

# **TRANSCEND THE MUNDANE. CREATE THE GREAT.**

**How to create truly great products, services, facilities, events, educational programmes, businesses, social enterprises, campaigns and just about anything.**

Slides by Jack Martin Leith

“ 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 these:  
*You are not here merely **to prepare** to make a living.*



**You are here to enrich the world** by transcending the mundane, imagining possibilities, creating the great and generating extensive or exceptional value.

To the greatcreator, value is *experienced* benefit. The beneficiaries could be family members, work colleagues, community groups, customers, clients, service users or the world at large.

The greatcreator creates the great in the workplace, such as a new product or a new way of working, and in his or her personal life, for example by establishing a YouTube channel, launching a campaign for restoring a former railway line, setting up a community radio station, revitalising a struggling community, starting a business, or founding a nonprofit organisation.

## **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.

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*

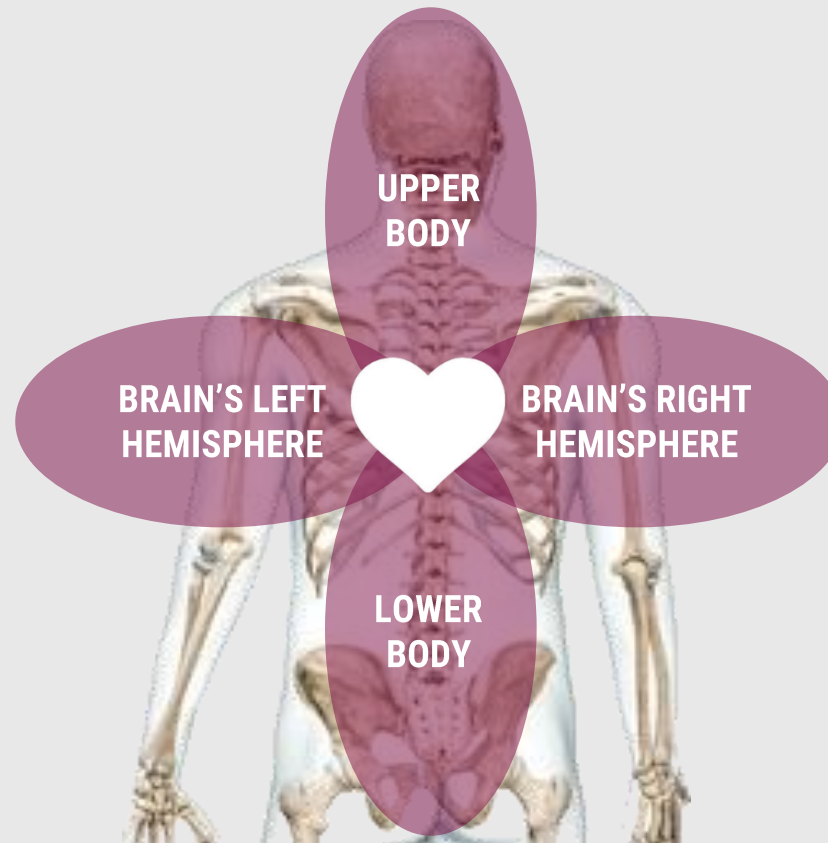


Human beings are built for creating the new.

Together, mind, body and spirit provide the means for transcending the mundane, imagining possibilities, creating the great and enriching the world or a particular piece of it with value, meaning and joy.

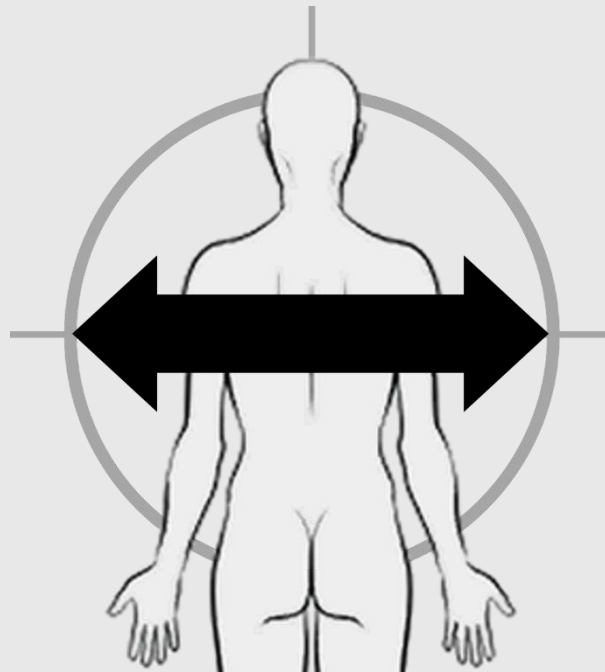
# THE GREATCREATOR'S EMBODIED MODEL

Bare bones. Seen from rear.



