



You are not here merely to make a living.  
You are here in order to enable the world to  
live more amply, with great vision, with a  
finer spirit of hope and achievement.  
You are here to enrich the world, and you  
impoverish yourself if you forget the errand.

Woodrow Wilson  
US President from 1913 to 1921

Woodrow Wilson was addressing undergraduates. His actual words were:  
*You are not here merely **to prepare** to make a living.*

You are here to  
enrich the world.

**Yes ... but how?**

**NEWCREATE**

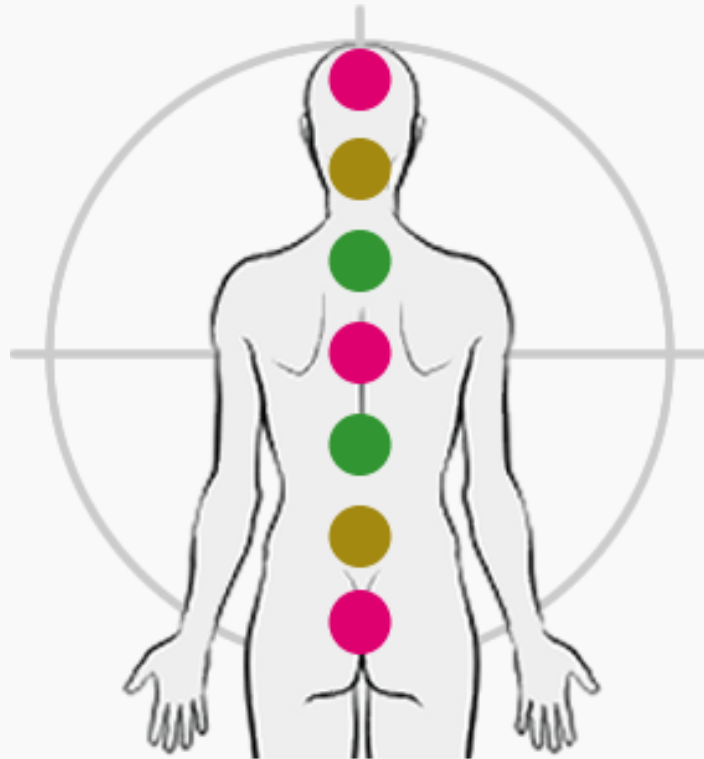
Newcreate is a way of thinking, doing and being.

It is based on the premise that we are here to create the new and enrich the world, or a particular piece of it, with value, meaning and joy.

Not only is this why we are here – it is also what we are equipped to do.

Newcreators use mind, body and spirit to transcend the mundane, imagine what could be, bring it into being and realise its value generation potential.

# MIND, BODY AND SPIRIT



Topside  
**Possibility**

Actuality  
Bottomside

**BODY**

Mundane world	Primal world
Leftside	Rightside

**MIND**

**SPIRIT**

Transcend the mundane  
Channel intent, the  
generative impulse

**MIND**

Horizontal plane



Dr. Iain McGilchrist is a British psychiatrist, neuroscience researcher, philosopher, writer, former Oxford literary scholar, and author of several books, notably *The Master and His Emissary—The Divided Brain and the Making of the Western World*, and *The Matter with Things—Our Brains, Our Delusions, and the Unmaking of the World*.

He is best known for his work on how the brain's hemispheres differ in the way they attend to the world, and how each hemisphere contributes in its own way to perception, thought and behaviour.

Note that this is unrelated to the debunked yet still prevalent split-brain theory developed in the 1960s by Roger Sperry and Michael Gazzaniga.

**Jon Evans** How do the left and right hemispheres do things differently?

**Iain McGilchrist** If you want a very simple, single point, it's that the left hemisphere produces a representation of reality, whereas the right hemisphere actually puts us in touch with the presence of reality. We're so used to representation that we can't see how very different it is.

Almost everything that we live in now is a representation, a projection on a screen in two dimensions; living in a city which represents certain things but nature is absent from it.

So it's like the difference between a diagram, a theory, a map, and the actual territory of the real world – or the terrain as I prefer to say – in which we live. And the map is very much simpler than the terrain.

