

SPIRAL DYNAMICS and COMMUNICATION STRATEGIES

vMEMEs	BEST SOURCE	BEST-FIT APPROACH
BEIGE	Caretaker Provider	Biologic senses – touch, taste, smell, see, hear Physical contact rather than symbols
PURPLE	Caring chieftain or shaman Counsel from revered elders from within the tribe/clan group Signals and omens from spirit realm Words of ancestors and their ways Collective sense of supportive peers	Traditional rites, rituals, ceremonies Includes mystical elements and superstition Appeals to extended family, harmony, and safety Recognizes blood-bonds, the folk, group Familiar metaphors, drawings, emblems Minimal reliance on written language
RED	Person with recognized power Straight-talking Big Boss with something to offer Respected, revered, feared other Celebrated “idol” with reputation Someone of proven trustworthiness	Demonstrate “What’s in it for me now?” “Immediate gratification if...” Challenges and appeals to machismo/strength Heroic status and legendary perspective Flashy, unambiguous, reality-based, strong Simple language and fiery images/graphics
BLUE	Rightful proper kind of authority Higher position in the One True Way Down the chain-of-command According to the book’s rules and regulations Person with position, power, and rank In compliance to tradition and precedent As directed by divinely ordained power	Duty, honor, country; images of discipline Self-sacrifice for higher cause and purpose Appeal to traditions, laws, and established norms Use class consciousness, knowing one’s place Propriety, righteousness, and responsibilities Insure future rewards and delayed gratification Assuage guilt with correct consequences
ORANGE	One’s own right-thinking mind Successful mentors and models Credible professionals and “gurus” Prosperous, successful, elite contacts Advantageous to the self-image Resulting from own observations Tried-and-true experience, experiment	Appeal to competitive advantage and leverage Success motivations and achieving abundance Bigger, better, newer, faster, more popular Citations of experts and selected authorities Experimental data and tried-and-true experience Profit, productivity, quality, results, winning Demonstrate as best of several options
GREEN	Consensual communitarian norms Enlightened friend/colleague Outcome of participation and sharing Result of enlightenment, becoming Observation of events here-and-now Responsive to affect/feeling/emotions Relative to situation and people at hand	Enhance belonging, sharing, group harmony Sensitive to human issues and care for others Expand awareness and understanding of inner self Symbols of equity, humanity, and bonding Gentle language along with nature imagery Build trust, openness, exploration, passages Real people and authentic emotional displays
YELLOW	Any useful information source May adopt BEIGE through GREEN Competent, more knowing person/entity Relevant, more-functional data Merge normal sources and hunches Individualized explorations/discoveries	Interactive, relevant media; self-accessible Functional “lean” information without fluff The facts, the feelings, and the instincts Big picture, total systems, integrations Connect data across fields for holistic view Self-connecting to others and systems successfully
TURQUOISE	Experience of discovery Learning in communal network Holistic conception of multiple realities Any being in the TURQUOISE sphere Knowing systems across the planet Reawakened deep-brain capacities Reliance on holistic consciousness	Multidimensional chunks of insight Use of multi-tiered consciousness Renewed spirituality and sacrifice to whole Ecological interdependency and connections Macro (global) solutions to macro problems Community beyond nationalities or partisanship High-tech and high-touch experiential

