

# SPIRAL DYNAMICS and COMMUNICATION STRATEGIES

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



Spiral Dynamics concepts and graphics, especially as expressed in religion and spirituality, used in collaboration with Don Edward Beck, Spiral Dynamics Group, Box 797, Denton, Texas 76201. Contact DrBeck@attglobal.net.