



CREATING THE FUTURE
Change the Questions, Change the World!

Finding and Nurturing Resource Partners As a Vehicle for Accomplishing Our Mission

Creating the Future's Mission and Core Tenets

Creating the Future is a ten-year experiment in systems change, to see how much more humane the world could be if the systems we encounter in our day-to-day lives were bringing out the best in us. Our work is guided by the following core tenets:

- Our power to create powerful results lies in **our power to create favorable cause-and-effect conditions** towards our dreams.
- The most favorable conditions begin and end with **bringing out the best in people** vs. focusing on stuff (such as money, food, education).
- **Together we have everything we need**; it is only on our own that we experience scarcity. (Economics of Collective Enoughness)

High Potential: Developing Partners to Accomplish the Mission

The high potential outcome of this effort is to align our values with our resourcing efforts. By exploring and modeling what is possible in resourcing social change, we are experimenting to create systems that support people to be at their best.

Resourcing Our Work: The Story So Far

In late 2010, the [very first discussion](#) between founding board members focused on aligning resourcing efforts with core values of equity and relationship. Since those early times, Creating the Future's leadership has maintained a firm dedication to finding [true partners in a spirit of Collective Enoughness](#).

For a start-up whose work is an invitation to experiment vs. a known quantity (e.g. food, housing), seeking partners would have demanded intense focus, with uncertain results. We therefore focused instead on developing and operating programs, to immediately begin helping people bring out the best in themselves and those around them. That decision meant we would self-fund, combining the founders' resources (loans, foregoing salary) and earned income from classes with the Collective Enoughness of individuals who loved the mission (sharing their talents, wisdom, and dollars).

Creating the Future now has a track record of success to share with potential partners. Thousands of people have participated in webinars, FlashClasses, workshops, and the free offerings via YouTube and our eJournal. Importantly, almost 200 people have studied in our immersion courses, several of whom are now Creating the Future faculty.

With those core programs in place, Creating the Future is now ready to create systems to sustain the mission beyond the founders. And we are ready to exponentially expand our work, to accomplish our mission as a global force for systems change, bringing out the best in our human potential.



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Pre-Conditions and Assumptions:

Our “partnership” approach to growing and sustaining Creating the Future emphasizes relationships over stuff – putting into play all three of our core tenets, through a lens of Collective Enoughness. The following compares the conditions this approach creates vs. the conditions created by the traditional “fundraising” approach.

Organization-centric Approach to Ensuring Support

High Potential Outcome:

- Our organization succeeds

Assumptions:

- Focus is cash, therefore seek people with money to provide support
- Because cash is scarce, individual orgs and programs will compete with other independent orgs and programs who care about the same thing.
- If there aren't enough resources, we need to compete more.

Result of those Assumptions:

- Scarcity-driven approaches triggers survival mechanisms in the brain.
- Creates and sustains cycles of scarcity & fear
- Reinforces going it alone, which reinforces scarcity (more of the scarcity cycle)
- Models inequity, where people with money have the power and everyone else must play by their rules
- Brings out the worst in everyone

Mission-Centric Approach to Ensuring Support

High Potential Outcome:

- Our org helps to create a better world

Assumptions:

- Focus is real resources – the real stuff we need.
- Because together we have everything we need, individual orgs and programs will share resources
- If there aren't enough resources, we haven't involved enough people who care about what we care about.

Result of those Assumptions:

- Survival mechanism doesn't trigger, allowing access to the brain's centers for reason, compassion, and joy.
- Creates & sustains cycles of calm
- Reinforces the power we have together, encouraging us to do more together (more of the enoughness cycle)
- Models the purpose of our mission - an equitable world, a commons where people are participating with what they have and who they are
- Brings out the best in everyone



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What We're Seeking Partners For: **Our Strategic Objectives for 2018 - 2019:** *(See Strategic Objectives document for details)*

Strategic Objective #1:

For people seeking to learn: People at every point along the Continuum of Potential have as many opportunities as possible to learn, explore, practice and experiment with approaches that bring out the best in themselves and others.

Strategic Objective #2:

For people creating and supporting those learning experiences: People have supportive systems to provide that learning, while deepening their own practice.

Role of this Team:

With all this as background, the role of this team will be to find partners and resources to accomplish our strategic objectives.

The questions at the core of the team's work will be the questions at the core of Catalytic Thinking.

- What is the high potential result we really want? What will our strategic objectives make possible?
- Who else cares about that result? What could we accomplish together?
- What resources do we have together? What can we share, to create the result we all want?

As we explore these questions together, the resulting plan will guide us to determine where it makes the most sense to focus our partnering efforts. Who are the individuals and groups with access to the breadth of resources that will bring the mission forward (people, information, stuff, money)?

Through this effort, we will be accomplishing far more than sustaining and growing the programs at Creating the Future. We will be exploring a new path to resourcing social change and the systems that support that change. In a very real sense, we will be being the experiment, sharing in real time what we are learning. That effort alone will help others to see what is possible in creating a more humane world.