# Individual CultureSCAN-Profile©

Interpretation Paper for Customers of onlinePeopleSCAN

*Thus the task is not so much to see*
*what no one yet has seen,*
*But to think what nobody has yet thought*
*about that which everybody sees.*
Schopenhauer

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# Contents

# Introduction:

Thank you for completing the on-line survey known as CultureSCAN-Profile. At the outset, let's be clear that CultureSCAN-Profile is different. To work with the data that has been derived from your completion of the questions, you will need to invest some time, energy and thought resources to understand some of the theory before making conscious use of the results.  The good news here being that in doing so you will already be contributing greatly to your own growth and development to higher, wider, deeper ways of knowing, meaning, and action.

CultureSCAN-Profile offers insights into the nature of the deep motivational intelligences that direct all known human behavior and impacts upon all that is created by mankind. Whatever your interest, perhaps leadership, culture, change, organizational design, healing, personal development etc. then Culture-SCAN-Profile offers invaluable insights.

This document is designed to help you grow to appreciate an Integral Perspective and the range of your personal attributes that are measured by CultureSCAN-Profile; The base theory is derived from a body of knowledge known as **Spiral Dynamics Integral**.

As you read and work through this interpretation document you will need the chart, or dashboard, produced by the CultureSCAN-Profile. At no stage do we claim that this CultureSCAN-Profile provides THE answer.  The data presented are indicators of the deeper psychological patterns that impact all of our behaviours.  This interpretation document is designed to support your own development and learning pathway, led by your curiosity.

Please recognize that the data is offered as a mirror that reflects patterns and processes that exist below the waterline of your surface-level awareness.  Welcome to the DEEP world of Spiral Dynamics Integral.

The findings are best viewed from an **integral thinking perspective**. In doing so, you will find new terms or concepts that may be unfamiliar; you will need an open-minded approach.  This, we know, is an essential part of this process and may require you to spend more time interpreting the data than you might be used to with other instruments.

Let's first explore, in outline, the Integral Perspective, or Map, which of course is not the territory. As a comprehensive map it is argued, by many, that an Integral Perspective is the most complete and accurate Map that we have at this time.

"*The primary function of the Integral Approach being to allow guidance in the fuller use of resources (both internal and external) in a given situation. ...in short the Integral Approach helps you see both yourself, and the world around you in more comprehensive and effective ways.*" Ken Wilber 2006

# An Integral Perspective

Over the past 50 years a radical belief on the complete, whole or 'Integral' development of a person, the collective and the world around us has emerged. An 'Integral' perspective now equips those who engage this view with a dynamic and integrated appreciation of the meaning of 'being human'.

The present theoretical basis for such an integral view arose largely from the work of Ken Wilber (www.integralinstitute.org) and latterly Spiral Dynamics Integral. Spiral Dynamics was pioneered by the late Clare W Graves (www.clarewgraves.com) and later developed by Dr. Don Beck (Spiral Dynamics Integral) (www.spiraldynamics.net) with Chris Cowan (Spiral Dynamics) (www.spiraldynamics.org). The onlinePeopleSCAN service (www.onlinepeoplescan.net) that delivers the CultureSCAN-Profile is operated by Christopher Cooke of 5deep integral, (www.5deep.net) on behalf of the Spiral Dynamics Group (www.spiraldynamicsgroup.com).

Today it is widely held that *Spiral Dynamics Integral (SDi)*, applied within the rigors of an integral perspective, has a distinct role in bringing to general awareness the dynamics of Human Emergence and the application of associated leading edge, action based, practices.

The Integral Perspective, using SDi, whilst recognizing, and creating space for the selective adoption of all other models, theories and constructs, provides an invaluable and comprehensive map and compass for dealing with the complexities of today, by applying tomorrows 'Integral Intelligence' today.

Most encouragingly what you are exploring are not merely theoretical concepts, they are aspects of your own experience, contours of your own consciousness, as you can easily verify as you proceed!

Ken Wilber has described his integral template as a **comprehensive map of human capacities** which includes **five major aspects.** He refers to these five aspects as **"quadrants, levels, lines, states, and types."** These aspects are ways of describing the psychological aspects **of all human beings**. The graphic below shows one representation of Wilber's map. This is sometimes referred to as "AQAL" (All Quadrant All Levels). Within the quadrants are three "components". 1) A vertical axis representing the Individual and Collective boundary. 2) a horizontal axis representing the Interior and Exterior boundary and 3) the Levels and Stages, described in this document by Spiral Dynamics Integral and represented by the colours radiating out from the centre.
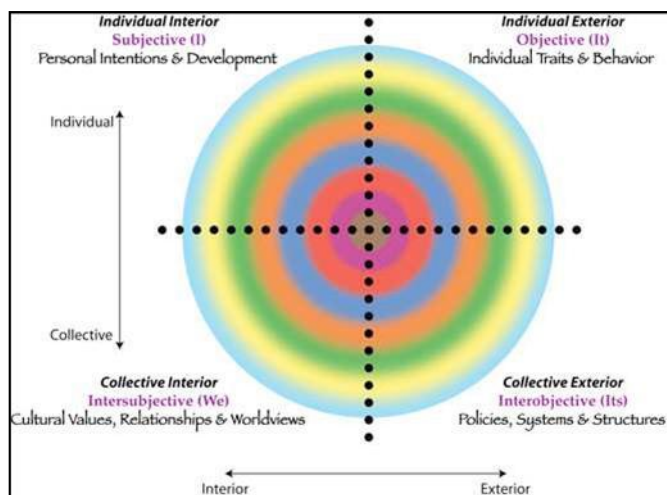