# THE GREATCREATOR'S MIND

Horizontal plane



# The greatcreator lives with one foot in mundane world (brought forth by the brain's left hemisphere) and the other in primal world (right hemisphere).

"While the left hemisphere's raison d'être is to narrow things down to a certainty, the right hemisphere's is to open them up into possibility. In life we need both.

We desperately need both in order to reason properly and to use our imagination creatively."

Iain McGilchrist, *The Divided Brain and the Making of the Western World*, a talk given at Royal Society for Arts

In the following sequence, disempowering left hemisphere attributes are displayed in **red type**.

Attributes derived primarily from the work of Iain McGilchrist, Jill Bolte Taylor, Susanne Cook-Greuter, Carlos Castaneda and Napoleon Hill.

## **MUNDANE WORLD**

**Brought forth by brain's  
left hemisphere**

## **PRIMAL WORLD**

**Brought forth by brain's  
right hemisphere**

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

**Ideological  
conviction**

**MUNDANE**

**Believing without  
believing**

Proceeding as if you believe something is worthwhile, possible or true, doing so with total commitment yet without ideological investment, and abandoning the belief should it become redundant.

**PRIMAL**

**Life is experienced at  
one stage removed,  
like watching a video  
rather than being part  
of the performance**

**Life is visceral and  
experienced in the raw:  
unfiltered, uncoded and  
unconceptualised**



**The map**

**The territory**

**Seeing an  
isolated tree  
in detail**

**Seeing the whole  
forest and its place  
in the wider  
landscape**



**Thinking**

**Noticing  
thoughts as  
they arise**



**Planning**

**Spontaneity**

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

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

**Abstract concepts are  
treated as actual things  
that can be created  
and manipulated**

**Generative thought and  
action are constrained by  
orthodoxies, norms  
and conventions**

**We are  
domesticated and  
apart from nature**

**We are untamed  
and part of nature**

**Life is an  
unfolding story**

**There is no story,  
just stuff happening  
moment by moment**

**Service is  
conditional**  
Trading favours

**Service is  
unconditional**  
No reciprocation



**Seeking certainty**

**Needing to know**

**Being OK with not  
knowing**

**Denying the  
existence of intent**

**Experiencing the  
presence of intent  
and harnessing its  
generative power**

Intent is known by various other names including spirit, infinite intelligence and the Tao. The name is unimportant as names and descriptions only have meaning in mundane world.

**Synthetic  
imagination**

An abstract noun

Forced

**Natural  
imagining**

A verb

Unforced

## TRANSCENDING THE MUNDANE: A CAVEAT

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.*

Mundane world.

Synthetic imagination.

Primal world.

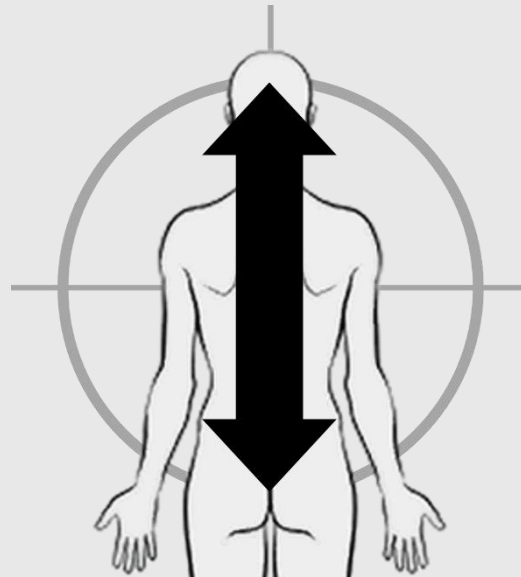
Natural imagining.

Each has a part to play.

