

# ***Life cycle of a transformative idea***

**All idealisms are a reaction to an abuse of Power**

<b>Generation one</b>	<i>Reacts to perceived imbalance of power</i>	Sees the problem and Names the issues and Ideas. But still thinks in old categories.
<b>Generation two</b>	<i>Revolution or reformation</i>	Activist who implement the revolution Begin to think in new categories
<b>Generation three</b>	<i>Children of the Revolution</i>	Zealous Implementation but use a mix of pre and post revolutionary categories
<b>Generation four</b>	<i>Grandchildren of the Revolution</i>	Indifferent implementation / cynicism But have absorbed the new categories
<b>Generation five</b>	<i>Reacts to new imbalance of power by move to opposite</i>	Has limited or no personal memory of original abuse of power but uses the logic and new categories of the new ideology. Aware of new abuses of power.

# ***Changing the Foundations***

**Christianity**

**Naturalism**

**Generation one**

**Generation two**

**Generation three**

**Generation four**

**Generation five**



## ***Socio - Political***

From Communal to individual  
Mobility vs location – loss of belonging  
Hyper-individualism

- Reference points are internal not external
- Sexuality - My body my rights

Flattening of Authority - feminism  
Distribution of power  
Rise of the welfare State vs extended family - Anonymity vs being known  
From left vs right to Cosmopolitan vs provincial

## ***Technology – new magic***

Industrialisation  
Computerization  
Information industry  
Robotics  
Big Data  
Artificial intelligence  
Virtual Reality  
Relationship to time, space  
and location

## ***the polarizing vortex of transition to the new consciousness***



## ***Psychological issues***

Loss of Subject – Object relationship  
Hyper-subjectivity  
Sentimental / emotive  
Identity loss - I am a machine  
Loss of Telos – No meaningful future  
Embodiment / location / belonging / loyalty  
Loss of meaning and significance

## ***Transitions in philosophy***

Naturalism

Loss of transcendence  
God is dead

Loss of direction

Post-modernism deconstruction

Hyper relativity

Feeling as the new knowing

Pleasure and pain replace good and evil

## ***Economic - Consumerism***

Image = Identity

Shaping of desire and expectation

Short term value (one generation)

Accumulation of products or experiences

## ***Cultural transformers***

Cultural translation:

From education to training

Binging on Box sets

Film

Music,

Social media

- POWER: how is power restrained?
- REALITY: How do we know what is real?
- TRUST: How do we know who we can trust?
- MEANING: Is there any meaning, or beauty?
- FREEDOM: When are we most free?
- HOPE: What can we expect of the future?