Wilber's **quadrants,** the base template, that shows how all that follows aligns synergistically, refers to the fact that all major human languages have first, second, and third-person pronouns. (For example 'I', 'you' and 'it').

Plato referred to these three dimensions as The Beautiful, the Good, and the True. Ponder for a moment that these three dimensions are reflections of your very own being at each and every moment, and stage, of your development

If we realize that 'it' can appear in plural 'its', then we have the 'four quadrants' or dimensions that are present in all major human languages I, we, it, and its. This becomes the intentional, cultural, behavioural, and social dimensions of all human beings. The 'I' dimension is also known as the 'Individual Interior', or the subjective, inner experience of an individual human being. The 'It' is known as the 'Individual Exterior', which describes the objective, or external manifestation of an individual – traits and behaviors, as well as physical brain chemistry and other biological manifestations. The 'we' is known as the 'Collective Interior', and describes the 'cultural dynamics' and 'intersubjective' relationships within a group of people. The 'Its' is known as the 'Collective Exterior', and describes the policies, laws, structures and systems that groups of human beings create to form a cohesive system. Note that the collective dimensions can represent any group the individual may be a part of, whether it be a family, community, organization, country, or planet.

The Integral approach points out that these 'All Quadrant' dimensions of reality are present in the Mind-SETS of all people and cultures. Therefore any comprehensive or integral approach to a problem or situation would want to include all of these important dimensions. If we exclude any dimension our analysis of life in total, **we will, at best, have a partial, fragmented, and incomplete approach to any proposed action.**

The same principle applies to the other four major dimensions: **1. 'levels and stages', 2. 'lines', 3. 'states',** and **4. 'types'.**

1. There are two classes of '**levels and stages'** that are recognized within an Integral Template – here we shall call them '**Stage-Conception-1'** and '**Stage-Conception-2'**

- **Stage-Conception-1 –** These are 1$^{st}$ person phenomenal stages of experiential unfolding. These are documented through the great meditative traditions and experienced, for example, through meditation practices. These are recognized patterns and sequences of stages that unfold over time. Master one and the next emerges. (These are not covered in CultureSCAN-Profile).

- **Stage-Conception-2** – These stage sequences have become noted by Western Psychology over the last 100 years. Here, the 'Inner-Subjective' patterns that are not available to 1$^{st}$ person introspection have been discovered by a scientific inquiry – These stages have been deduced by examining individuals and groups of people over time. It is notable that every Interior Level of Consciousness is accompanied by a level of exterior physical complexity. In 1978 Clare W. Graves, a psychology professor at the University of New York, announced his theory of an *"emergent, cyclical, double-helix model of adult bio-psycho-social systems."* Grave's primary research maps on to the four quadrants and offers insights into the characteristics and deeper change dynamics *within* and *between* the waves, stages, or levels of human development. Graves' work is unique in that it offers not only a perspective of personal development for an individual or group, but also a perspective that adds an *'evolution of species'* perspective. This takes users to new levels of inquiry and application. It is this view, now offered through Spiral Dynamics Integral, that is the core thinking behind the CultureSCAN-Profile.

    *"It's a new day, it's a new dawn, it's a new man, it's a new woman. The new human is integral."*
    *Ken Wilber 2006*


**2. Developmental lines or multiple intelligences** (such as cognitive, emotional, interpersonal, moral etc) that unfold together like musical chords through various **levels** or **stages** of development.

**3. 'States'** - Temporary and content free states of consciousness to which everyone has access, regardless of level or stage of development; that is Familiar states include - Waking, Dreaming, Deep Sleep, Ever-Present Witness, One-Taste.

4. **'Types'** - Characteristics of personality, the way and manner in which we do things, that remain consistent over time and can be present in almost any stage of development for example 'Horizontal Typologies' and Myers Briggs (feeling, thinking, sensing, intuiting). C

The power of Spiral Dynamics Integral, which underpins the structure of CultureSCAN-Profile, lays in its ability to **describe the relationships between and within the various levels or stages and offers some insight into a select range of multiple intelligences.** This ability to sense the ebbs and flows within, and between, the levels and lines, and form distinctions of quadrants (perspectives) all from a complex adaptive systems perspective, is we believe an essential skill for the 21st Century.