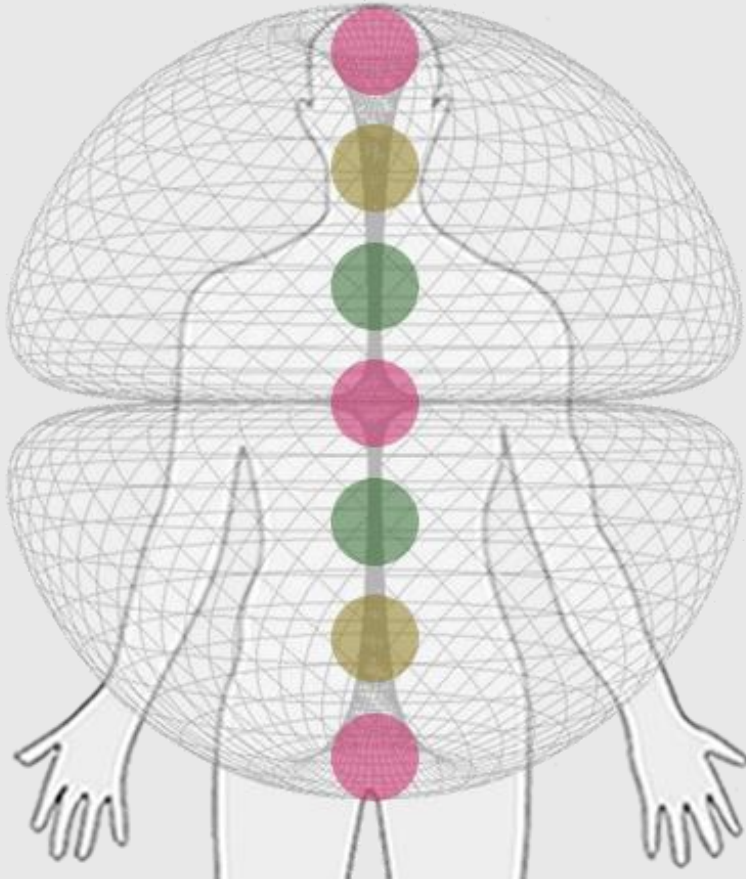
Primal world is not the place to be  
when completing your tax return or  
shopping for groceries.

# THE GREATCREATOR'S BODY

Vertical plane



# THE GREATCREATOR'S SEVEN POWERS



**OPENNESS**

IMAGINATION

CONCEPTUALISATION

**LOVE**

MATERIALISATION

REALISATION

**GROUNDEDNESS**

POSSIBILITY  
WHAT COULD BE

ACTUALITY  
WHAT IS

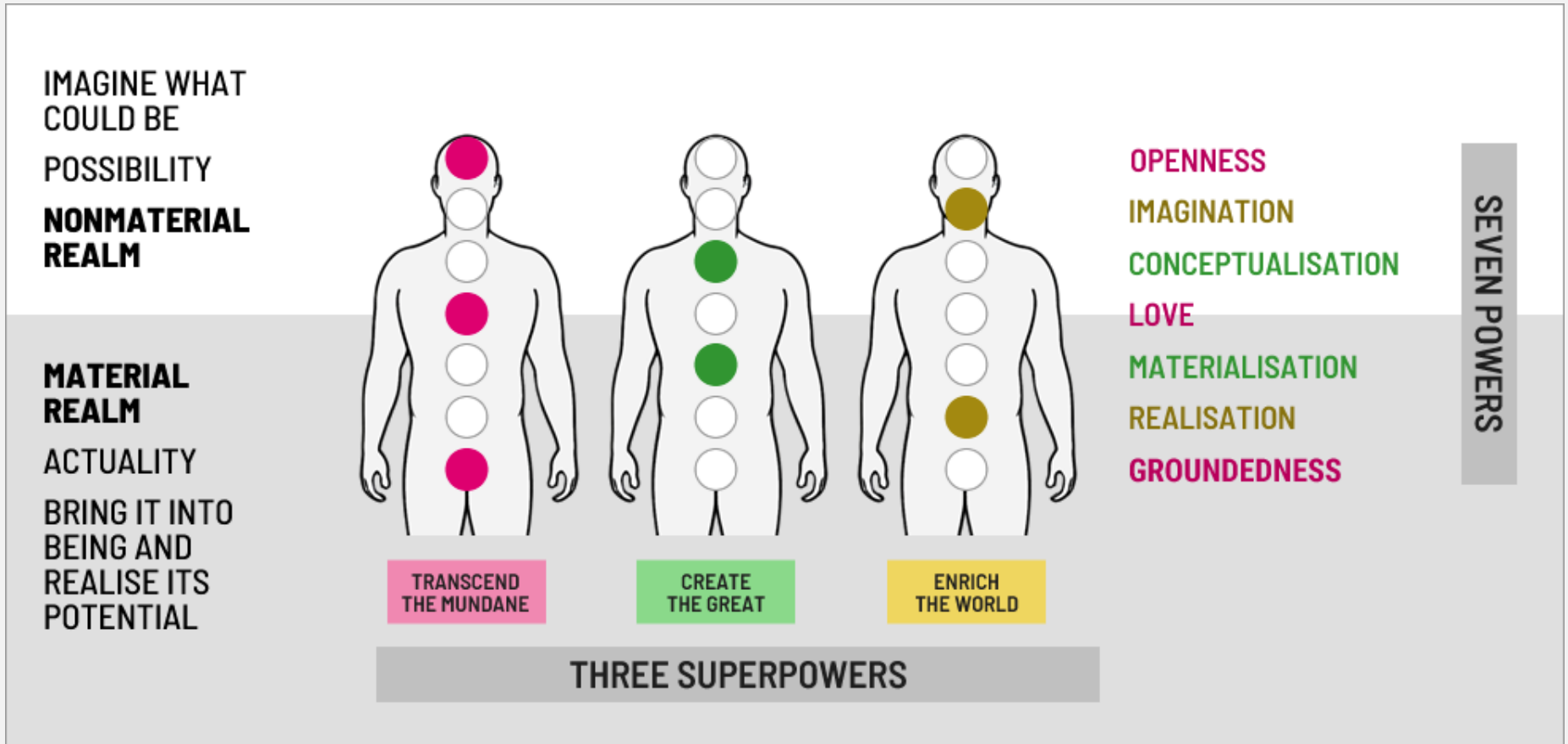
**Pink items** are activation powers. **Black items** are creative powers.

