety is, in great part, the result of trying to do today's job with yesterday's tools and yesterday's concepts.”

Marshall McLuhan



The Anxiety of Becoming

Emergencies and disasters nearly inevitably bring out the best in people. The slow moving disasters of our time are just fast enough for you to feel called to action and just slow enough for you to depress it. Just like it takes constant energy to hold an inflated ball underwater, holding back your call to create, to grow, to become something different than who you are now takes constant energy. **Holding back your inherent design to grow is exhausting you.**

As soon as you let go of the ball and allow yourself to experience your calling, that part of you that is not yet fully aligned, not yet fully capable of doing what you want to do, will pipe up to warn you that you are out of your league. You are going to be a beginner. You might look foolish. Maybe even fail. No one expects the child to just stand up and walk. The idea that you are supposed to be perfect is an artifact of an education system that cultivates a fixed mindset. Becoming something new takes courage and, as [Brené Brown teaches us](#), there is no courageous act without vulnerability.

Courage is the ability to turn anxiety into growth. So here is your invitation to become who you were always meant to be.

“Anxiety is the dizziness of freedom”

Søren Kierkegaard



CREATION

IS

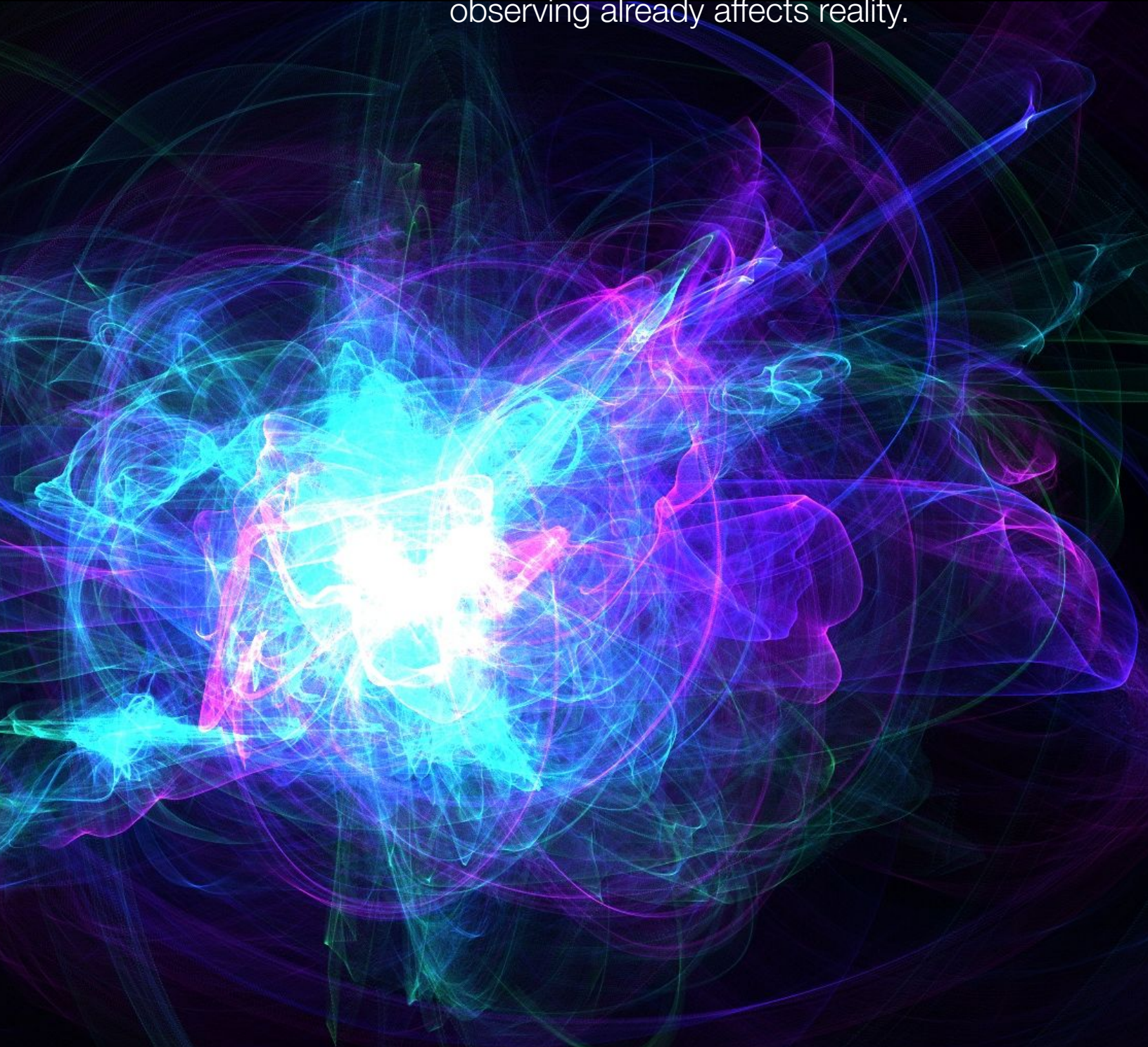
YOUR

BIRTHRIGHT.



You are a creator...

In every moment, you are creating reality. As quantum physics has been teaching us for nearly a century now, the mere act of observing already affects reality.



Beyond observation, every moment also brings an opportunity for choice.

If you are aware of the moment, you can alter probabilities for future events.

All of your choices so far brought you to this moment. Every choice, conscious or unconscious, every movement of your body, every emotion you had, every thought, every relationship, all have been moving you through an endless sea of possibilities to this very instant.

Now.

In this moment, you get to choose. You can drop this article, decide that you don't want to take ownership of your creation, and go look at some cat videos or other internet pablum.

It is your choice.

Still reading? Let's assume you get it. You know you have choices. You know you can create powerfully: on this planet, in your lifetime, and for generations to come. You know you are creating reality in every moment, and the more aware you become, the more powerfully you can affect the world around you.



AWAKENING

Once you are awakened to your desire and capacity to create, you come to the question of what and how and why. We can call the why your purpose.

Sometimes people talk about finding your purpose like it's some arduous process - the hard work of meditation, ritual and fasting.

Here is a secret:

You already know your purpose.

You always have.

Your purpose was etched into you by your core wounding.