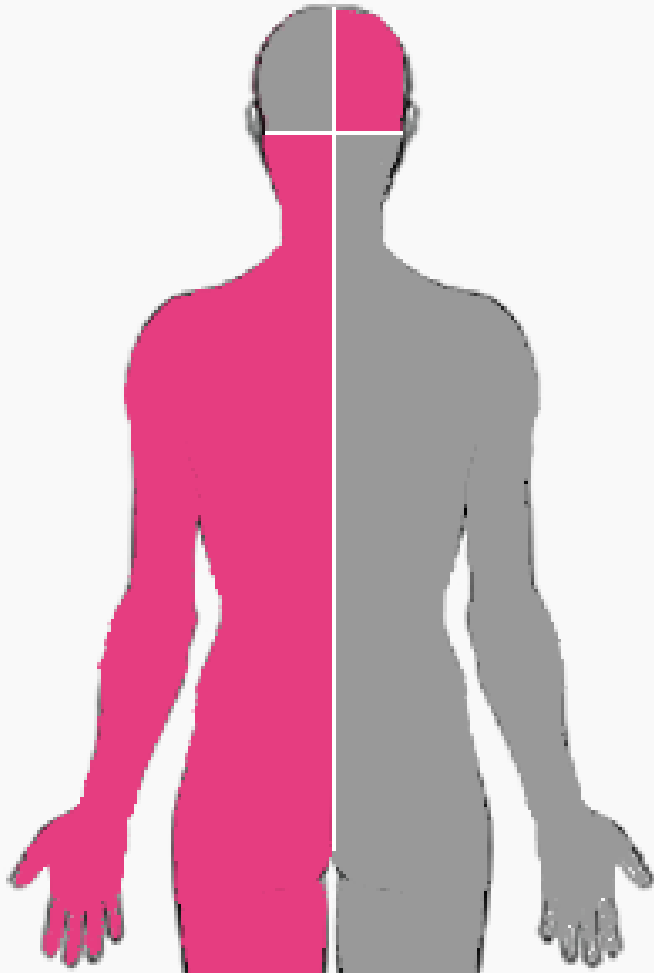
And that's not a criticism, because we need simplicity for a map to work. If it had too much information in it, it wouldn't work. But it's vital not to mistake the map for the real world.

*Jon Evans is the host of the YouTube channel Uncensored CMO and chief customer officer at System1 Group.*

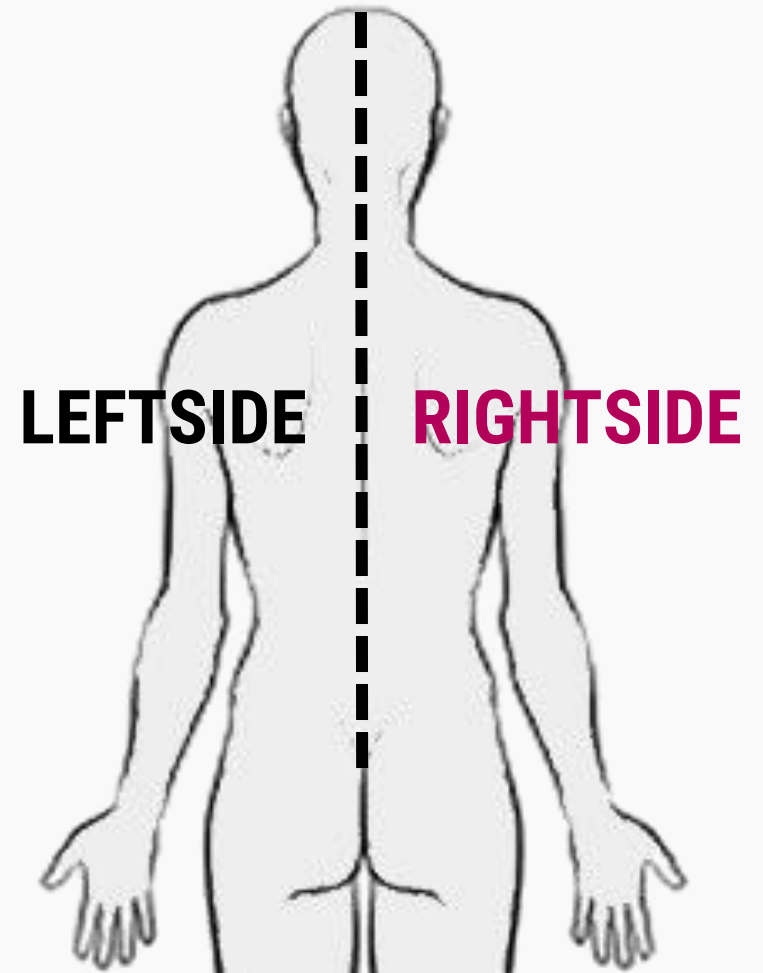




The brain's left hemisphere controls the right side of the body and the right hemisphere controls the left side.