Dual torus image sourced from Michael C Grasso and decoloured.

POWER	LOCATION <sup>1</sup>	FUNCTION
Openness	Crown	Connecting to the nonmaterial realm – <i>'Heaven'</i>
Imagination	Third eye <sup>2</sup>	Imagining a world enrichment possibility
Conceptualisation	Throat	Devising something <sup>3</sup> that will generate the imagined value
Love	Heart	Experiencing an ever-present desire to enrich the world – <i>'Heaven' + 'Earth'</i>
Materialisation	Solar plexus <sup>4</sup>	Giving the creation <sup>3</sup> tangible form and introducing it to the world at large
Realisation	PC muscles <sup>5</sup>	Bringing the creation to fullness and realising its value generation potential
Groundedness	Tailbone	Connecting to the material realm – <i>'Earth'</i>

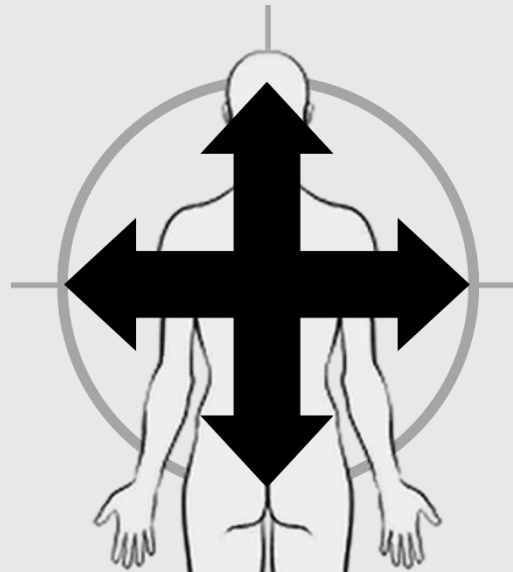
1. This refers to a metaphorical association, not a literal location.
2. The mythical third eye is located between the eyebrows.
3. Value generator (product, service, facility, campaign, event etc.).
4. Situated below the diaphragm and above the navel.
5. The PC (pubococcygeus) muscles are what we use to control urine flow.