If you can get out of the way of the egoic attachment to who you think you should be and what you think makes you valuable, underneath you will find that you know what you are called to become.

If you need a few prompts to listen to yourself, think of the following:

**What breaks your heart? What pisses you off?
What makes you so angry you are moved to
action? What is that thing you are always doing?**

Your articulation of your purpose may clarify over time. But you needn't look far to find what has been with you all along.

Once clear on your purpose, your why, you can start looking at what you might want to do here.

The what is determined by where you concern yourself:

What makes the world okay for you?

Are you okay when your needs have been tended to?

Are you okay when yours and your partner's needs have been tended to?

Yours and your family's needs?

Yours and your tribe's needs?

Your nation's needs?

The planet's needs?

What matters to you?

What is a purpose that motivates you?

Where do you want to make a difference?



And how powerful of a creator do you consider yourself to be?

Can you barely take care of yourself?

Could you take care of a partner? A family?
Your tribe? Your nation? The planet?

You are at all times affecting all of those spheres, consciously or unconsciously.

**The more conscious you are,
the more you can affect
everything inside of your
awareness.**

As you determine your purpose, and what you want to create, stretch yourself. Your first instinct might be too small. Especially, if you concern yourself with the “how” too early, and you assume that creating big will take a lot of work.

We have a few misconceptions in our current culture about how to create.

There is a belief that to achieve things you have to work really hard.

We are not discounting the importance of diligence and focus, but the primacy of hard work is a remnant from a time when only a few controlled the means of production and everyone else was labor.

You are not a slave.

You are a creator.

To create, begin with an **intention**,
then align your **identity** with that
intention,
then take the **actions** that
make that intention an **outcome**.





INTENTION

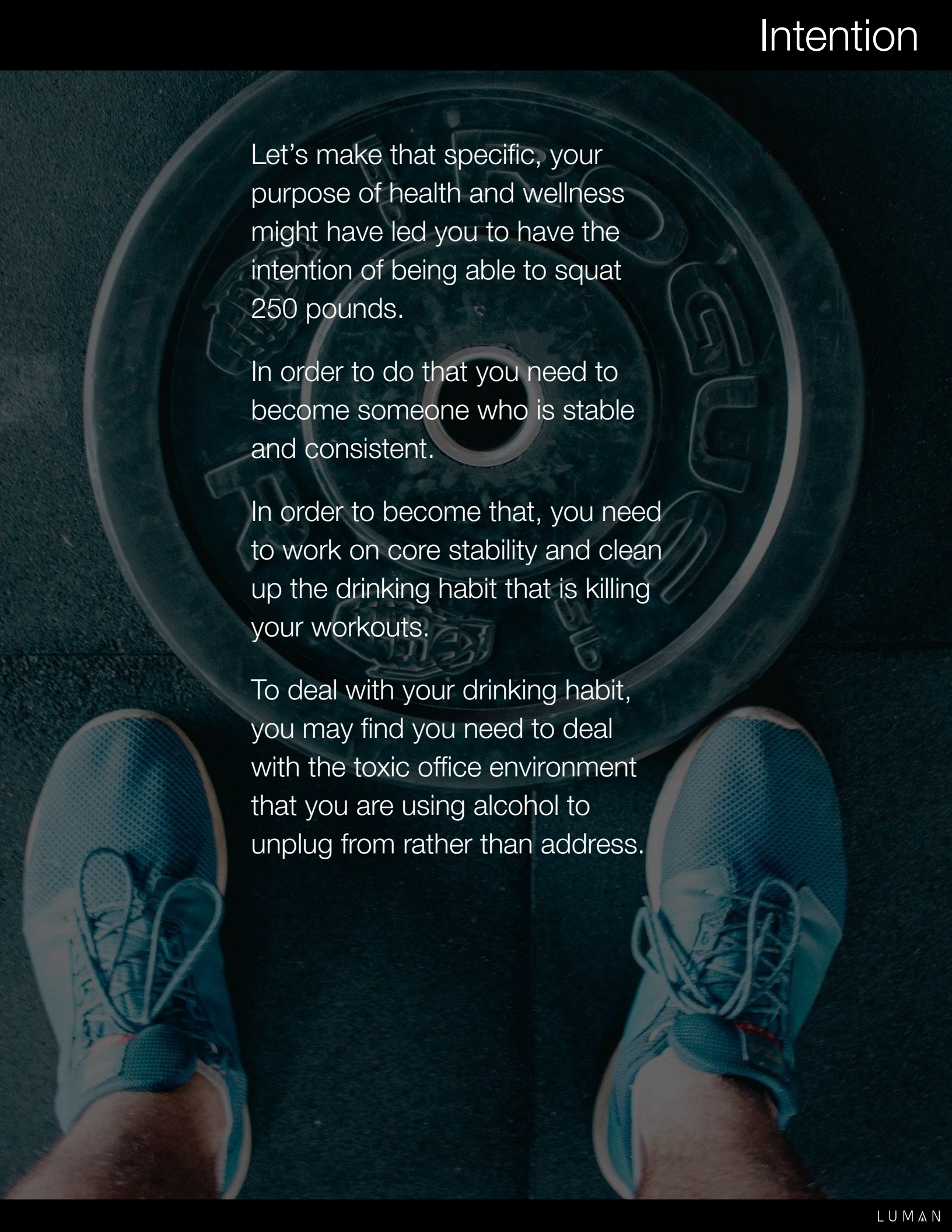


You start with an intention of what you want to create -

whether that is a chair, a life change or a business.

The moment you have that intention, two things happen: one, the experiences and resources you need to achieve that outcome will begin to line up for you, and two, you will begin to notice the gap where things are now and where they need to be; between who you are and who you need to be, and between having that outcome and not having the outcome.

Now you have a choice: do you put your attention on **engaging with the experiences and resources** that you have or **do you focus on the gap** between what you have and what you envision?



Let's make that specific, your purpose of health and wellness might have led you to have the intention of being able to squat 250 pounds.

In order to do that you need to become someone who is stable and consistent.

In order to become that, you need to work on core stability and clean up the drinking habit that is killing your workouts.

To deal with your drinking habit, you may find you need to deal with the toxic office environment that you are using alcohol to unplug from rather than address.



