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SYNERGISTIC EMERGENCE IN THE 21ST CENTURY

PNE Inspirations

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The 21st Century Lifestyle: Vision of the Future

Welcome to 2007, as the first seven year cycle of the new millennium ends. Are you ready for the new paradigm? It's ready for you.

As we come to the end of this cycle, the trends are clear and the door is open into the next paradigm of performance for human beings.



• *INNOVATE* • *EMERGE* • *INVENT* • *DESIGN* • *EXPLORE* • *CREATE* •
ADAPT •

Our spotlight this issue shines on the transformed lifestyle that is emerging in the new millennium.

Recently, I was talking to an extremely articulate and bright 17-year-old, a high school junior named Nate. We discussed the nature of the World Wide Web and all of the implications and possibilities yet to be realized; we even went to his MySpace. I was amazed at the innovation of this generation. They easily invent their own spaces using modern technology as a form of **self-expression**. While in dialogue with Nate it became clear to both of us that there is all of this undiscovered space, hence paradigm, yet to be explored. Nate said he sees it as an open-ended new palette. It's common for the youth to face the future openly and for adults to have unknowingly their backs to the future and their face to the past. Under most circumstances this isn't too nasty of a scenario; we all know the more things change the more they stay the same. **But this time is different; nothing will be the same. The youth have something to show ... we all need to turn around and embrace what has unfolded before us.**

At pivotal inflection points and paradigm shifts in history, most people had no idea what was happening. We are in one of those times right now.

We ended 2006 with TIME Magazine declaring that the Person of the Year is YOU, based on the explosion of activity and awareness with YouTube and MySpace. Many are calling 2006 the "YouTube" elections, where the results reflected not only the media's influence but also individuals educating each other about candidates. Thomas L. Friedman, in his new book "The World is Flat," opens a window into our future by explaining why "uploading" is one of the ten forces that are flattening the world, as blogging, open-source software, pooled knowledge projects like Wikipedia, and podcasting enable individuals to bring their experiences and opinions to the whole world (see below for more by Friedman). Bill Gates writes in Scientific American this month that every home will soon have smart mobile devices, hence the dawning of the age of the robot.

2006 also ended with energy as the central issue economically, politically and environmentally. Hunter Lovins is often quoted saying the billionaires of tomorrow will innovate our energy future today. In December 2005 global warming was a topic heavily debated and in some circles believed to be rhetoric coming from alarmists. Now, ending 2006, this term is credibly understood around the world for the authenticity of its threat.

Global warming is shaping our lifestyle as a people, no matter where we live, with an equal or greater impact than the World Wide Web. Together, they bring us to an unprecedented inflection point. This is key. Even during major shifts like the Renaissance, the invention of the printing press or the Industrial Revolution, ***the very survival of the planet was never at stake***. The creation of the atom bomb, while posing an enormous threat, pales in comparison to global climate change. We've had leaps in our technology while our internal mindset has remained constant century after century. Our lifestyle as a species has been fundamentally based around "you or me" survival.

Historically, every species on earth that has survived challenges or threats has done so through **adaptation**. What makes the delicate combination of global warming and the Web so excitingly transformative, is that it simultaneously requires an internal shift from the old “you or me” to a “you **and** me” mindset in order to meet the largest threat mankind has known, while externally using modern technology’s brilliant design of innovative, uncensored, out of control, global communication that generates the new space for a new lifestyle. Unless we adapt the mindset “you and me,” which the World Wide Web provides a perfect framework for, we will not survive.

Part of turning our faces from the past and looking squarely into the future is getting real about what’s there; even if what’s there looks like the biggest tsunami wave of all time. The sublime news is that we have everything it takes to get on top and ride this wave. In riding it, we will generate new abilities and **new know-how** never before seen. These will give us a life more alive and brilliant than our ancestors could have ever imagined.

May we give ourselves space to innovate, explore, invent, design, create and adapt!

***“WHATEVER YOU CAN DO OR DREAM YOU CAN, BEGIN IT.
BOLDNESS HAS GENIUS, POWER AND MAGIC IN IT.”***

–Johann Wolfgang von Goethe