

Now-to-New explained by Jack Martin Leith in 20 slides

now-to-new.org

Now-to-New

1. A shift from the current state of affairs (**Now**) to what is needed instead (**New**).
2. A way of thinking, doing and being directed towards enriching the world with value, meaning and joy.



You are not here merely to make a living.

You are here in order to enable the world to live more amply, with great vision, with a finer spirit of hope and achievement.

You are here to enrich the world, and you impoverish yourself if you forget the errand.

Woodrow Wilson
US President 1913–1921

Woodrow Wilson was addressing undergraduates. His actual words were:
*You are not here merely **to prepare** to make a living.*

You are here to enrich the world. Not only is this why you are here – it is also what you are uniquely equipped to do.

There is only one stage in the true model of the Creative Process. Stuart Kauffman uses an expression to describe the difficulty of modeling any living system: “the algorithm is incompressible”. In other words, there's no shorter method, a routine or program to describe life or living systems than life or the living system itself.

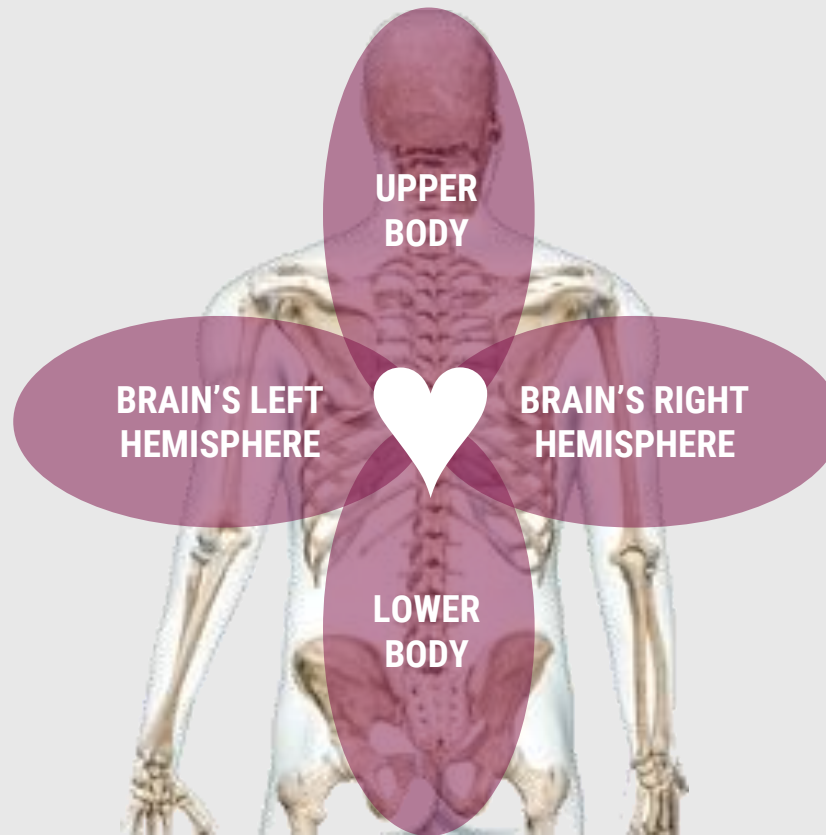
Bryan Coffman, MG Taylor website

Our species is the only creative species, and it has only one creative instrument, the individual mind and spirit of man.

John Steinbeck, East of Eden

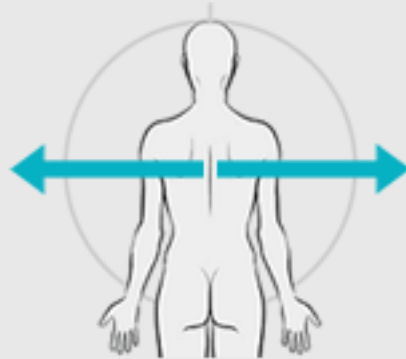
Together, mind, body and spirit enable you to transcend the mundane, imagine what could be, bring it into being and enrich your world with value, meaning and joy.