IDENTITY



The more actively you engage with all of the challenges presented to you, the more you will come into alignment with who you need to be.

Who you see yourself to be directly affects what you see as possible for yourself and what opportunities, resources and relationships you will notice.

Richard Wiseman, Professor of Public Understanding of Psychology at the University of Hertfordshire and author of *The Luck Factor*, [has demonstrated](#) that people who think they are lucky have the habits of lucky people: being open to new experiences, learning to relax, maintaining social connections, and talking to strangers. As a result, they are more likely to notice and make use of opportunity. People who think they are unlucky are likely to miss opportunities right in front of their nose.

The same, of course, goes for other characteristics you might want to adopt: confidence, strength, joy, graciousness, generosity, outcome orientation, kindness, love.



***“What you can do, or
dream you can, begin it;
boldness has genius,
power, and magic in it.”***

Johann Wolfgang von Goethe



ACTION

Once you begin to align your identity with your intention, you will experience a call toward action.

Repress that call and you will slip into depression.

Here is a secret about bringing your intention into the world: consistent small actions that increase your personal sense of accomplishment and confidence do infinitely more than marathon work that burns you out. James Clear ([Atomic Habits](#)) and Charles Duhigg ([The Power of Habit](#)) have well documented the effectiveness of small efforts done at an appropriate level of difficulty, consistently.

Throwing yourself in the deep end of the pool too early only reinforces the belief that you can't swim. Daily practicing strokes in appropriate depths, on the other hand, proves to yourself that you are a swimmer.

The background of the entire page is a bokeh effect consisting of numerous out-of-focus circles in shades of blue and gold against a dark background. The circles vary in size and brightness, creating a shimmering, abstract pattern.

OUTCOMES

Once you are reinforcing your identity with regular small actions, an amazing shift will happen.

You will find that more and more of your life is supporting you in taking bigger actions, until suddenly you find that you are realizing the outcomes of your intention.

As you keep aligning your intentions, identity and actions toward outcomes, you will be exposed to new insight and awareness, receive invitations to take responsibility, and as you realize your capacity to create outcomes, you will step further and further into ownership of your reality.

Awareness → Responsibility → Ownership

So, what are you choosing to be aware of? And what are you choosing to take responsibility for? What are you choosing to be in ownership of?

Creation leadership is a continuous process of moving from awareness to responsibility to ownership.

As a Creation Leader, you constantly expand your awareness, become more present and seek to understand and learn. **Awareness is about who to be.** As you become aware of new dynamics, you have an invitation to take responsibility. Responsibility can be confused with blame. I can take responsibility for my contribution without being blamed for feeling guilty for the existence of injustice, destruction, and waste.

Responsibility is an empowering act of addressing something that you have become aware of and that matters to you. It requires courage and agency.

Awareness → Responsibility → Ownership

Taking on the responsibility for who you are becoming, and being accountable for it, ultimately increases your confidence and leads to ownership of your reality.

Ownership of your reality inevitably reveals your connectedness to all things. Eventually, you will embody, you will live with the inner knowing that you Belong.

Awareness - BE

Responsibility - BECOME

Ownership - BELONG



BE → BECOME → BELONG



Creation Leadership is a *continuous process.*

There is no arriving. There is no completion. There is no need to judge yourself for where you are at right now and how you got here - nor is there reason for hubris.

Creation Leadership is humble.

It is an act of service.

It is an understanding that you have the capacity and even natural tendency to evolve in your capacity to create value, just as everything else that is alive.

“I seem to be a verb”

Buckminster Fuller



A close-up photograph of a hand with vibrant, multi-colored paint splatters. The colors include blue, yellow, red, orange, and purple. The hand is positioned centrally, with the fingers pointing upwards. The background is dark and out of focus.

INTERFACES

YOUR TOOLS OF CREATION

Everything that is alive can be looked at as a system.

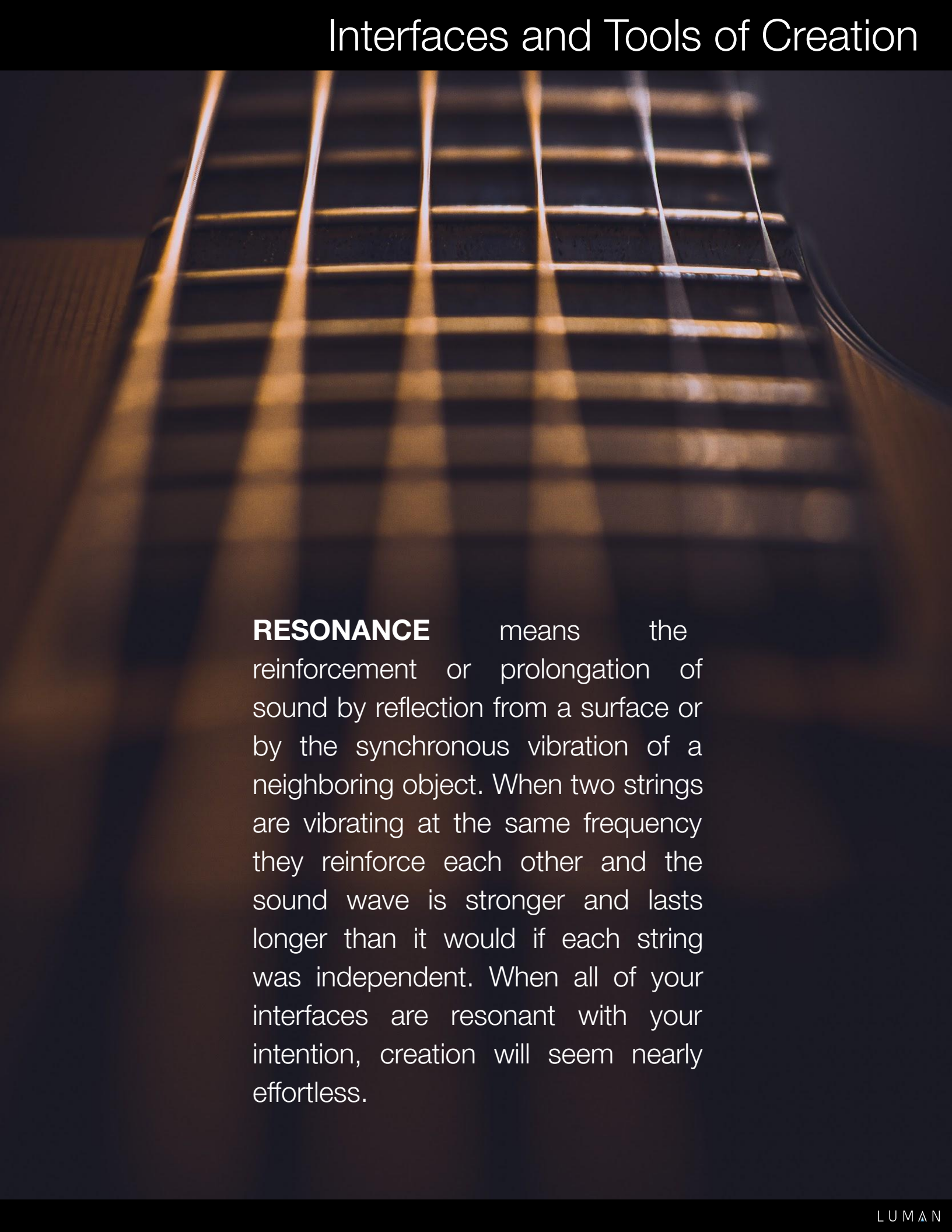
A system takes in **inputs**, has something going on to **process** those inputs, and creates **outputs** - which through interaction with the outside world then become **feedback**, turning into new inputs for your system.