An **Integral approach thus elicits solutions that recognise and incorporate all of these important parts of being human**, without excluding or denying any of them. This is because all of them are clearly having an impact on perceptions of "**life conditions**" (time, place, circumstances, capacities) that individuals can consciously engage with. In other words, anything less than an Integral approach (that is 'through ignorance') will more than likely make matters worse long-term, not better.

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*"Spiral Dynamics reveals the codes that shape human nature. These codes create global diversities, and drive evolutionary change. These 'magnetic' forces attract and repel individuals, form the webs that connect people within organizations, and forge the rise and fall of nations and cultures."—Dr. Don Beck, 1996*

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The resulting 'Integral Perspective' provides access to the natural dynamics of resonance, coherence, alignment and emergence - making available to YOU today the 'leading edge' or 'open wave' of humankind's wisdom in developing consciousness. This translates immediately to offer new opportunities for personal, organizational, and societal freedom and flow.

*CultureSCAN-Profile* is a means of providing a speedy *'Integral Dashboard'* assessment for individuals, groups, teams or organisations.  This **personal profile** is unique in that it:

- Exposes the deeper change dynamics and patterns of stages of development;
- Provides insight into some **intelligences** or **processing patterns** by which an individual makes sense of the world;
- Offers leading edge insights on the dynamics and alignment of culture.
- Does not provide 'the' answer'; but, provides a **unique point of reference to ensure the healthy 'fit'** between individuals, their organization, and its various stakeholders.

# The Nature of CultureSCAN-Profile:

CultureSCAN-Profile provides insight into:

- The nature of the overall **'FIT'** (a measure if the alignment) between you, your job, your supervision, your work-group and your organization. The profile calculates a composite 'FIT' factor, which draws on data from all of your responses, and provide a speedy indicator of 'FITness' (How aligned you are with your organisation?)

- Your perception of the multiple bottom lines, **'Multiple Priorities'**, that will equip your organisation for success. These are *Purpose, Principles, People, Profit, Planet, Trust and Respect.* According to *Spiral Dynamics Integral,* these are essential bottom lines to focus on for the future success of any organisation. These multiple bottom lines influence 'a stack' of cultural factors to ensure overall 'FITness.'

- An assessment of your dominant ways of thinking and becoming motivated; measured as your **'Personal Priorities'** and underpinning **'Value System Codes'** that influence all that you do;

- Your perception of the ***present and desired* organising codes and principles** for your organization;

- Your personal internal change preferences for **1$^{st}$ and 2$^{nd}$ Order Change,** and an assessment of the deeper nature of change that you may be experiencing within and between **'Personal Priorities';**

- An assessment of the **'executive change intelligences'** that support you day-by-day; and finally,

- An assessment of your personal preferences for analogue (formerly left brain) and digital (formerly right brain) thinking styles.

The following sections of this paper guide you through a detailed interpretation of all of the above attributes, by offering you a semi-structured workbook to aid your understanding.

# The Elements Reported within this CultureSCAN-Profile:

## FIT-factor

The scoring range is from 8 points up to a maximum score of 68 points.

Job and Cultural Fit - *"Fit Factor"* = <<< Write your own scores here

**FIT-factor** is derived from an analysis of:

- Your perceived fit with your job, your supervision, your work group, and degree of security as an employee;
- Your perception of the present and desired organizing codes and principles within your organization;
- How consistent your responses were throughout the profile;
- How you 'sense' your own deep change processes – specifically focusing on the more challenging transformative change states.

As you examine your 'FIT-factor' score you may need to jump around within this interpretation paper to gain a sense of what is happening and how you might choose to act differently in the future. Examine where your scores fall in the following ranges:

A fit factor between:

- **8-14      Ideal**
    - We have found this to be a range that suggests a high degree of alignment and vibrancy with all aspects of your working life
- **15–25     Moderately High**
    - Some areas of your working life may me out of alignment – Do you have any idea what these might be? Is it that you recognize things that need to change but cannot find a way to achieve them?
- **26–35     High**
    - You are probably aware of what is causing some confusion? *How would you describe this? What is holding you back?*
- **>35      Very -High**
    - It is time to do something differently. NOW!!!!

> *Throughout this paper we will pose you questions to aid your appreciation of your data – look out for the Q.*

### Q. What insights does this 'Fit-factor' data offer you?

### Q. What might you need to consider doing differently?

| Priority | |
|---|---|
| Purpose | |
| Principles | |
| Profit | |
| People | |
| Planet | |
| Trust | |

<<< Write your own scores here

# Multiple Priorities

In understanding the needs of organizations and teams to enable them to thrive and evolve in today's world, the 'multiple priorities' or 'bottom lines' assessed include: Purpose, Principles, Profit, People, Planet and Trust and Respect.

**Q. What does this data tell you?**

**Q. Which Priority do you believe is most important?**

**Q. Where are the gaps?**

**Q. When your organization is successful - what evidence would you expect to see, hear, and feel for each of these Priorities?**

| Priority | See | Hear | Feel | Other Evidence |
|---|---|---|---|---|
| • Purpose | | | | |
| • Principles | | | | |
| • Profit | | | | |
| • People | | | | |
| • Planet | | | | |
| • Trust | | | | |

**Q. What might you now choose to do with this new knowledge?**

> Who might be interested in knowing about the multiple bottom lines?
> Why is this important to you that something happens?