The bare bones of the embodied Now-to-New model



MIND

Horizontal plane



MUNDANE PRIMAL
WORLD WORLD

MUNDANE WORLD

BROUGHT FORTH BY **LEFT HEMISPHERE**

In this world:

Power and control prevail.

We seek certainties.

Everything can be named, described and situated on the arrow of time.

Our lives are experienced at one stage removed, like watching a video rather than the live performance.

We know the map, not the territory.

Abstraction, reductionism and reification go unquestioned.

Generative thought and action are constrained by a barrage of rules, norms, mores, codes, beliefs, dogmas, narratives and ideologies.

We are domesticated.

We are separate from nature.

Our imagination is synthetic.

PRIMAL WORLD

BROUGHT FORTH BY **RIGHT HEMISPHERE**

In this world:

We imagine possibilities.

There are no names and no descriptions, and there is no arrow of time, only the present moment.

As soon as we name something it becomes a thing and therefore part of mundane world.

The Tao that can be told is not the eternal Tao. – Tao Te Ching

Our lives are experienced in the raw: visceral, untamed, unfiltered, uncoded and unconceptualised.

We see things whole and in their context.

Our thinking is comprehensive.

We are part of nature.

Our imagination is organic.

Based in part on the work of Dr Iain McGilchrist, a psychiatrist, neuroscience researcher and writer best known for his theory of how the brain's hemispheres differ in the way they attend to the world. His theory supersedes the debunked yet still prevalent split-brain theory developed in the 1960s by Roger Sperry and others.

Mundane World / Primal World distinction originated by Jack Martin Leith.

Jon Evans How do the left and right hemispheres do things differently?

Iain McGilchrist If you want a very simple, single point, it's that the left hemisphere produces a representation of reality, whereas the right hemisphere actually puts us in touch with the presence of reality. We're so used to representation that we can't see how very different it is.

Almost everything that we live in now is a representation, a projection on a screen in two dimensions; living in a city which represents certain things but nature is absent from it.

So it's like the difference between a diagram, a theory, a map, and the actual territory of the real world – or the terrain as I prefer to say – in which we live. And the map is very much simpler than the terrain.

And that's not a criticism, because we need simplicity for a map to work. If it had too much information in it, it wouldn't work. But it's vital not to mistake the map for the real world.

***Jon Evans** is the host of the YouTube channel *Uncensored CMO* and chief customer officer at *System1 Group*.*



The two forms of imagination

SYNTHETIC IMAGINATION

LEFT HEMISPHERE

MUNDANE WORLD

Mechanical, laboured, derivative

Recalls and repurposes buried thoughts, connects disparate notions, and combines existing ideas into new ones – an approach known as combinatorial creativity

Elaborates an idea or group of ideas into a fleshed out concept

ORGANIC IMAGINATION

RIGHT HEMISPHERE

PRIMAL WORLD

Natural, spontaneous, inspired

Presents possibilities for enriching the world, together with an intuitive sense of how they might be brought into being

Adapted by Jack Martin Leith from Napoleon Hill's 1937 book Think and Grow Rich!

Mundane world.

Primal world.

Synthetic imagination.

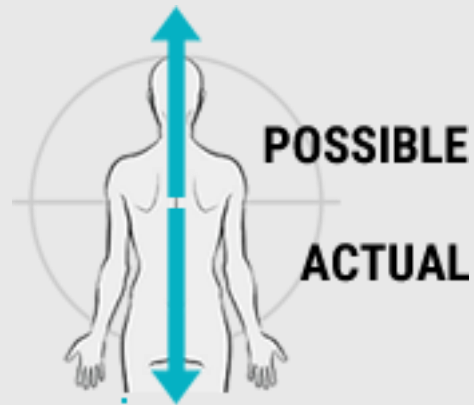
Organic imagination.