You are alive.


You require inputs, process them, and by processing them into outputs you continuously create your reality. Through every choice you make and every action you take, you send out ripples that come back as feedback, shifts in your reality.

Key to Creation Leadership is the continuous alignment of all of your interfaces so that you can use all of your capacities, all of your resources toward achieving your outcomes.

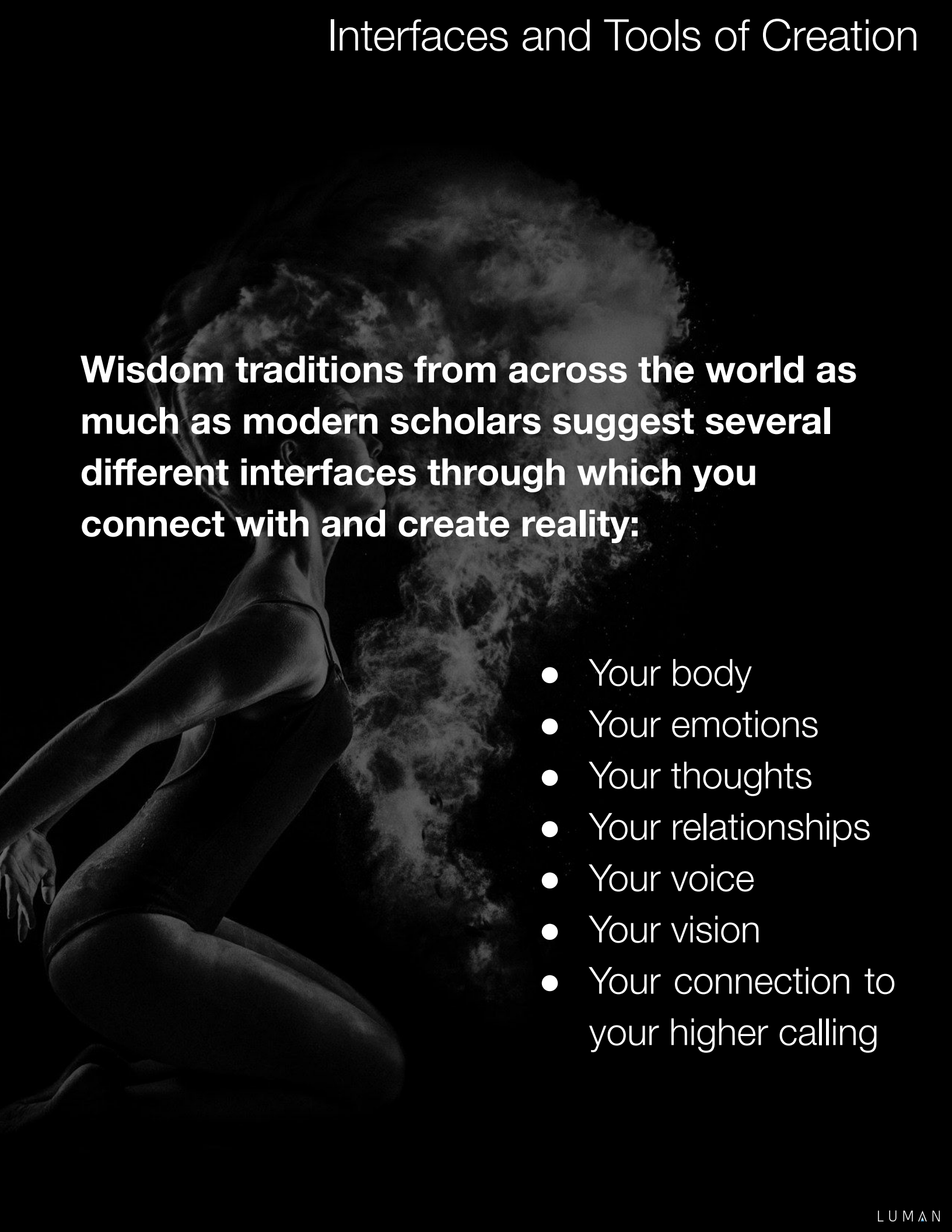
Alignment is a constant process of recognizing and resolving dissonance. As we become aware that our outputs are not what we want, are incongruent with who we are seeking to become, or what we are seeking to create, we begin to take responsibility for our inputs and processes. By actively engaging with feedback (Outcomes) we become more discerning about which inputs and processes are resonant and which are not.



RESONANCE means the reinforcement or prolongation of sound by reflection from a surface or by the synchronous vibration of a neighboring object. When two strings are vibrating at the same frequency they reinforce each other and the sound wave is stronger and lasts longer than it would if each string was independent. When all of your interfaces are resonant with your intention, creation will seem nearly effortless.



