

Spiral Dynamics

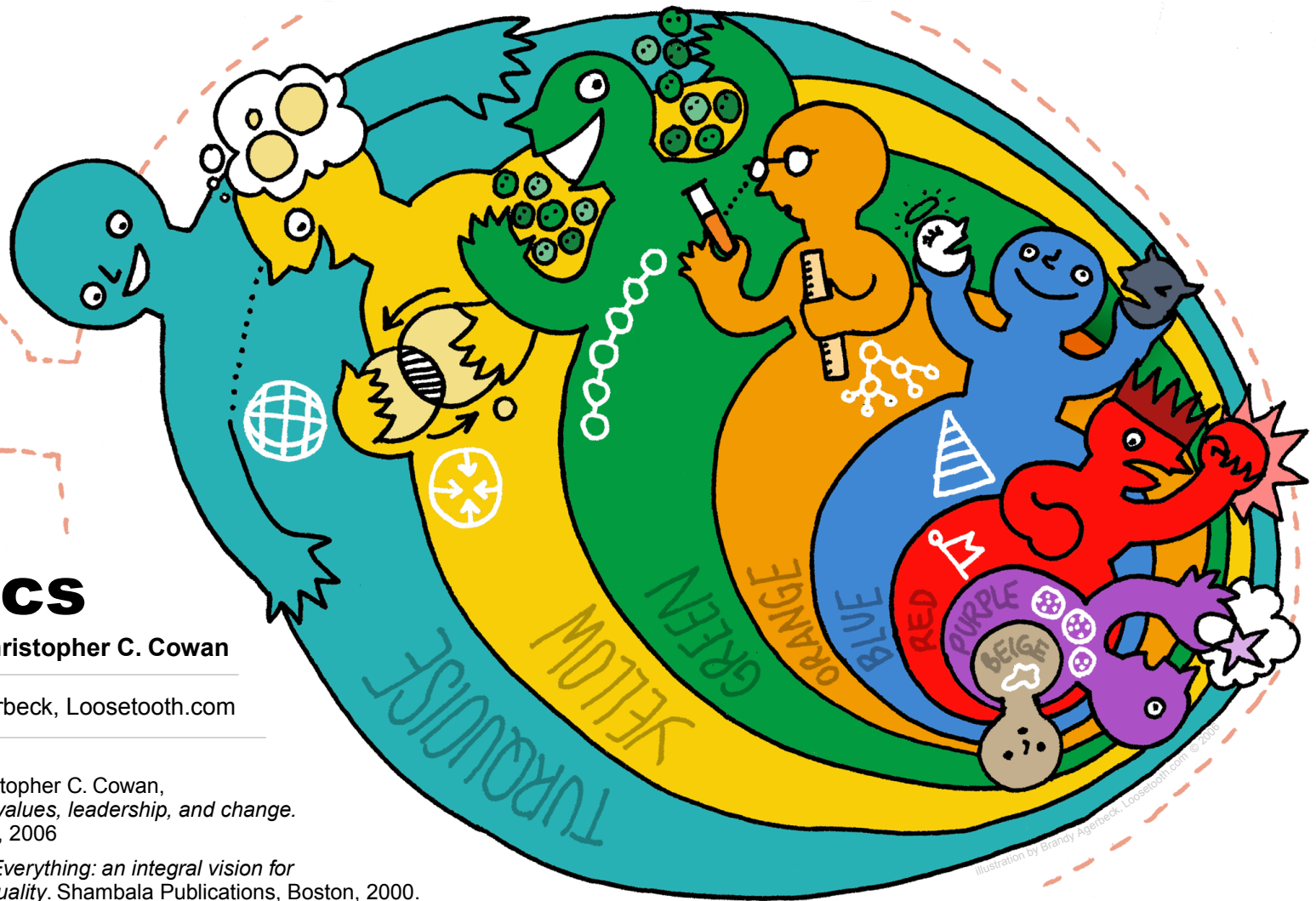
Don Edward Beck & Christopher C. Cowan

illustration by Brandy Agerbeck, Loosetooth.com

Sources

1 Beck, Don Edward & Christopher C. Cowan, *Spiral Dynamics: mastering values, leadership, and change*. Blackwell Publishing, Oxford, 2006

2 Wilber, Ken, *A Theory of Everything: an integral vision for business, science, and spirituality*. Shambala Publications, Boston, 2000.



tier ¹	# ¹	meme ¹	popular name ¹	structure ¹	motives ^{1,2}	characteristics ^{1,2}	% of pop. ²	% of power ²
2nd being	8	Turquoise	GlobalView	global	compassion, harmony	holistic, global	0.1	1
	7	Yellow	FlexFlow	interactive	adaptability, integration	systemic, conceptual, ecological, flexible	1	5
1st subsistence	6	Green	HumanBond	egalitarian	approval, equality, community	relativistic, personalistic, sensitive, pluralistic	10	15
	5	Orange	StriveDrive	delegative	autonomy, achievement	materialistic, strategic, ambitious, individualistic	30	50
	4	Blue	TruthForce	pyramidal	order, right & wrong	absolutistic, obedient, purposeful, authoritarian	40	30
	3	Red	PowerGods	empires	power, dominance	egocentric, exploitative, impulsive, rebellious	20	5
	2	Purple	KinSpirits	tribes	magic, safety	animistic, tribalistic, magical, mystical	10	1
	1	Beige	SurvivalSense	loose bands	survival	archaic, instinctive, basic, automatic	0.1	0