# Personal Priorities

These arise from deep psychological, psychosocial, patterns (in this document we call these Value-Systems Codes), that determine how you think rather than what you think. They are the dynamic, and ever changing invisible DNA like core intelligences, within us that influence all that you sense in the world, and are some of the mechanisms of the deeper, internal, processes of YOUR change. They are a core part of all human development and influence all aspects of society and organizations. They underpin your personal priorities:



| Personal Priorities | Purple (b) | Red (c) | Blue (d) | Orange (e) | Green (f) | Yellow (g) |
|---|---|---|---|---|---|---|
| Group Avg | | | | | | |

<<< Write your own scores here
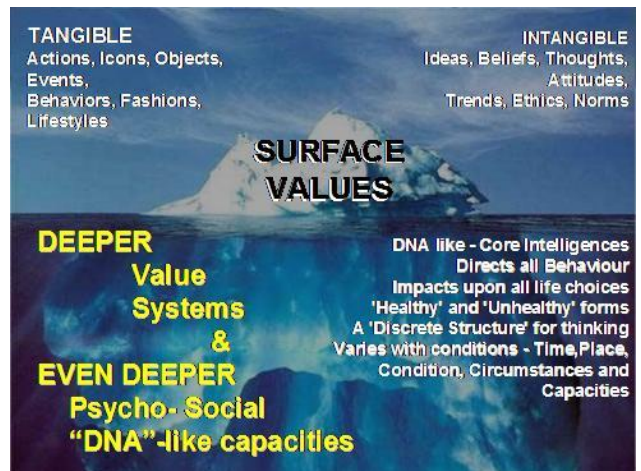
The scores shown as 'Personal Priorities' in your 'CultureSCAN-Profile' reflect different models, world views, value-systems, belief structures and operating systems. Your highest scores will be an indicator of the dominant 'Value-Systems' and the underpinning 'Value System Codes' that impact on all that you think and do.

Research, over the last 50 years, has proved the existence of 8 global value-systems-codes that are part of complex adaptive capacities that exist within all individuals. New ones are emerging but at present are not mapped through primary research, as was achieved by Clare W Graves. The image used over the past 10 years to describe these



'emergent – cyclical – double- helix- codes' is shown here on the right. This is to offer you a sense of the whole pattern and reinforce the use of colors, levels and letter-codes, to identify each unique thinking system.
The following table offers a simple outline of these 8 codes:

## SUMMARY OF VALUE SYSTEM CODES

| LEVEL | COLOR CODE (Letter Code) | POPULAR NAME | THINKING | CULTURAL MANIFESTATIONS AND PERSONAL DISPLAYS |
|---|---|---|---|---|
| Level 8 | Turquoise (HU) | WholeView | Holistic | Collective individuals; cosmic spirituality; earth changes |
| Level 7 | Yellow (GT) | FlexFlow | Ecological | Natural systems; self-principle; multiple realities; knowledge |
| Level 6 | Green (FS) | Humanbond | Consensus | Egalitarian; feelings; authentic; sharing; caring; community |
| Level 5 | Orange (ER) | StriveDrive | Strategic | Materialistic; consumerism; success; image; status; growth |
| Level 4 | Blue (DQ) | TruthForce | Authority | Meaning; discipline; traditions; morality; rules; sacrifice now for benefit later |
| Level 3 | Red (CP) | PowerLords | Egocentric | Gratification; glitz; conquest; action; impulsive; lives for now |
| Level 2 | Purple (BO) | Kinspirits | Animistic | Rites; rituals; taboos; superstitions; tribes; folk ways & lore |
| Level 1 | Beige (AN) | SurvivalSense | Instinctive | Food; water; procreation; warmth; protection; stays alive |
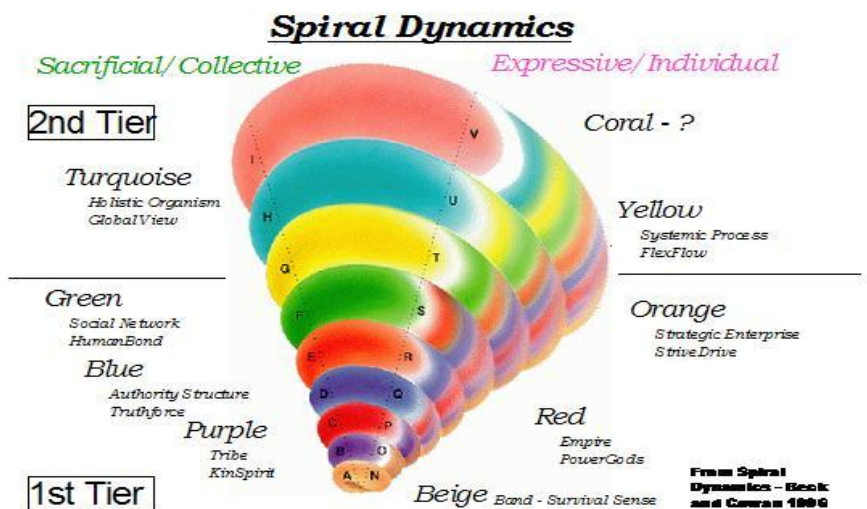
> *"Few are focusing on the subtle DNA-like core-cultural codes that explain our historic emergence as humans. Why are these human codes so important? Because they reveal the deepest dynamics that ultimately confront people, organizations, societies, and the entire planet."* Dr Don Beck - 1996