**The more you align all of your
interfaces toward your intention, the
more powerfully you can create.**



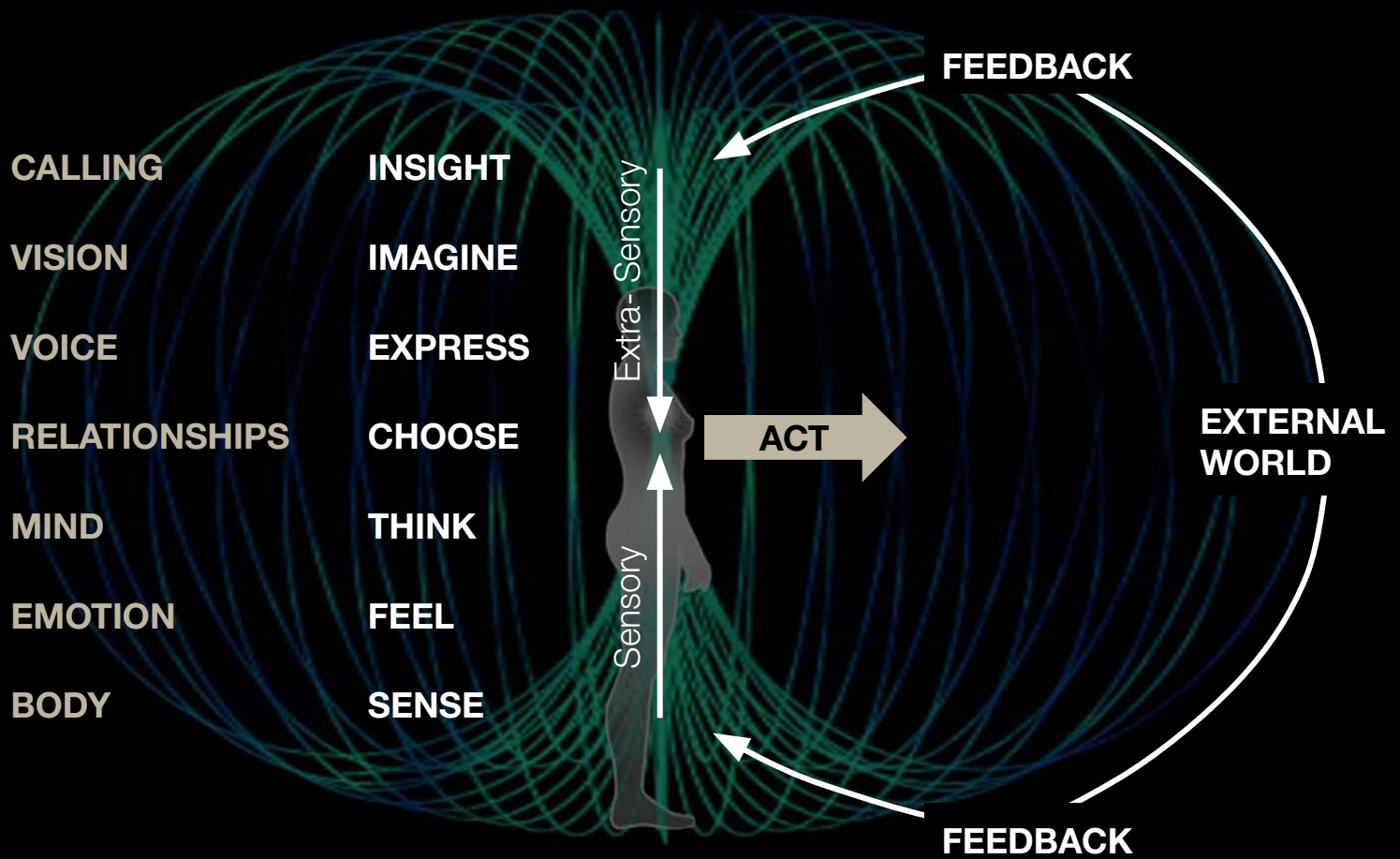
Wisdom traditions from across the world as much as modern scholars suggest several different interfaces through which you connect with and create reality:

- Your body
- Your emotions
- Your thoughts
- Your relationships
- Your voice
- Your vision
- Your connection to your higher calling

Each of these domains is connected to and triggers the others, e.g. if you are disconnected from your calling, you will lack vision, and express and talk about things that aren't meaningful, which in turn affects your relationships. Negative experiences within your relationships give rise to negative thoughts, which trigger brooding or anxious emotions that then cause the release of neurochemicals that make you feel stressed, anxious or depressed, ultimately causing pain or illness in your body.

Reversely, if you take care of your body, you will likely feel better, have more productive and positive thoughts, and be more present to your relationships. You will have a clearer voice and an increased ability to connect to your vision and your higher calling.