Each has an equal part to play.

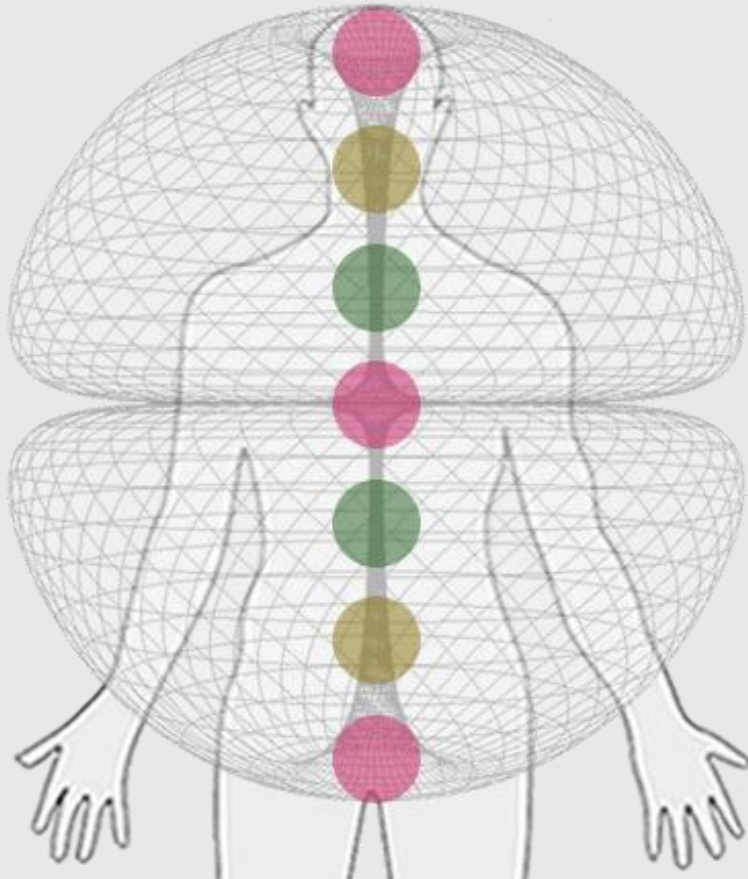
Primal world is not the place to be when completing your tax return or shopping for groceries.

BODY

Vertical plane



The Seven Powers



OPENNESS

IMAGINATION

CONCEPTUALISATION

FAITH

MATERIALISATION

REALISATION

GROUNDEDNESS

POSSIBILITY
WHAT COULD BE

ACTUALITY
WHAT IS

Pink items are activation powers. **Black items** are creative powers.
Dual torus image sourced from Michael C Grasso and decoloured.