The following table gives further information on the characteristics of the value systems codes and how they are revealed in the world. Examine each Value System with particular focus on your highest three scores in Personal Priorities:

| VALUE SYSTEMS Codes - Profiling Global People | | | | | | |
|---|---|---|---|---|---|---|
| Currents Of Change | Key Description | Conditions / Problems | Operating Systems | Learning Styles | Management Systems | Motivational Hot Buttons |
| **BO/Purple** Mystical spirits; Safe nests; Powerful chiefs | **Kinspirits** Animistic / Tribalistic "Sacrifice self for chief/ ancestors' ways" | Threatening world of many spirit beings and mysterious forces | Rely on chief, group or magic to find safety and security for the people | *Classical —* paternalistic teacher; step-by-step sequences, rituals, and routines; use of magic and fantasy | *TRIBAL —* Strong, caring "chiefs" who reward groups, not individuals; assure safety and uphold traditional ways | Ritual; respect for powerful figures; appeals to safety, magic and mysticism; tradition and custom |
| **CP/Red** Power impulses; Immediate pleasure; Spontaneous & colorful | **PowerLords** Egocentric / Exploitive "Express self impulsively, forget others" | Power-driven in a hostile world where strength is key to staying alive | Be tough and depend on the self to fend off the aggression of others | *Conditioned —* immediate rewards for learning tasks; powerful teacher who allows for toughness; rejects rigid structures | *AUTOCRATIC —* Tough, straight-shooting boss who gives quick payoffs, respects strength and allows freedom up to a point | Immediate payoffs; macho appeals and challenges; heroic images; more clout; looking good and getting respect |
| **DQ/Blue** One right way; Purpose in causes; Guilt-based sacrifice | **TruthForce** Absolutistic / Saintly "Sacrifice self as higher authority says" | Need for purpose in life and reason for death to bring stability/order | Find a Truth that offers answers delivered through a chain of command | *Avoidant —* indoctrination from rightful authority; punishment for errors; moralistic direction; possibility of deferred rewards in future | *BUREAUCRATIC —* Hierarchy with categories for managers to maintain order, set uniform standards and reward dutiful performance equitably | Duty, honor, country; righteousness; being prepared; sacrifice and discipline; rewards in the afterlife |
| **ER/Orange** Success-driven Goal-orientated Material gain | **StriveDrive** Materialistic / Achiever "Express self to reach goals and live well" | Sense possibility of movement to do better than others and to win | Entrepreneurism and plans to reach goals to better the self and some others | *Expectancy —* trial-and-error experiments where success brings anticipated gains; competitive gaming with high-tech, high status tools | *ECONOMIC —* Competitive and goal-oriented with perks for "winners" and rewards measured by production, political savvy, or gamesmanship skills | Opportunity for success; progress and achievement; competitive advantage; bigger and better; new and improved |
| **FS/Green** Consensus-seeking; Everybody's equal; Everything's relative | **HumanBond** Relativistic / Social "Sacrifice self for all to prosper in unity" | Use collective actions to reach societal goals and meet individual needs | Join others to build consensus and share feelings to make things better now and in the future | *Observational —* explore feelings and learn by watching others' actions; share here-and-now experiences to enhance interpersonal skills | *SOCIAL —* Sharing circle of equals where all pull for the group while developing their human potential and heightening awareness | Affiliation and love; human rights and dignity for all; more participation; equality and liberation of the oppressed |
| **GT/Yellow** Big picture views; Integrative structures; Natural chaos and change | **FlexFlow** Systemic / Integrative "Express self to be free and do no harm" | Finds other systems lack answers for living in a highly complex world | Live according to internal principles in search for the most functional way to be | *Informational —* self-directed access to knowledge and materials; develops without compulsiveness or fear; eclectic and diverse interests | *SYSTEMIC —* Integrated competency-based network where methods adapt to the people and functions at hand, then quickly change as needed | Freedom to be as one chooses; self-worth and competency; big-picture access to systems and information |
| **HU/Turquoise** Planetary concerns; Synergy of life; Ordered world | **GlobalView** Global Renewalist "Sacrifice self / others as Earth may require" | Earth needs a coordinated approach to new global problems | Cooperate with world-wide networks to address issues impacting all life forms | *Experiential —* interaction with whole-Earth networks to expand awareness and explore diverse ways of being and thinking; intuitive learning | *GLOBALIST —* Holistic blend of insights from anywhere, anytime coming together for purposes impacting the Global Village and all life forms | Unification across races and nations for global solutions; multi-dimensional thinking; survival of life on Earth |

As you reflect on your data consider that according to this point of view:

- **Value-System-Codes describe systems within, rather than types of people**. The Earth contains roughly 6.5 billion different types of people, but we share only a few basic ' psycho-social codes' Value-System-Codes. These are mixed in different proportions within each one of us. Their relative strength and complexion vary in us because our lives are unique. They are expressed in many, many different ways through our individual and collective actions.