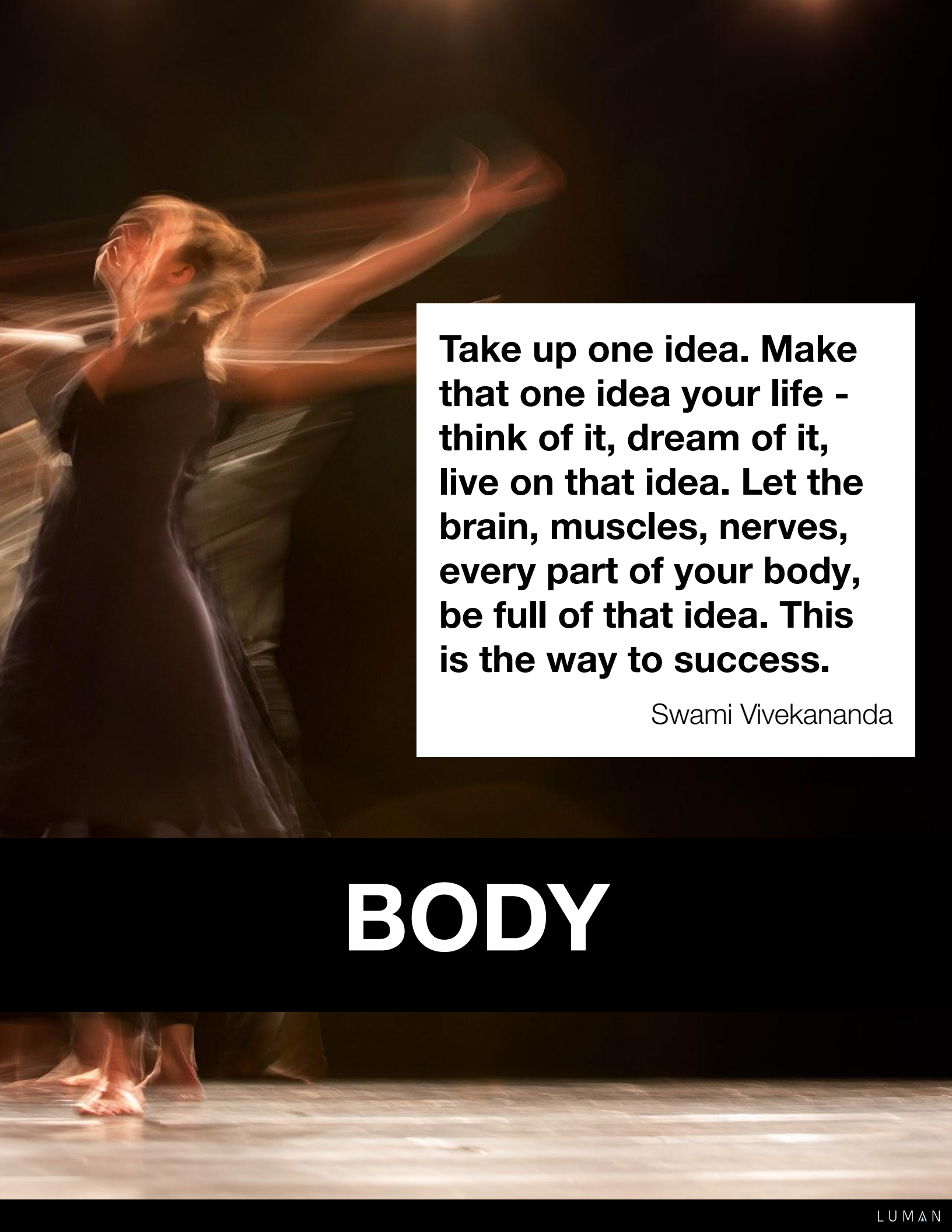
Interfaces and Tools of Creation



You can engage your system through any interface, e.g. if you find yourself becoming aware of not feeling well, you can check in to see if your body needs water or food, or you can take a look at what you have been thinking about, what relationships might have been tugging at your attention, or if you need to shift perspective on something.

There is no perfect body, the point is not to always "feel good", have perfectly clear thoughts or sanitized relationships.

Creation Leadership is continuing to become more aware in each of your interfaces, take responsibility for what you become aware of, and ultimately stand in ever more ownership of your entire human operating system.



Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea. This is the way to success.

Swami Vivekananda

BODY

The body is your most concrete interface and it is also perilously easy to ignore.

Your body sends you so many different kinds of signals from pain, to constriction, itchiness, restlessness, lethargy, or thirst.

Most of us have become so adept at ignoring these signals that we can go all day without drinking water and will continue to eat foods that are clearly causing negative consequences.

The more attune you become to the subtleties of how you and others experience your body (the feedback) the more you will consciously cultivate your inputs (water, food, physical environment, etc) and refine your processes (exercise, movement etc).

“Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself.”

— Rumi

“Learn to do everything lightly. Yes, feel lightly even though you're feeling deeply.”

Aldous Huxley

EMOTIONS



Others affect you emotionally. In your limbic system, mirror neurons can be measured that take on the emotional energy of people around you.

This is why discernment is crucial when it comes to the emotions you expose yourself to and your capacity to filter for which ones are really yours (your inputs).

Furthermore, as emotions arise, it is important to learn to distinguish them beyond “good” or “bad”, as each emotional distinction also provides you with keys to unlocking its guidance.

For example, if you find yourself getting angry, you can ask what boundaries might have been crossed, and in doing so become clear about the boundaries you get to establish.

With that level of ownership of your emotions, you are then also empathetic toward others and conscious of the emotions you are creating for them (your outputs).

MIND

“In the province of the mind, what one believes to be true is true or becomes true, within certain limits to be found experientially and experimentally. These limits are further beliefs to be transcended.”

John C. Lilly

Never before have we been flooded with as much information as today.

Curation and the ability to still one's mind have become essential.

The information you take in, the media you consume (your inputs), impacts what you think about. Your awareness of the limitations of your distinctions, and taking responsibility for addressing your own cognitive biases and fallacies (your processes) creates humility. The more you learn, the more you know that you can't really know anything. That humility will also translate into discernment in the information you put out into the world (your outputs). As Eleanor Roosevelt put it:

“Great minds discuss ideas; average minds discuss events; small minds discuss people.”



RELATIONSHIPS

“The great lesson from the true mystics is that the sacred is in the ordinary, that it is to be found in one’s daily life, in one’s neighbors, friends, and family, in one’s backyard.”

Abraham Maslow

The people in your life are your primary path to support and scaling your actions.

We require each other to create value in the world.

Consequently, to optimize your support and scalable impact, you get to curate your community (your inputs), and you get to learn how to make interactions with anyone [value-creating and collaborative](#) rather than transactional (your processes).

Intimacy and trust are built through shared vulnerability and fulfilled agreements. If you want to sense belonging, the easiest thing you can do is to be stellar in your integrity, in your care and word with others (your outputs).

Your body, your emotions, your mind and relationship all are here to support you in the unfolding of your genius.

VOICE

A person is silhouetted against a vast, starry night sky. The person is standing on a rocky outcrop and holding a flashlight that shines a bright beam of light upwards, illuminating the Milky Way galaxy. The sky is filled with numerous stars and the dense band of the galaxy. The overall scene is dark and atmospheric, with a sense of wonder and exploration.

"To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment."

Ralph Waldo Emerson

Your voice is the gateway to activating your genius, your individuality, your unique form of self-expression.

Your reality is made up by stories. Each of us either enrolls others in our stories, or is enrolled by others in theirs.

To ensure that you are connected to your unique voice, spend time and create space to connect to it, to explore it, to try things (your process), so that you can ultimately create the artifacts and offerings you came here to share (your outputs).

