

Archetype Discoveries Worldwide



ADW NEWS!

1.1 THE CITY STATES

The City States syndicated discovery will start in Hong Kong late August – Macau the following week, then Singapore and Dubai in September.

1.2 SUSTAINABILITY

The Sustainability and Natural discovery will start in the USA in the Fall.

1.3 RECESSION

ADW is considering a new syndicated discovery on How Consumers Behave during a Recession. With scarce dollars, what do you buy and what don't you buy.



Issue number 97

*“Plus ça change,
Plus c'est pareil”*

Editorial

THE NEW PHILOSOPHY Is Your Company ON CODE?

Companies do not need a Vision, a Mission or a Goal; they need to be ON CODE with the New Philosophy.

This is not just about Sustainability, Natural, Green, Biological or Organic. This is a New Philosophy. Companies do not need a Vision, a Mission or a Goal; they need to be ON CODE with the New Philosophy. This new challenge is everywhere. “What is your Carbon Footprint?” is the new big question. We used to speak of products that were customer friendly, today we want products that are eco-friendly. People expect a NEW ATTITUDE, a new relationship with the world. Buckminster Fuller used to say that Planet Earth was the only spaceship with no pilot. But guess what? The world is looking for a Pilot so that it can avoid the big crash. We expect companies to become more responsible and more intelligent. We want cars, airplanes and homes to be more efficient. This is just common sense and looking at best practices around the world can save so much energy and money. We need food with a mission to make us healthier, not just to fill us up.

It is time to understand that this Planet has a mind of its own. We are witnessing the most fabulous moment in mankind history: The coming of age of the planet's mind. And I found my new mission: Decoding the planet's mind !!!!!!!!!!!!!

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America

THE TITANIC LEADER

**The mother ship is sinking.
America is not America anymore.**

In many European countries people refuse to be paid in dollars and they look at America not as a superpower but as a giant flea market where everything is a bargain. Who wants to fly an American airline unless you expect to sleep on the floor in a crowded airport for 3 days and never find your luggage?

This is not why I came to America.

It is not a problem solver that we need. We need to recover our souls. We need Moses; somebody who knows where the promise land is and will lead us there. Yes, we need a leader who is going to LEAD.

All these big controversies about sexism or elitism are irrelevant. It is so mundane when the Titanic is sinking. We need a Vision (the promise land). Then we need a leader with a plan, a road map with priorities and then we have to start moving forward, following the leader.



CITY STATES

DUBAI-SINGAPORE-HONG KONG-MACAU.

What is the model that attracts investors, the zillionaires, developers and big corporations that establish their headquarters in these City-States? Is the model Las Vegas (Macau) or Zurich (Singapore)? How can various cultures survive next to each other? The Sharia law in Dubai co-exists with the British law in the financial centers.

Are the City-States the new Venice (most of them are on a water site)? What are going to be their political inclinations? Can Dubai become a democracy with 80% of it's population made up of foreign workers, mainly from India? What is the future of their tax system (zero income tax and zero corporate taxes in Dubai). What is the evolution of the non-resident status? How can they compete with places like London or Dublin? What roles do airports and airline security, service and infrastructure play? (Singapore Airlines, Emirate Airlines in Dubai and Cathay Pacific in Hong Kong are among the best airlines in the world).

Are the City-States going to become the favorite destination for meetings, conferences and conventions competing with Las Vegas and Monte Carlo?

Are regular states like China or India going to create their own City-States within their boundaries to attract investors (Ex: special territories in China), or are they going to copy some of the advantages of these City-States like Macedonia (10% flat tax), Estonia, Latvia, etc.

How are off-shore locations (like the Bahamas and Barbados) going to compete with these new City-States? When the notion of "Nation" is disappearing, when globalization moves people, money and ideas around the world, are the City-States going to become the new model of post globalization?



The New Philosophy

Sustainability and Natural

Part of the new philosophy seems to be running away from the artificial side of life. By looking for Natural in everything, consumers make a statement, a life statement, and they expect products and companies to be committed to this "Natural" in everything attitude. This is Jean-Jacques Rousseau, *le bon sauvage*, reinvented.

Be careful, however, of what you claim. Pinkberry had to settle a suit after claiming that its dessert of frozen yogurt was a health food and natural.

Pinkberry, that operates 50 stores in California and New York was accused of misrepresenting its products as "Frozen Yogurt" and making bogus health claims including that its products were "all-natural". They had to pay \$750,000 to the Los Angeles Regional food bank and *Para los Ninos*, who attacked them.