- **None of the Value-System-Codes is inherently better or worse than any other.** Each value system has developed in response to a specific set of problems. Each is calibrated to address those conditions. They differ in levels of complexity, capacity to deal with diverse situations, and degrees of personal commitment. They do not reflect intelligence, or character, or temperament, as those dimensions run across world views.

- **Value-System-Codes describe *how* a person thinks, not what is valued.** People value different things because they think in different ways. Like different containers, each value-system-code holds a particular *structure* for thinking; each is a decision-making system for choosing what matters in life. The contents can be diverse, even seeming contradictory. For example, the *what* contents of the DQ/Blue (Right Way) value-system-code could be politically on the left- or right-wing. Religious content might be Islamic fundamentalist or committed Atheist. The economic belief might be devoted Marxist or Capitalist. The *how* of the DQ/Blue value system is absolutistic, dyed-in-the-wool, and all-or-nothing; the *what* depends on the person.

- **Value-System-Codes are like living organisms that can ebb and flow as our conditions of existence change.** These are not rigid, frozen, or locked-in mindsets programmed at birth or at any other time in our lives. The Value-System-Codes adapt to the conditions we confront as we deal with living. If things get tougher, we may shift back to a previous value-system-code to try to solve those problems. If things get more complex than our coping repertoires can handle, we may add a new value system. People are capable of change, and there is scientific evidence that the human brain can "rewire" itself to activate more value-system-codes as new conditions of existence emerge.

- **Value-System-Code profiles can consist of an infinite number of combinations and patterns.** We are not single types of personalities, nor are we a little bit of everything. Individual profiles may display strength in a particular value-system-code, may be dominated by two, or may be expressed in a mixture of several interweaving world views. Profiles reflect both the uniqueness of individuals and the threads that bind us. The six value-system-codes reflected in this report are played out through beliefs, feelings, and actions in the melodies of human living. Some are harmonious, some are discordant, but all reflect the individual's way of responding to their life conditions. The image on the right offers a visual representation of these multiple codes within us. Whilst we have a single physical body we have many psychologies within us!!



Hypothetical Individual Core Code Stack (labels: Work, Family, Social, Religious, Politics, Sports Participation)

- **Everyone is motivated, but we are all not motivated by the same things.** The question is not *"How do you motivate people?"* Instead, it is *"How do you relate what you are doing to people's natural motivational flows?"* Each Value System Code has a particular set of driving forces that stimulate it to action. Motivational Hot Buttons create a move towards energy; Motivational Cold Buttons tend to create a move way from energy.

- **And finally:** Remember, the Personal Priorities scores reflect ways of thinking about things, this is NOT about types of people – it is about the thinking systems within you.
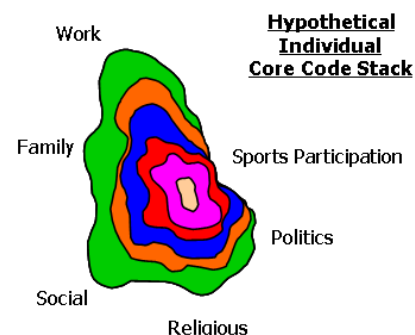
Take some time to consider your data – We suggest that you reflect on your life pathway and highlight differing times and contexts where a particular value system code may have been active.

**Your Perception of the Present and Desired Organizing Codes and Principles within your Organization:**
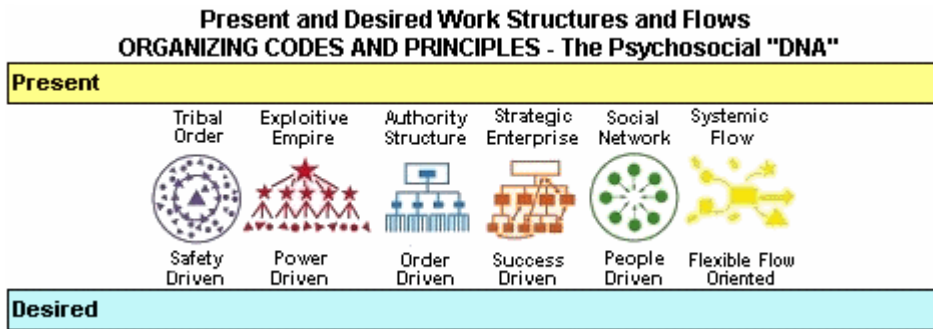


Each Value-System-Code is characterized by certain 'natural' organizing principles and codes. These are outlined in the imagery and words shown in the image on the left – many of which will seem familiar. Each code, and supporting way of thinking, has discrete capacities for coping with increasing complexity shown in this case from left to right.