Your voice stands for who you are as an individual.

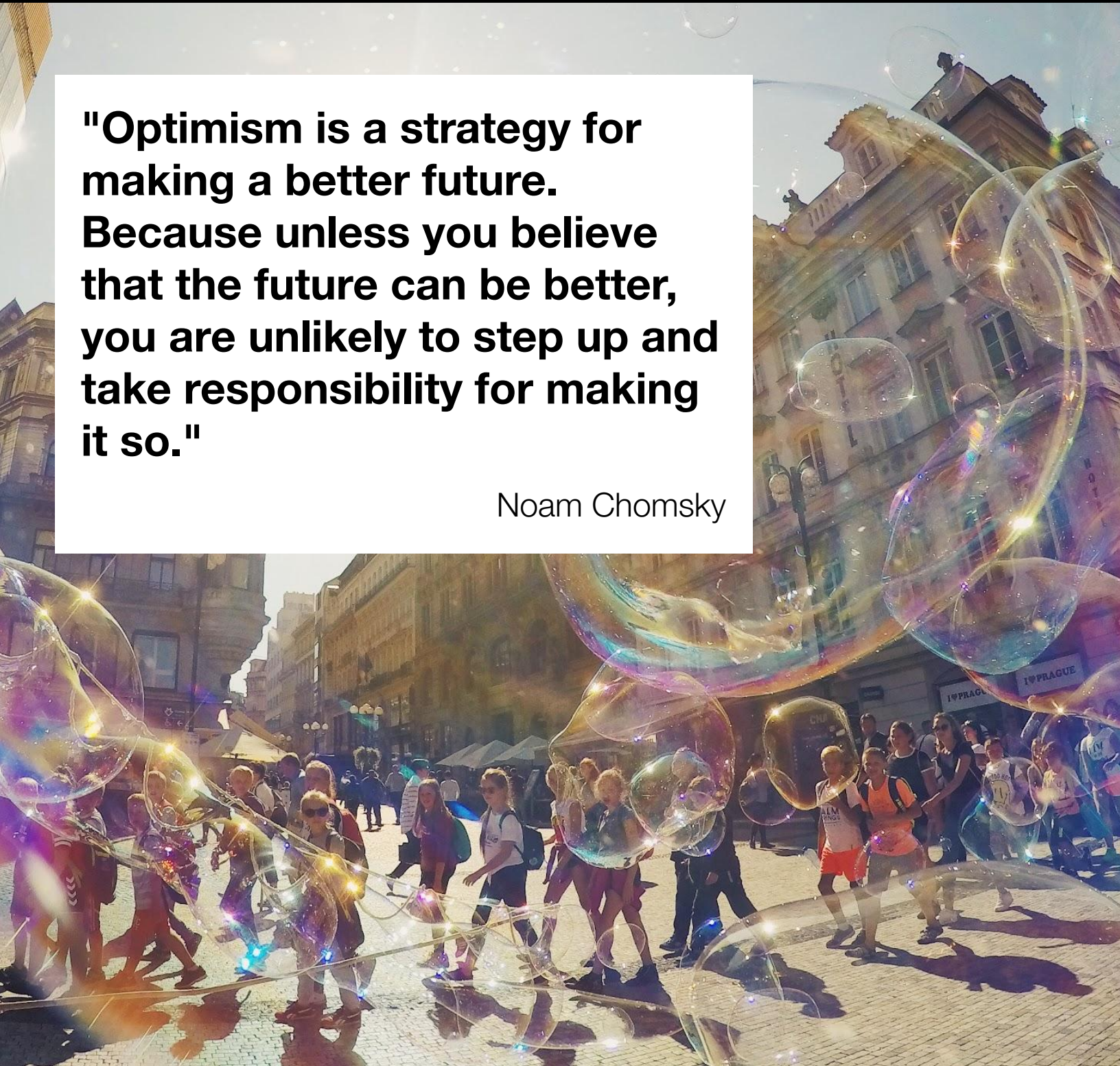
It is the beginning of self-actualization. After having learned to honor your body and emotions, taking charge of your mind, and being in integrity in your relationships, it is now about you, your uniqueness, who you came here to be as an individual.

It is about learning to honor your individuality, your needs and desires, so that you can live the full expression of who you could be.

VISION

"Optimism is a strategy for making a better future. Because unless you believe that the future can be better, you are unlikely to step up and take responsibility for making it so."

Noam Chomsky



What you have to offer depends on your vision for the world.

Each of us has the capacity to create future visions.

As children, imagination is a staple skill. Unfortunately, many of us unlearn imagination at a young age, when others - often in position of authority, like parents or teachers - impose their visions of the world on us.

Similarly, our media is flooded with dystopian visions of the future, and it is easy to fall prey to making them your own (as your inputs).

To make sure that you pull in your own visions of how reality could be, you get to develop your own process of connecting to vision, make time and create favorable conditions through the many tools available to you, from breathwork to shamanic practices (your processes).

The visions you receive are yours to create and share with the world (your output).

“We must strive to be more than we are. It does not matter that we will not reach our ultimate goal. The effort itself yields its own reward.”

Gene Roddenberry

CALLING



Finally, your connection to your higher calling, which comes to you in hunches, dreams, or synchronistic events (your inputs), is elicited in conscious practices of seeking and connecting to who you could become (your processes), and your constant growth toward the ultimate version of yourself that you can become in this lifetime (your output).

As stated before, there is no arriving. All of these interfaces are in a constant process of evolving, and feed back on themselves. As your outputs ripple into the world, they create feedback, which in turn becomes more input for you.

As a creation leader you don't just welcome and embrace feedback, you actively elicit it and ask for it. Thus you continue to refine your interfaces, their alignment, and ultimately your capacity to create.

And there has never been a better time to start...

The time is **NOW**

No such thing as spare time.
No such thing as free time.
No such thing as down time.
All you got is lifetime.
Go.