"It was our allegation that it was not a natural product as that word is understood" said the lawyer.

So this is what needs to be understood. What is the Code for Natural? What are the requirements for a product, any product, to claim that it is natural whether it be yogurt, socks, facial cream or a beverage. There is a facial cream called, "Natural Advantage". Do you have a Natural Advantage? Pinkberry discovered the hard way that you can not just say, "Natural".





BOOKS TO READ

BEIJING'S GAMES: What the Olympics means to China, by Susan Brownell. She is an Anthropologist and an athlete who tries to be a cultural bridge. "I do my best to represent their views (Chinese views) so they can be understood by English speakers."

TRUE ENOUGH: Learning to live in a Post-Fad Society, by Farhad Manjoo. Best political book written this year so far showing how people process information in very different ways, looking for evidence to just uniform their views.

MARKETING TARGET: Hub Culture, by Stan Stalaker. The next wave of urban consumers.

CHINA'S SECRET LANGUAGE: Snow Flower and the Secret Fan, by Lisa See.

THE CULTURE CODE: Finally in Paperback!! Understanding the Codes gives us unprecedented freedom over our lives, by Dr.Rapaille.

Style and Politics

WHY SARKOZY IS OFF-CODE AND HAS ONE OF THE LOWEST APPROVAL RATINGS IN HISTORY

The issue is clearly cultural. It is a question of style, not economics.

Nearly one year into his term, SARKO, "The American", is definitely out of touch with the French people. First he wanted to make them work. Work? What a strange idea. Second, he likes Lionel Ritchie and Celine Dion and Ray-Ban Aviator sunglasses. He is Sarko, the American, and President Bling Bling.

The real problem, however, is Culture (The Culture Code). Sarko is Off-Code. "We are all ashamed", said Patrick Rambaud who wrote a satiric novel, The Chronicle of the Reign of Nicolas the First.

We are all ashamed of the President's lack of interest in culture and his general bucks – and – babes style. Look, we need a president who is cultured.

The issue is clearly cultural. It is a question of style, not economics. His Prime Minister, who carries out the President's economic plans, is very popular but he looks like an intellectual.

For a while I thought that Sarko was going to be the new Napoleon. But Napoleon knew how to use the French Culture codes. He created his own style. Le Style Empire. He created his own symbols, beautiful uniforms for his

soldiers and he invaded most of Europe, which gave a sense of supremacy to the French.

But Sarko has no style. He is The American, and for the French, the Americans have no style. Hillary would never be elected in France because she does not know how to dress; ugly colors, never wears a skirt, and has a retro hairdo. There are many women on Sarko's team and they all dress with style.

So the only hope for Sarko is Carla.

"I am banking on Carla", said Mr. Lacouture, the de Gaulle biographer. "The French have had many brilliant Queens you know".



QUOTES

"Republicans never won an election; the democrats always lose. Bush did not win against Gore. Gore lost. Bush did not win against Kerry. Kerry lost."

"What are Hilary and Obama doing? Making sure that people are going to be so disgusted with the mudslinging that they are going to vote for McCain."

"Nearly every expert on the subject agrees that innovation and productivity are driven by density."

33 Dr. Rapaille

THE LAST REPTILIAN REFUGE

3 BRAIN IDENTITIES

He looks like a 34 year old man, he has a beard and he is married to his female partner, Nancy.

Today they want to have a child. Then he remembers that he used to be a woman and that after breast removal surgery and testosterone injections, he is still a woman. So after artificial insemination, he is pregnant. "I see myself as my own surrogate, though my gender identity as male is constant".

We have 3 brain identities. At the cortex level, he is a surrogate mother. At the Limbic (emotional) he is a man, but at the Reptilian level, he is a woman.

Might be a little confusing for the child. What does the child say when the bearded man picks him or her up from school? "This is my mother?"



Editorial suite & end

THE NEW PHILOSOPHY

All the world's computers, like millions of neuronal centers, representing trillions of connections, are creating the structure of the first global collective unconscious.

The New Philosophy is the first production of the Planet's mind in its post global phase. It makes all the "anti" obsolete. Do you remember anti-globalization, anti-capitalism, anti-free trade, anti-business and zero growth? They all need to be recycled. They did not anticipate such a paradigm shift.

This is the NEW MIND . The Old mind looks at the past with a nostalgic and romantic look without understanding the New Mind. Politicians of the Old Mind think they can raise taxes and keep taxpayers and corporations as their prisoners. Guess What? When this happens, corporations just move (London might be losing J. Walter Thomson and many others) to Ireland, Singapore, or Dubai.