# THE SEVEN POWERS COMBINE TO FORM THREE SUPERPOWERS



# THE GREATCREATOR'S SPIRIT

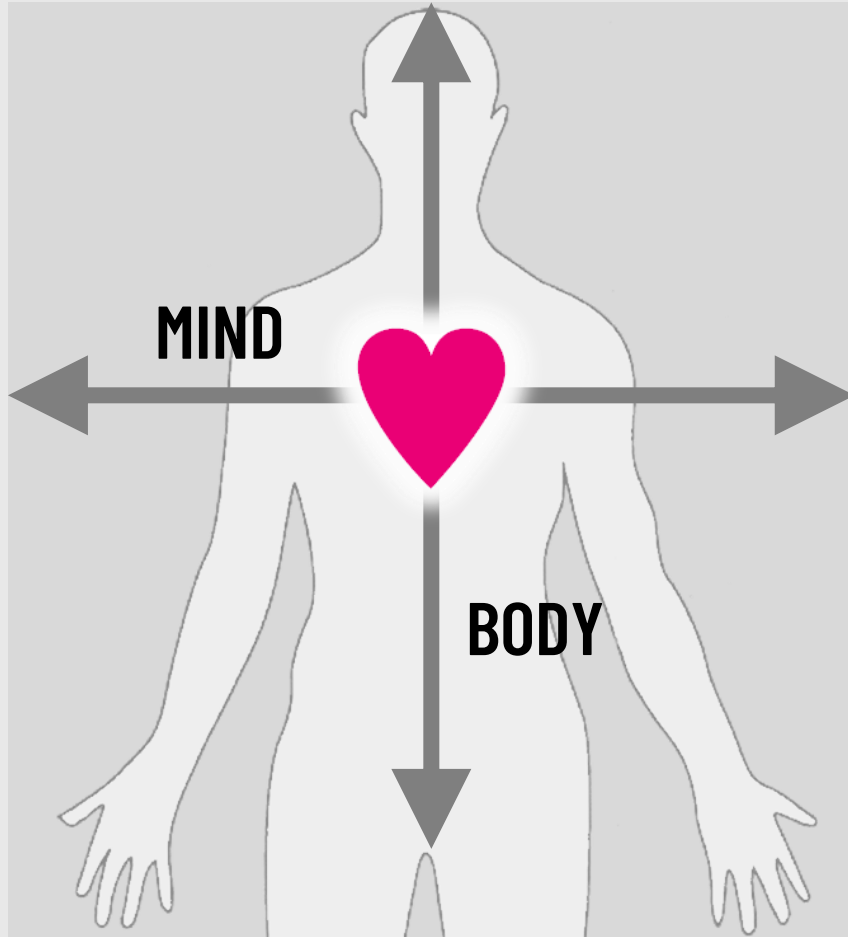
Intersection of horizontal  
and vertical planes



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

Greatcreators call this animating force **intent** and create the new in  
partnership with it.