However, the human form is more or less symmetrical, so the horizontal plane is depicted like this:



**Attention is local, narrow, focused.<sup>1</sup>**

**Seeing a two-dimensional world of descriptions.<sup>1</sup>**

**Seeing an inanimate world of things.<sup>1</sup>**

**Mistaking the menu for the meal.**

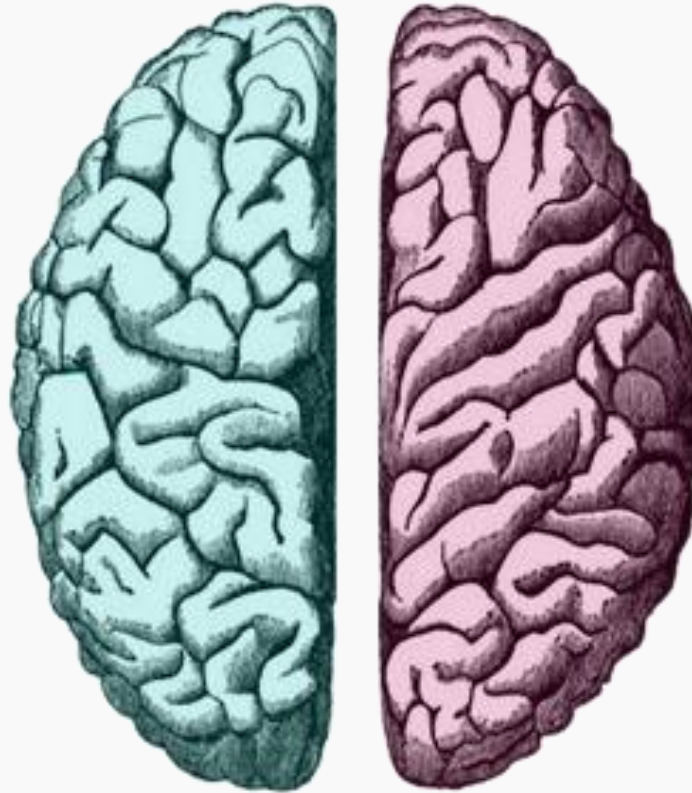
**Seeing parts, not wholes.<sup>1</sup>**

**Thinking is decontextualized and systematic.<sup>1</sup>**

**Generative thought and action are constrained by a barrage of rules, norms, codes, beliefs, dogmas, narratives and ideologies.**

**Treating abstract concepts as concrete things that can be manipulated.**

**Imagination is synthetic.**



**LEFTSIDE** **RIGHTSIDE**  
Brings forth **mundane** **primal**  
world world

**Attention is global, broad, vigilant, flexible, sustained.<sup>1</sup>**

**Seeing the bigger picture.<sup>1</sup>**

**Seeing things whole and in their context.<sup>1</sup>**

**Seeing an animate world where things presence to us, rather than being re-presented.<sup>1</sup>**

**Raw experience: visceral, untamed, unfiltered, uncodified and unconceptualised.**

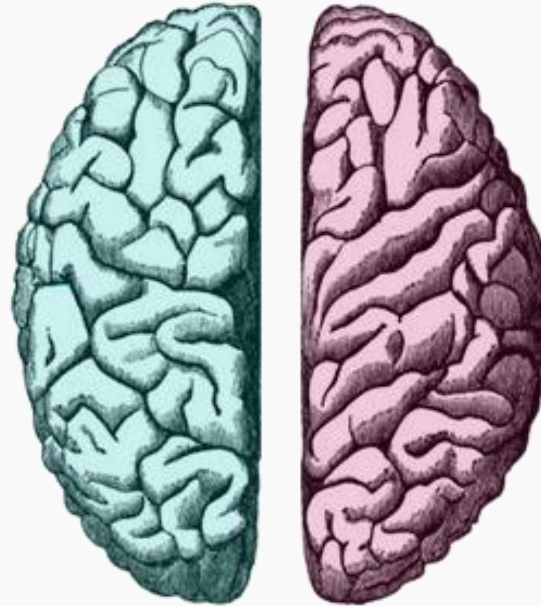
**Opening up to possibility.<sup>1</sup>**

**Seeing the world that is being mapped.<sup>1</sup>**

**Imagination is creative.**

## **SYNTHETIC IMAGINATION**

Recalls and repurposes buried thoughts, connects disparate notions and combines existing ideas into new ones – an approach known as combinatorial creativity.



## **CREATIVE IMAGINATION**

Foresees possibilities for enriching the world.

Conceives potent ideas with the potential to generate the imagined value, meaning and joy.

# **LEFTSIDE   RIGHTSIDE**

Synthetic and creative imagination distinctions originated by Napoleon Hill.  
Leftside/Rightside correlation and commentary originated by Jack Martin Leith.



**SYNTHETIC IMAGINATION** Through the faculty of synthetic imagination, one may arrange old concepts, ideas, or plans into new combinations<sup>2</sup>. This faculty creates nothing. It merely works with the material of experience, education, and observation with which it is fed. It is the faculty used most by the inventor, with the exception of he who draws upon the creative imagination, when he cannot solve his problem through synthetic imagination.