^^^^    Mark your CultureSCAN-Profile responses above    ^^^^

You were asked to compare 'Present and Desired Work Structures and Flows', the 'Desired Work Structure and Flow' being that which is required for the future success of your organization.

**Q. What does the data tell you?**

**Q. Is there a big gap between your perception of the present and desired state?**

> *A gap of more than 1 value system code is becoming significant and may account for some of the dissonance that you are experiencing.*

**Q. Does your perception of the future coincide with your highest 'Personal Priorities' score?**

> *Remember that what you perceive will be influenced by your dominant 'value system code' – For example if your core code is green – your eyes and senses will filter for and seek green as it is your reality!!*
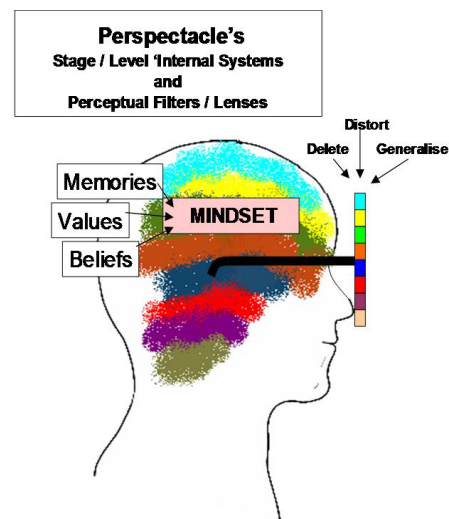


**Q. What insights do you now have about what needs to change in your working life?  Is there a particular situation or perhaps a particular individual with whom there is an issue?**

> *Remember that 'Value-System-Codes' can clash as each code strives to maintain its own identity. You may find that by just being in certain place or in the company of a single person – your 'buttons' become pushed!!*
> *Equally appreciate with whom / in which contexts you are most aligned.*

# The Patterns of Change within and Between the Value System Codes

Spiral Dynamics Integral – offers a unique perspective of the deeper dynamics of psycho-social change. This point of view suggests that it is useful for us to appreciate that there are three types of change within and between each of the eight known Value–System-Codes.

Vertical Change, or Second Order Change, describes a deep change process where the preference is to change between value-system-codes.

Horizontal or Oblique change focuses upon change within a given value-system-code.

CultureSCAN–Profile assesses your Preference for 1st Order or 2nd Order Change which offers some insight into the 'type' of change you may be experiencing:
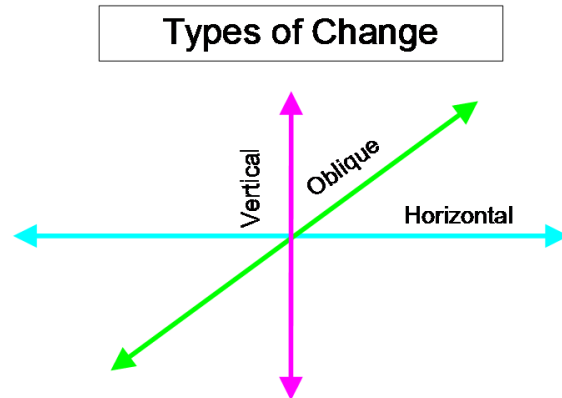
| Change Preference | |
|---|---|
| 1st Order | |
| 2nd Order | |

<<< Write your own scores here

This brief assessment highlights the preference for either

⇒ 1st order change , where change is from within the existing paradigm or value system code which in itself remains unchanged (restore balance, improve within givens, rooted in past decisions, renew, refurbish, reform, working harder and smarter – fundamentally more of the same)

Or

⇒ 2nd order change where the preference is for shifts to new paradigms, new assumptions and new structures – (generated by outside influences/ events, puzzling, unexpected, paradoxical, driven by perceived future – a reframing)

**Q. When you consider these scores what does the data tell you about your type of change preference?**

**Q. When you re-visit your personal priorities which value system codes are you experiencing these types of change within and between?**

# Readiness for Change

One of the unique features of Spiral Dynamics Integral is the appreciation of the deeper change dynamics within and between these 'Value-System Codes'. This point of view is presented as a flow-state concept that proposes that individuals pass in and out of stability - and chaos - in a cyclic, wave-like fashion. These passages energize our thinking and the adaptation of 'Value-Systems-Codes'.