Henry Rollins



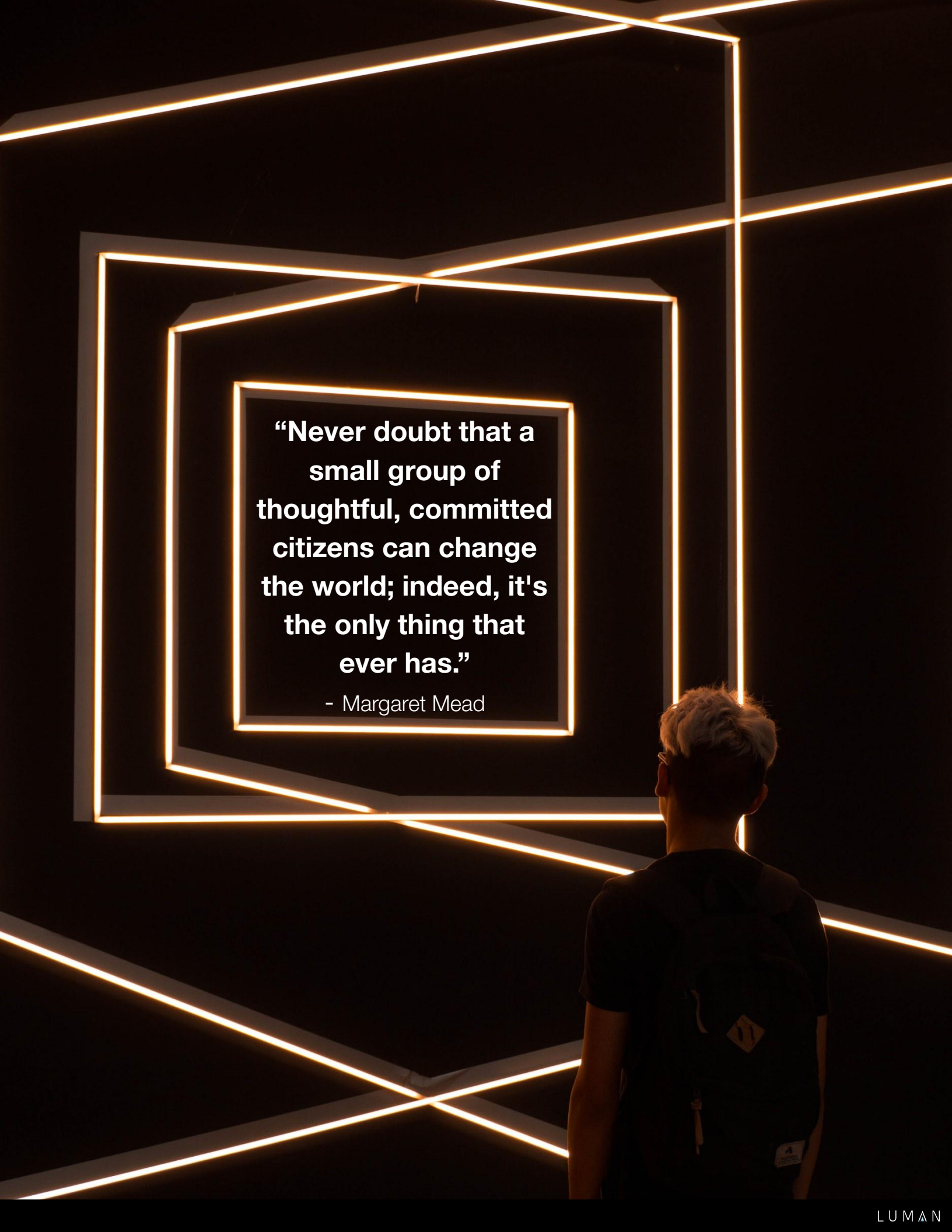
Never before has the average individual been able to create at the scale and speed available now.

Never before have we been more in need of solutions.

Never before has your genius, your creation been more needed.


You know this.

You know you are being called.

A person with short, light-colored hair, seen from behind in silhouette, stands in a dark space. They are looking at a large, glowing orange geometric frame that contains a quote. The frame is composed of several overlapping, slightly offset rectangular shapes, creating a sense of depth and perspective. The background is black, and the overall atmosphere is contemplative and modern.

**“Never doubt that a
small group of
thoughtful, committed
citizens can change
the world; indeed, it's
the only thing that
ever has.”**

- Margaret Mead



From 1914 to 1941 Henry Kaiser turned a small street paving company in Vancouver into one of the most valuable wartime production assets of the United States.

In July of 1940, with no experience building ships Kaiser landed a contract to build thirty. Leveraging the crew and the mentality that had built a dam across the Columbia River, years ahead of schedule and under budget, Kaiser would go on to build 747 ships in the Richmond shipyard alone.

His holistic, integrated approach, and dogged insistence on ease of production, efficient use of time and resources, and effective teams made him perhaps the most productive industrialist of all time and certainly a vital contributor in how the allies won the war.

The Time is NOW

“...you can’t get fine talent into your organization by simply offering high salaries. You and the men who work with you have to build yourselves up to the capacity to tackle bigger and bigger jobs.”

Henry Kaiser



We face an even greater challenge than we did in WWII. Without a massive and concerted shift in how we run our world, we will destroy it. It is easy to dismiss your ability to create change - you might be no Kaiser.

You are a creator and your contribution at whatever scale and sphere of influence is needed.

Now.

***"Do what you can,
with what you have,
where you are."***

- Teddy Roosevelt



***YOU ARE
CREATOR***



IT'S YOU,

IT'S ALWAYS

BE

ACKNOWLEDGEMENTS

“At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us.”

Albert Schweitzer

Thank you to all the ones who came before and provided inspiration for the concept of Creation Leadership, which aims to integrate and evolve their work, while making it accessible to the leaders we now need:

Sri Aurobindo ■ Don Beck ■ David Bohm ■ James Clear ■
Aleister Crowley ■ Ram Dass ■ Edward F. Edinger ■ Erich Fromm ■
Buckminster Fuller ■ Clare Graves ■ Benjamin Hardy ■ Aldous Huxley ■
Robert Kegan ■ Alfred Count Korzybski ■ Jiddu Krishnamurti ■
Timothy Leary ■ John C Lilly ■ Caroline Myss ■ Camille Paglia ■
Sir Karl Raymond Popper ■ D. T. Suzuki ■ Arthur Young ■
Alan Watts ■ Ken Wilber ■ Robert Anton Wilson