**Your heart unites your body  
and your mind.**

**It is where, through faith, you  
experience spirit as an ever-  
present desire to enrich the  
world.**

**This is humanity's common  
purpose - its intent.**

# FAITH IS PARAMOUNT

**Faith is the ability to proceed despite uncertainty.**

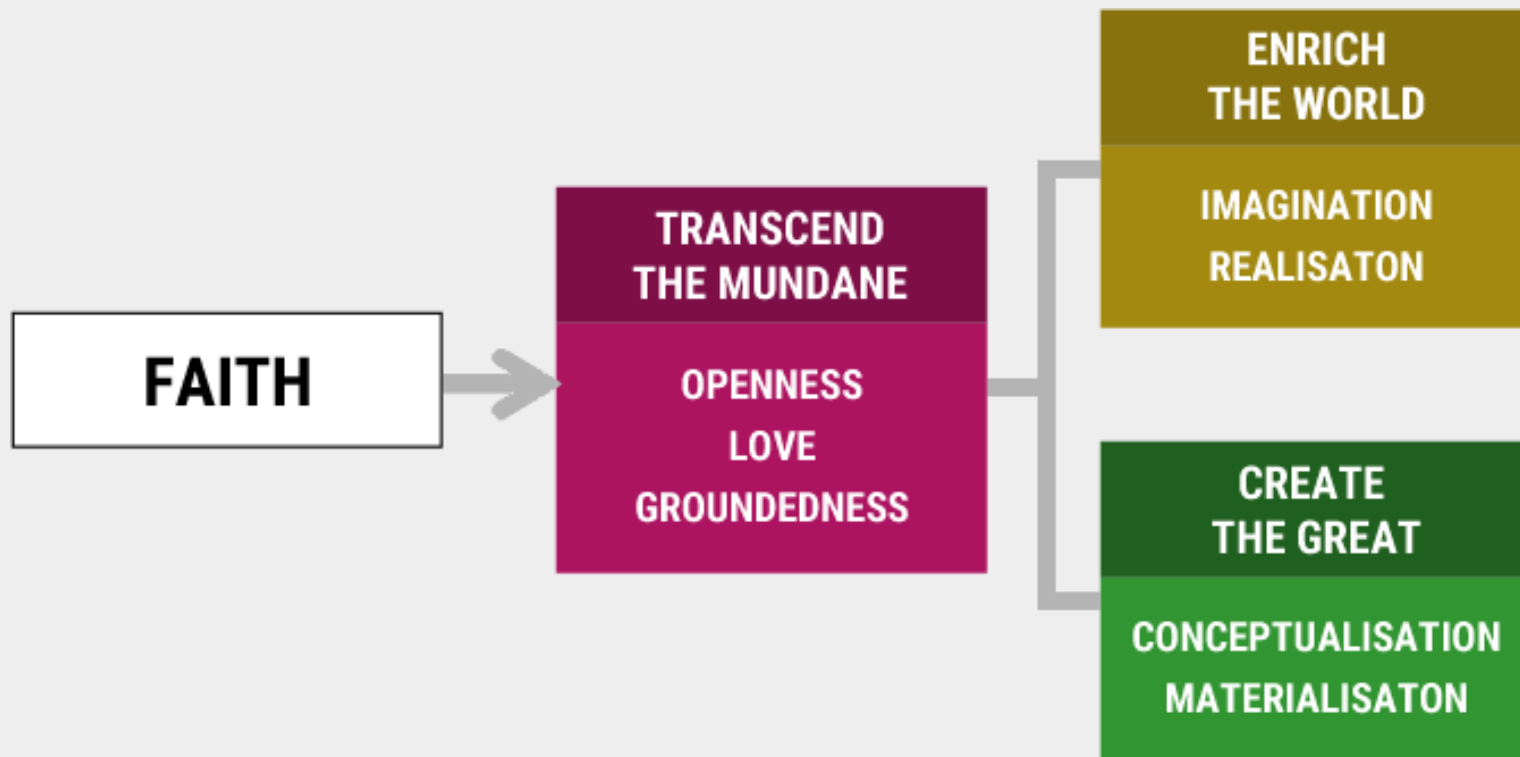
Jack Martin Leith

**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



Faith is a precondition for awakening the superpower **Transcend the Mundane**, which in turn activates the superpowers **Create the Great** and **Enrich the World**.

Without faith, it's hard for someone to enter primal world and deploy natural imagining as a conscious act.

# GREATCREATOR PROJECT MAP

DOWNSTREAM VALUE MAXIMISATION IS EMPHASISED THROUGHOUT →

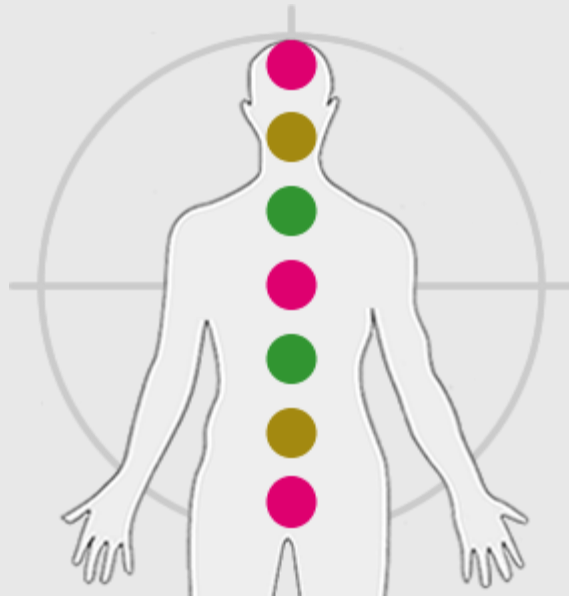


## THE GREATCREATOR'S SEVEN POWERS

■ ACTIVATING POWER ■ CREATIVE POWER

READINESS	IMAGINATION	CONCEPTUALISATION	MATERIALISATION	REALISATION
<b>FORM A TEAM</b> <b>READINESS WORK</b> GET UPSTREAM OF BRIEF BECOME IMMERSSED IN PROJECT'S DEMANDS AND DYNAMICS ESTABLISH SHARED INTENT	<b>VISION OF REALISED POTENTIAL HIGH POTENTIAL IDEA</b>	<b>CONCEPT</b> <b>PROJECT PLAN</b> <b>PROOF OF CONCEPT</b> <b>BUSINESS MODEL</b> <b>VALUE PROPOSITION</b> <b>PRETOTYPE</b>	<b>PROTOTYPE</b> <b>PILOT</b> <b>FULL-SCALE INTRODUCTION</b>	<b>UPTAKE WORK ENHANCEMENT CYCLES</b>

JACK MARTIN LEITH



**TRANSCEND THE MUNDANE.**

**IMAGINE POSSIBILITIES.**

**CREATE THE GREAT.**

**ENRICH THE WORLD.**

**GREATCREATOR**

Greatcreator.org

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