



BARRETT VALUES CENTRE

## Evolutionary Coaching<sup>SM</sup>

By Richard Barrett, Founder of Barrett Values Centre®

Imagine for a moment that you had a coaching process that was based on the principles that have been responsible for 14 billion years of successful evolution<sup>1</sup>. Imagine that these principles are simple to understand and furthermore, imagine that you could measure individual and collective human evolutionary progress. Now imagine that through applying these principles and measuring techniques you could make the evolution of human consciousness conscious by facilitating the unfolding of individual and collective human potential. This is what the New Leadership Paradigm book offers you.<sup>2</sup>

### THE THREE UNIVERSAL PRINCIPLES OF EVOLUTION

In order to understand the universal principles of evolution, you must first understand what evolution is.

*Evolution is the continuing unfolding ability of entities to successfully respond to increasingly complex life conditions.*

At each stage of physical evolution, an increase in the level of complexity of external conditions demanded an increase in the level of complexity of the internal decision- making capacity. In other words, as our physical world evolved from energy to atoms, to molecules, to cells, to organisms, to creatures, our internal worlds also evolved. Every stage of physical evolution was accompanied by an equivalent stage in the evolution of consciousness.

I define consciousness as awareness with a purpose, and the purpose of every entity in the chain of evolution is always the same—to attain, maintain or enhance internal stability and external equilibrium. This applies to individual atoms, cells, and human beings and all their group structures (molecules, organisms and organisation or clans, tribes or nations). If an entity cannot maintain internal stability and external equilibrium it will cease to survive.

In human terms, this means not only being able to meet your physical, emotional, mental and spiritual needs but also keep them in balance. How every entity in the chain of evolution has done this (including Homo sapiens) is explained by the three universal stages of evolution.

**Stage 1:** Individual entities learn how to become viable and independent in their normal framework conditions of existence.

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<sup>1</sup> Since the world as we know it began.

<sup>2</sup> Richard Barrett, *The New Leadership Paradigm*, January 2011.

**Stage 2:** As an individual entity's framework conditions become more complex and threatening, the entity learns how to increase its resilience by bonding with other compatible entities to form a group structure.

**Stage 3:** As a group structure's framework conditions become more complex and threatening, the group structure learns how to increase its resilience by cooperating with other similar and compatible group structures to form a higher order entity.

We see this three-stage pattern of evolution throughout the whole of evolution. After atoms became viable and independent in their framework of existence, they bonded with other atoms to form molecules. As framework conditions became more threatening, molecules adapted by learning how to cooperate with each other to form a higher order entity called a cell.

Once cells had become viable and independent in their framework of existence, they bonded with each other to form organisms. As framework conditions became more threatening, organisms adapted by learning how to cooperate with each other to create a higher order entity called Homo sapiens.

Now that the baton of evolution has passed to Homo sapiens, human beings are attempting to become viable and independent in their frameworks of existence. As framework conditions become more complex and threatening, they are learning how to bond with other humans to form clans, tribes, and nations. The largest of these group structures, nations, are now learning how to cooperate with each other to create a higher order entity called humanity. They are doing this because the threats to human society are global but the infrastructure and systems we have for dealing with these threats are national. We are not able to solve the problems of collective human existence from the same level of consciousness that we created them.

Collectively, we are being called to shift to a new higher order way of being that demands a new leadership paradigm. The new leadership paradigm is characterised by a shift from "I" to "we," from pure self-interest to the common good, and from being the best in the world to the best for the world.

This evolutionary framework not only applies to human individuals and nations but also applies to organisations. The most successful organisations,

- a) Encourage individuals to become viable independent (be accountable and responsible for their work)—Personal Mastery.
- b) Encourages those individuals to bond together to form teams and business units with common values and a sense of shared mission and vision—Internal Cohesion, and
- c) Encourages those teams and business units to collaborate together to form a higher order entity known as the organisation—External Cohesion.

## SEVEN LEVELS OF HUMAN CONSCIOUSNESS

Having uncovered the three universal stages of evolution several years after I had developed the Seven Levels of Consciousness<sup>®</sup> model, and used it as a tool for measuring the consciousness of individuals,



organisations, and nations<sup>3</sup>, I was pleasantly surprised and pleased to see that the two models were completely congruent.

The following table describes the three stages of human evolution, the seven levels of consciousness (human motivation) and the psychological stages of evolution (enabling strategy).

Stages of Evolution	Levels of Consciousness		Motivation	Enabling Strategy
<b>External Cohesion</b> Cooperating with other individuals to create a higher order entity	7	Service	Devoting your life to selfless service in pursuit of your purpose and your global vision	<b>Serving</b> Fulfilling your destiny by giving back to the world
	6	Making a difference	Actualising your sense of purpose by collaborating with others to make a difference in the world	<b>Integrating</b> Aligning with others who share the same purpose
<b>Internal Cohesion</b> Bonding with the two aspects of yourself (ego and soul) to create an authentic self	5	Internal Cohesion	Finding meaning for your life by uncovering your purpose and creating a vision for the future you want to create	<b>Self-actualising</b> Aligning fully with who you are
	4	Transformation	Embracing your individuality so you can become a fully self-actualised, authentic individual	<b>Individuating</b> Exploring who you are and your talents
<b>Personal Mastery</b> Becoming viable and independent in your framework of existence (ego development)	3	Self-esteem	Satisfying your need to feel good about yourself and your ability to manage your life, and having pride in your performance	<b>Differentiating</b> Beginning to separate yourself from others
	2	Relationships	Satisfying your need for belonging and feeling loved and accepted by those with whom you interact on a daily basis	<b>Conforming</b> Staying safe and loyal to your group
	1	Survival	Satisfying your physiological needs and creating a safe, secure environment for self	<b>Surviving</b> Staying alive

<sup>3</sup> For information on measuring the consciousness individuals and human group structures by mapping values go to <http://valuescentre.com>



What has become apparent as Barrett Values Centre has applied these principles and mapped the values of leaders and organisations all over the world is that successful organisational performance depends on leaders being able to first lead themselves. You have to learn how to lead yourself before you can lead others (a team). And, you have to learn how to lead a team before you can successfully lead an organisation or a community.