The new mind has its leaders and champions. I call them the Platinum Gypsies. They usually have three platinum credit cards, three residences that they never use, they speak three languages, never check luggage, and live in airplanes. They are always connected with the collective brain. They are "crack" berry addicts and have thumb problems. They are from India, China, Lebanon, Brazil, New York, Moscow and London. They like to have a Canadian or Swiss passport, invest in Singapore, where their Swiss bank has moved, and read all the news papers on the net. They are the pioneers of the new Planet's Mind, the sculptors of the new collective unconscious, not because of what they say or write, but because of what they do; the life they have created for themselves. They are creating the new models that the rest of us are going to want to imitate; they are structuring our new collective mind.

Their philosophy is the new philosophy.

They know the difference between simple dumb and simple Einstein, and want the latter. They want simple one step, natural products,

1st- The planet is home. You do not throw your garbage in your living room.

2nd- The people who live in your home are family, of course you feed them, it does not matter where they are; Africa, Burma, or Bangladesh.

3rd- When there is a leak, (flood) some thing broken (earthquake) a fire or an epidemic, you mobilize the whole family to fix the problem.

4th- You concentrate your energy on fighting common enemies, not each other, common enemies like epidemics, terrorists, natural disasters, bureaucracy, idiocy, famines, racism, sexism,

5th- We are just temporary guests, in transit, and want to leave the place clean and better for our children.

6th- The new CNA is: One Time, One Space, and One Energy

7th- We look at everything with systemic glasses

To decode this new Planet's Mind, we suggest exploring two aspects of this collective unconscious in action:

A – the current fascination for sustainability and all things natural.

B- the platinum gypsies magnet represented by the city-states, Singapore, Dubai, Hong Kong, and Macau.

THE NEW CEO

He is no longer the CEO, but the Chief Philosophy Officer, and his number one preoccupation is MEANING.

Before he had to have a vision, (The Vision Thing) now he has to have a philosophy.

Before, he was supposed to be successful, reach his goals, and communicate with charisma.

Now he has a hybrid car and solar panels on the roof of his green house.

Before he was a successful investor, now he only invests in green, sustainable companies.

At the beginning he thought that sustainability was interesting, because it could save energy and money for the company, but now he has a completely new way of looking at life, business, and the world. Whatever he says, he has to walk his talk and practice what he preaches.

He is no longer the CEO, but the Chief Philosophy Officer, and his number one preoccupation is MEANING.

The new CEO's model is no longer Jack Welch, but Plato. He reads Confucius and Kant, and always has Victor Frankel's, In search of meaning, in his brief case, not because he reads it, but because he likes the title. He believes that wealth without meaning is like a terrorist without religion, beliefs, or without virgins waiting for him in heaven. The new CEO, as chief philosophy officer, must communicate this passion for meaning to his/her employees. And not just any kind of meaning; the meaning of life, because we all share the same destiny, and the same search for meaning.

Their new mission is to combine Sustainability, with the culture codes and with best practice (best place, best people, best culture) in order to create wealth in addressing people's needs. This is not just to save the planet, or to sell products, it is to create the next New World "on code" with the deeper meaning that they keep creating. They are the three brain leaders: short term reptilian~ survival, with a strong emotional connection to the culture codes, and a cortex intelligence to analyze and select the best long-term strategy.

They are the Moses of the new philosophy, showing us the way to the promise land and giving a meaning to our lives. Because what they do transforms and changes our lives, we now want them to have a purpose and to be aware of their responsibilities. Just to make money is not enough anymore. The new questions are: what kind of world are you creating, what is your philosophy, your values and your awareness on how you are changing the world. ?

Sustainability is the core of this new philosophy. The Empty CEO better go quickly to the pump of meaning to fill up his/her tank.





CALENDAR:

JULY

Sao Paulo and Rio

AUGUST

City-States Syndicated Discovery

SEPTEMBER

Sustainability-Natural Syndicated Discovery

NOVEMBER

Speaking Engagements in Mexico and Thailand

Definitions

What is a Syndicated Discovery:

This is when several clients pull together to break a code. They create a team and a charter to share their experience by implementing the code after the discovery.

Advantages: It is more affordable (a flat fee of \$135,000)

There is good synergy among the participants.



What it is available:

Here is a non-exclusive list of Syndicated Discoveries:

- QUALITY
- IMPROVEMENT
- LOYALTY
- REWARD AND RECOGNITION
- SEDUCTION
- SAFETY AND SECURITY
- CHINA
- INDIA
- BRAZIL

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