The 'Readiness for Change' assessment provides insights into 5 key states of this wave-like passage.

| Readiness for Change | Alpha | Beta | Gamma | Delta | New Alpha |
|---|---|---|---|---|---|
| | | | | | |

<<< Write your own scores here

Imagine flying through a complex weather system. There are safe passages with clear, **stable conditions (alpha)** However, there can also be **turbulence (beta)** and even **tornados (gamma).** At the transitional areas are **tipping points (Delta)** that can either cause us to turn back or move on to clear skies once again and **new stable conditions (new Alpha).** The scores are indicative of your change state at work.
The 'deep' change states that have been measured may be summarised as:

*"Yes my thinking is in alignment"* -Stable (Alpha)………………………………….. (average score = 9.1)
*"Something needs to change but I'm not sure what"* -Turbulence (Beta)….. (average score = 4.9) (>= 6 is High)
*"I feel stuck and in a rut"* - Tornado – (Gamma)……………………………….(average score = 3.9)  (>=5 is High)
*"I can see clearly now"* – Delta (Tipping Point)………………………………….. (average score = 8.2)
*"My new thinking is aligned"* – New Stability – (New Alpha)………………….. (average score = 10.1)

*(Note averages based upon sample size of 1696 persons – English Speaking version of CultureSCAN-Profile)*

> *Be aware that there is a relationship here with the 1st and 2nd Order Change assessment, mentioned on the previous page:*
> - *1st Order Change is associated with Alpha and Beta change states; and*
> - *2nd Order Change is associated with Delta and New Alpha change states.*

## Q. What insights does this data now provide you?

## Q. What situations or contexts at work come to mind where you are experiencing some dissonance?

## Q. What situations or contexts at work come to mind where you are simply 'flowing'?

# Executive Intelligences:

| Executive Intelligences | |
|---|---|
| Entrepreneurial | |
| Translational | |
| Transformational | |

<<< Write your own scores here

CultureSCAN-Profile examines individual 'Executive' intelligences. These are described as:

- **Entrepreneurial**
  The capacity and aptitude to launch a completely new entity or system working independently from others
- **Transformational**
  The insights and skill necessary to change one operational system into a different one, from the PRESENT to the DESIRED
- **Translational**
  The temperament and good sense to preserve, elaborate on, or expand on existing systems

During the completion of the CultureSCAN -Profile you had 6 points to spend. The highest score(s) will reflect your dominant Executive Intelligences.

**Q. Which is your dominant Executive Intelligence?**

**Q. Is this a strength or an excess in your particular work context?**

**Q. Are there any gaps?**

**Q. What does this data tell you now about how you might work with others in your organization?**

# ProcessSCAN – Dominant Digital and Analogue Capacities

This data provides a speedy assessment of your Digital / Analogue (formerly known as left brain and right brain dominance) thinking capacities.

| High Digital | | | Moderate Digital | | | Mixed Systems | | | Moderate Analog | | | High Analog | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |
| | | | | | | | | | | | | | | | |

<<< Copy your X onto here

Use the following table to gain some appreciation of the meaning of your scores:

| Digital Ranges - 10-15 <br> *"Left Brain"* Strong Points | Mixed Systems 6-10 <br> Strong Points | Analogue Ranges – 0-6 <br> *"Right Brain"* Strong Points |
|---|---|---|
| Penchant for detail / precision <br> Linear/logical problem-solving <br> Maintains neat / tidy categories <br> Runs quiet / steady operations <br> **Blind-Spots** <br> Boxed in view of "reality" <br> Inappropriate/stifling rigidity <br> Blindly-driven by clock-tick time <br> World reduced to bits and bytes | Translates idealism into realism <br> Absorbs complexity/reduces to simplicity <br> Roams the terrain yet waters the trees <br> Expands strategies/refines tactics <br> **Blind-spots** <br> Pragmatism <br> endangers principles <br> "Everything to everybody" wears thin <br> Torn 'twixt and between' two worlds <br> Moderation/mediation snuffs out clarity/creativity | Accesses the kaleidoscopic "whole" <br> Zig - Zags through complexity <br> Driven by dreams and visions <br> Lives on uncharted "frontiers" <br> **Blind-Spots** <br> Details "fall between the cracks" <br> Bias toward ideation not action <br> Lives on emotional roller coasters <br> Trapped in a world of fantasy |

**Q. What are your potential strong-points?**

**Q. What are your potential blind-spots?**

**Q. How can you further utilise this new insight in your organisation?**

# So how does this help us grow corn?

The CultureSCAN-Profile that you have completed, when interpreted using this 'interpretation paper' should have provided you with:

- some detailed insights about your own Value- System-Codes, and the field of *Spiral Dynamics Integral;*
- a raised self awareness based upon some of the features mentioned.

Equally we hope that you now:

- have some fresh ideas on how to work more successfully within your organisation.
- possess many more questions about Integral Thinking and notably Spiral Dynamics Integral

To maximise your continued *'personal development pathway,'* we do encourage you to seek training on Spiral Dynamics Integral and become part of a growing capability network of practical applications.

If you wish to be kept informed of further training and development in *Spiral Dynamics Integral,* please request to be added to our databases by registering your interest at the following site: www.onlinepeoplescan.com

If you feel that you would benefit from some personal support from the findings in this data you may buy mentor time through your *'on-line work environment',* or contact support at www.onlinepeoplescan.net

**Thank you.**

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