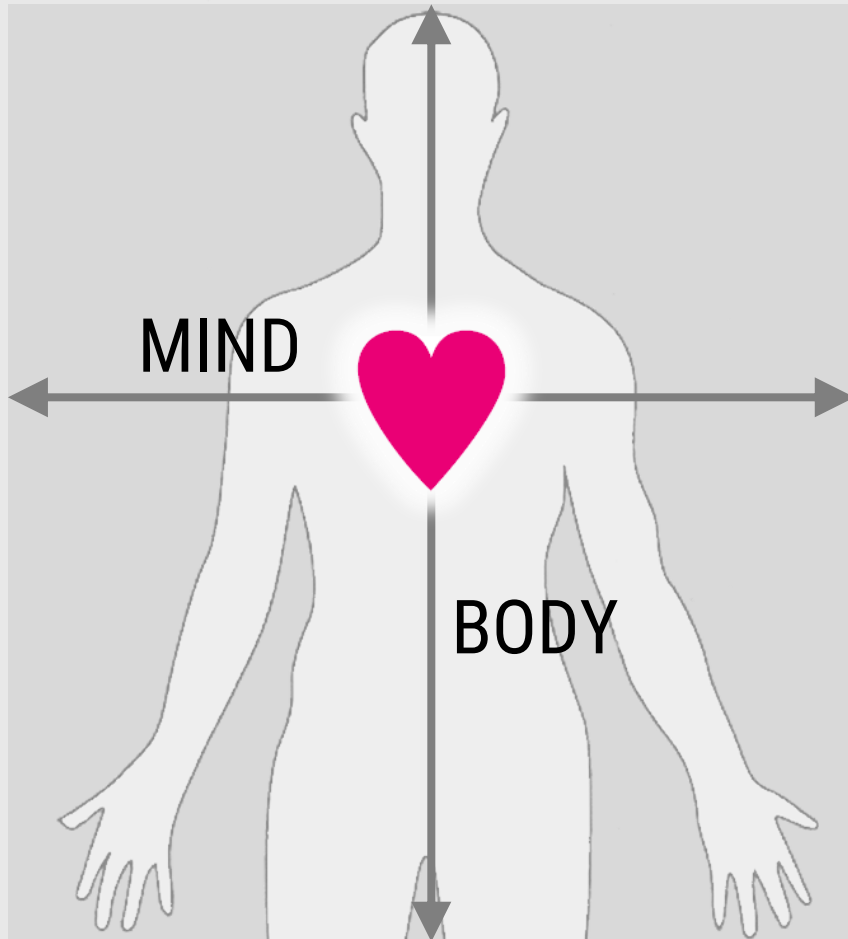
SPIRIT

Intersection of horizontal
and vertical planes



Spirit is the animating force throughout creation.
An unseen force that is life, the divine, the nagual,
the light. To live a spiritual life is to identify oneself
as the animator of creation, rather than as creation.

Allan Hardman



Your heart unites your body and your mind.

It is where, through faith, you experience spirit as an unwavering desire to enrich your world with value, meaning and joy.

This is your purpose, your intent.

Faith is a critical but curious mind's readiness to adopt a reality model (even if provisionally) for which there is less than absolute, empirical proof.

Jay B. Gaskill

Faith is an existential commitment of the heart, a way of life, a set of behaviors and emotional responses woven into every hour of everyday life – expressed through constant choices both when alone and in social situations.

