

PALESTINE TIMES

Palestine's Daily Newspaper

FRIDAY, JANUARY 26, 2007 • 7 MUHARRAM, 1428

WWW.TIMES.PS • FOUNDED 2006

Build Palestine Initiative: How to Walk the Talk

RAMALLAH (Palestine Times) – Working with Elza Maalouf, president of the Center for Human Emergence-Middle East, Dr. Beck just completed a series of presentations on Palestine within the framework of Spiral Dynamics with various groups. The interest levels is high as everyone appears to be searching for a fresh start. Palestine times had the chance to talk with Dr. Beck about his work and his plans for the region.



continued on page 2...

PALESTINE TIMES
Palestine's Daily Newspaper

Editor-in-Chief
Othman Fakhri Mohammed

PALESTINE TIMES

Was founded in 2006 and is published daily except Saturday by The Palestine Times Publishing Co. Ltd. registered at the © GPO. Reproduction, or storage in a retrieval system, or any other form, is prohibited without written permission.

Main Office

Al Saadeh Building
Ramallah - Jerusalem Main Rd.
P. O. Box - 4195, Ramallah, Palestine
Tel: + 970 2 297 2277, Fax: + 970 2 297 2278
www.times.ps

Subscriptions: subs@times.ps

Advertising: ads@times.ps

Editorial: editors@times.ps

Letters: letters@times.ps

Information: info@times.ps

Build Palestine Initiative: How to Walk the Talk

Dr. Don Beck has inspired thousands of people toward a new experience of societal emergence through the Spiral Dynamics conceptual framework. His unique values-based model charts the emergence of human nature as a bio-psycho-social map of living human systems. The focus is on natural designs as cultures add new layers of understanding as life conditions change. These integral solutions are ecological, systemic, and life affirming.

Working with Elza Maalouf, president of the Center for Human Emergence-Middle East, Dr Beck just completed a series of presentations on Palestine within the framework of Spiral Dynamics with

various groups. The interest levels were high as everyone appears to be searching for a fresh start.

Dr. Beck has introduced Spiral Dynamics in more than 25 different countries as a model and process in large scale systems change. In this role as mapmaker extraordinaire, he is not only charts the way to personal explorations and organizational design and alignment, but is actively engaged in macro-scale geopolitical transformations. Behind the scenes he played a major role in the design of the new post apartheid South Africa and is currently generating fresh thinking in hot spots around the globe. According to Professor Beck "Humanity is facing up to some

hard truths. We have some powerful choices to make. Many will be political, some religious, and others educational. All will be predicated on the Spiral, whether we recognize it at the time or not. A little knowledge is a dangerous thing, but ignorance is worse. If you are now awakening to Spiral Dynamics, you hold the handle of a versatile tool. Merge it into your wisdom and other insights. Then use it wisely and well." Dr. Don Beck believes that "Rather than tracking what is 'next' in terms of trends, theories, models, and programs, Spiral Dynamics Integral reveals the hidden codes that shape the evolutionary appearance of all such models. This is why there are differ-

ent perspectives on politics, religion, education and business. His view of stratified democracy explains why there are different concepts of democracy around the world. Clearly the American version of democracy is not working in Iraq which based on its value-systems profile will require a different approach.

"Spiral Dynamics makes the invisible visible," Dr. Beck explains, "and once you can identify the powerful forces that move perspectives you can begin to chart a strategy that can walk the talk." The theory is disarmingly elegant and the basic concept can be understood in a short time. But to master the subtleties and translate the ideas into

practical action requires experience.

This approach is based on five decades of academic scientific research in different cultures, in different languages and has been field-tested in some of the most complex environments on the planet, from inner-city Bethlehem to racially plagued South Africa. Since the focus is on the deeper codes that informs our worldviews, Spiral Dynamics suggests ways to move more quickly in the direction of deep dialogue and comprehensive solutions.

MICRO applications of Spiral Dynamics are found around the world in a variety of developmental, counseling and coaching

projects. For example, leaders in a growing number of local, national and international youth development projects are currently using Spiral Dynamics Integral concepts.

MESO applications of Spiral Dynamics look through a wider lens between and among groups of people in large corporations, within local communities, and even as distinctive cultures in city-states and entire countries. As our world is now moving into the next stage of cultural pluralism and diversity programs, Spiral Dynamics offers a point of view that looks at the evolutionary dynamic of the deep underlying values systems.

MACRO applications of Spiral Dynamics re-examine the whole globalization issue through an entirely new lens. The focus is on the underlying vMeme cur-

rents and contours of the diverse, competing economic, political, health care, education, religious, and community-based models.

Spiral Dynamics connects everything to everything else. It demonstrates why simplistic, fragmented approaches to healthcare, education, economic and social development - the list is endless - and the complexity of challenges in the Middle East and other hot spots around the globe will continue to confound us unless we integrate, align and synergize the efforts of all these stakeholders. "It's not that we need to form new organizations. It's simply that we have to awaken to new ways of thinking. I believe it makes no sense to spend a lot of time attacking the current realities. It is time to create the new models that have in them the complexity that makes the older sys-

tems obsolete. And to the extent that we can do that, and do that quickly, I think we can provide what will be necessary for a major breakthrough for the future" says Dr. Don Beck

Professor Beck added that "We will be able to profile Palestine to identify the underlying currents that erupt in surface level conflicts even violence. In doing so, we can construct a methodology and process for calming the frustrated voices and focus them on constructive activities that can build Palestine."

Working with Elza Maalouf, president of the Center for Human Emergence-Middle East, Dr Beck just completed a series of presentations with various groups in Palestine and interest levels appears to be high as everyone appears to be searching for a fresh start.



Dr. Don Beck