



Cultural Creatives...is this You?

Have you ever heard the term Cultural Creative? I actually didn't investigate the term until a few months ago. To my surprise (and dismay) I discovered there was a term for me and my own personal collection of values. Surprised

because I spent decades thinking that I was different (true) and that there are many more of us than I thought even possible. Dismayed because now I have a label that fits (and I hate labels!). I never felt like there was a group out there that I could feel part of growing up. As I got older I enjoyed my non-labeled status. It gave me a personal distinction of being so unique that I was "indescribable". (I know, get off the ego train!)

Growing up I realized that I thought differently about a lot of things and my opinions on certain subjects were "out of the norm". During my life I thought of myself as different, weird, crazy, and, yes, occasionally I thought I had to be truly insane! During my life I have been called different, weird, crazy, and I am sure thought of as insane! Have you ever thought that the topic you have brought up in a conversation is pertinent and of great interest, only to have the person you are conversing with look at you like you have two heads? Or look thoroughly bored to tears? Or could care less?

The social scientist, Paul H. Ray, Ph.D, researching consumer groups from 1986-2008, identified three sub-cultures, not just two. The expected groups were Traditional and Modern, but Ray found a third grouping which at the beginning were called Trans-Modern but which are now called Cultural Creatives. This was the premier research that identified that ecology values and spiritual-psychological values made a difference in people's way of living. Unlike opinions and attitudes, values are slower to change. A person's values are the priorities in their life, and the root for how they want to behave, what they want to accomplish, and what they actually do in their lives. The comparatively fast paced business cycles have little effect on their buying trends.

The mistake that most pollsters and consumer research surveys have made in the past decades is underestimating the size of this group. It's estimated that Cultural Creatives would have been less than 4% of the U.S. population before the 1960's. This group has been consistently portrayed by the media as an "inconsequential" less than 10% of the

population. Truth be told they are now about 40% of the population and increasing about 3% per year.

Who are these people? Are you a Cultural Creative? You can find a short quiz at <http://soufulliving.com/culturalcreativequiz.htm> don't you worry; I'll make myself a cup of tea while I wait for you to finish.

Done? You agreed with at least ten? I thought you would. (That really was quicker than me enumerating a list of values.)

Didn't quite reach the ten mark? Don't fret. Cultural Creatives take time to evolve into this way of life, sometimes taking four to ten years. As you develop and deepen understanding, the more you learn. You also learn more by spending more time with other Creatives, discussing all kinds of ideas.

Cultural Creatives are fast approaching "The Tipping Point" of 51%. When reached, this group that includes us will have a major impact on society, raising consciousness, practicing conscious parenting, processing huge amount of information, shifting more of the population towards holistic wellness practices, making more decisions contributing to Earth's sustainability, intuitively striving for a more meaningful life. This group as a whole was and is more concerned and involved in social movements such as alternative health care, civil rights, Native American rights, planetary concerns etc. Authenticity is a value for Cultural Creatives, for themselves, businesses, and politicians. They see their inner knowing connected with the world that exists outside of themselves and a moral obligation to do the right thing for the betterment of all. They also figure out what the right thing is. This is the virtue that Aristotle called "practical wisdom". They consider what effects this will have on future generations, not only for just themselves. This group uses their mind knowingness, heart knowingness, and their intuitive knowingness to come to solutions and translate them into action.

In past centuries these "big idea" people were persecuted, jailed, and killed; considered to be a threat to the social order of the times. Aren't you relieved you are living this life in the present time?

With Gratitude,

Kai

Craving More Information???

The Cultural Creatives: How 50 Million People Are Changing the World,

by Paul Ray, Ph.D. and Sherry Ruth Anderson

Also: be on the lookout for Paul Ray's next book: Phronesis

References

Ray, Ph.D, Paul; "The Potential for a New, Emerging Culture in the U.S." (Report on the 2008 American Values Survey)

<http://www.kindredcommunity.com/2013/09>

<http://www.soulfulliving.com/cuturalcreativequiz.htm>