Peter A. Georgescu

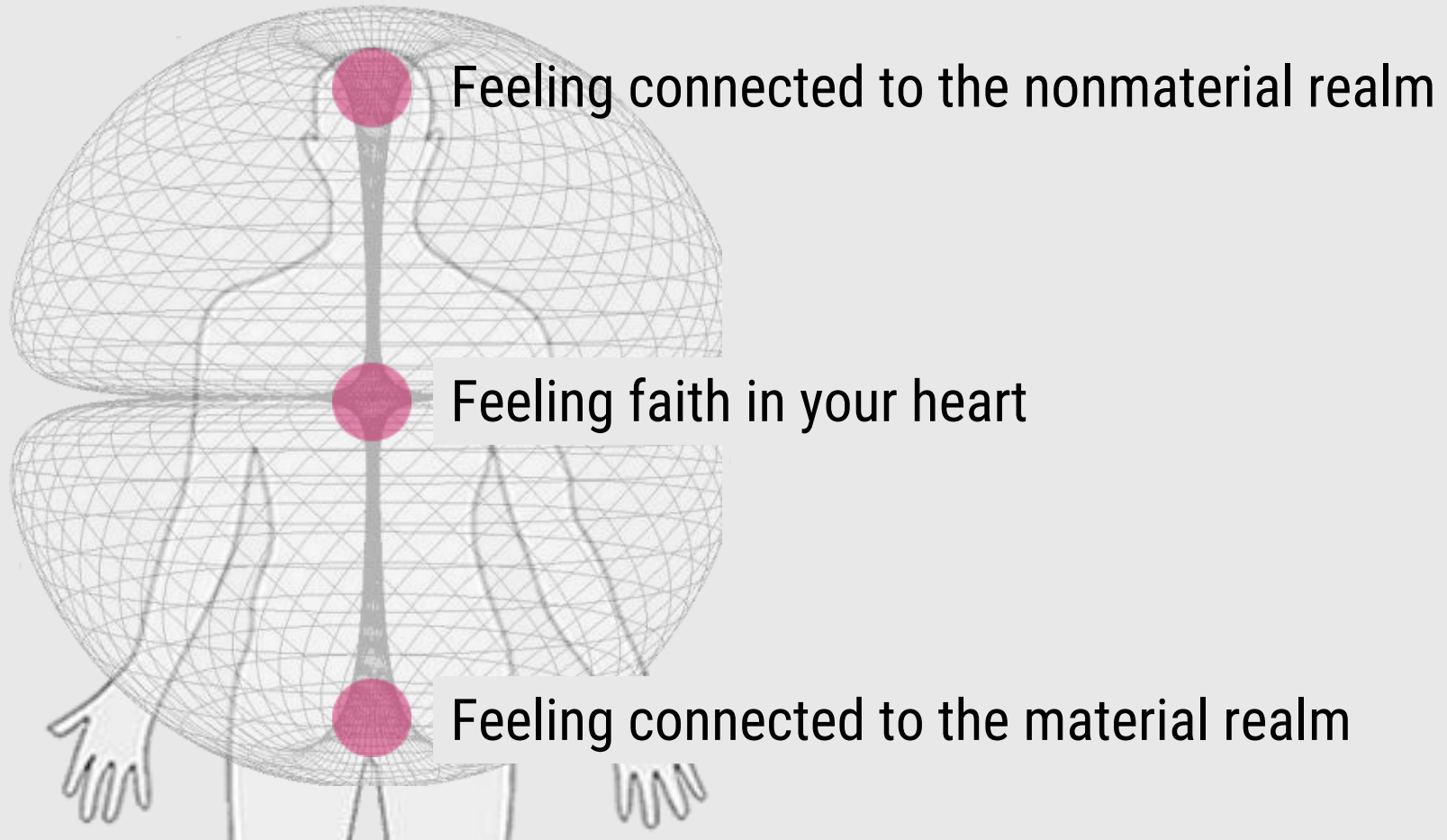
TRANSCENDING THE MUNDANE

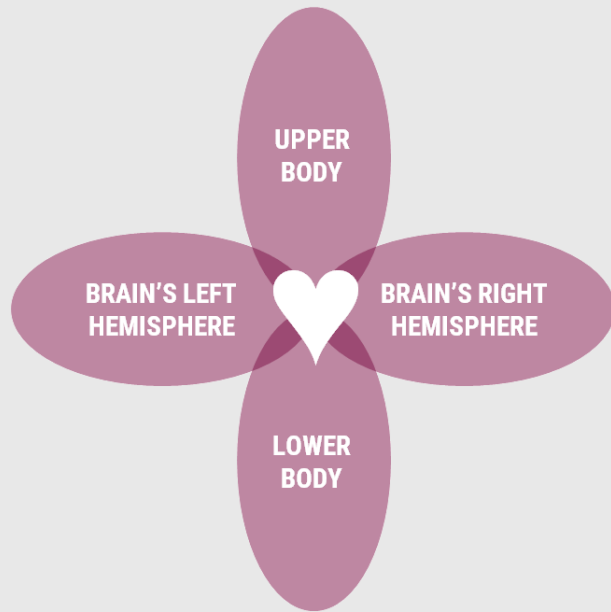
Transcend means
*to rise above or
go beyond the limits of.*

It also means
*to triumph over the negative
or restrictive aspects of.*

It does not mean
to shun.

Prerequisites for transcending the mundane





Transcend the mundane.

Imagine what could be.

Bring it into being.

Enrich your world with value,
meaning and joy.