**CREATIVE IMAGINATION** Through the faculty of creative imagination, the finite mind of man has direct communication with Infinite Intelligence. It is the faculty through which ‘hunches’ and ‘inspirations’ are received. It is by this faculty that all basic, or new ideas are handed over to man.

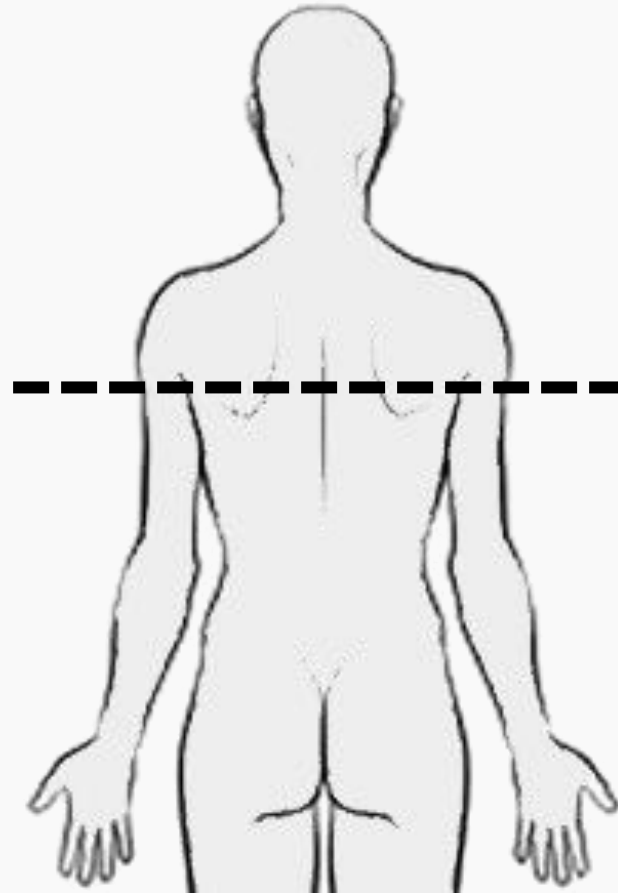
Napoleon Hill, Think & Grow Rich! (1937)

2. Today, this is known as combinatorial creativity. Diverge-converge ideation methods such as brainstorming rely on synthetic imagination.

**BODY**

Vertical plane

**TOPSIDE**



POSSIBILITY  
What could be

ACTUALITY  
What is

**BOTTOMSIDE**

# The seven creative powers

Each power is associated with a particular part of the body.

7. **OPENNESS** (crown)

6. **IMAGINATION** (third eye)

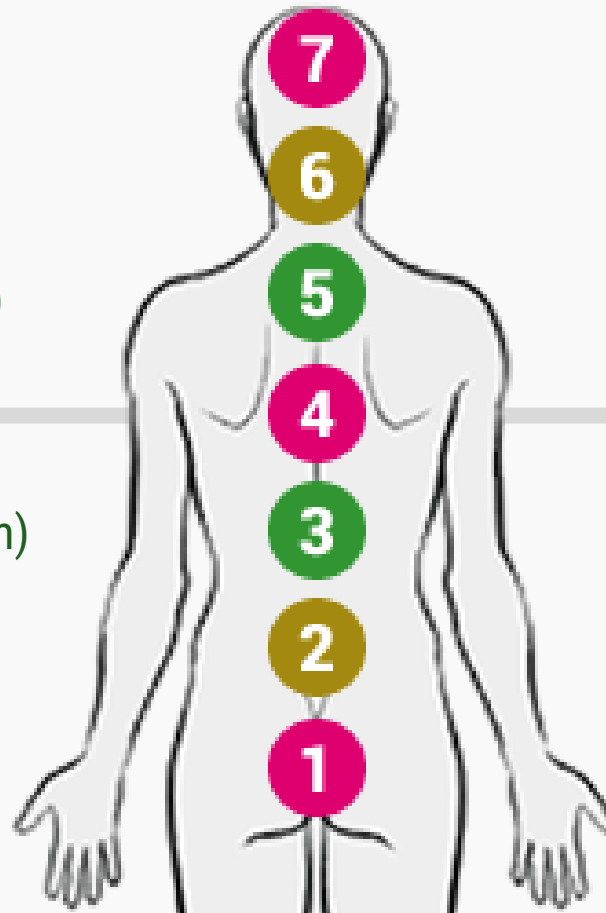
5. **CONCEPTUALISATION** (throat)

4. **FAITH** (heart)

3. **MATERIALISATION** (diaphragm)

2. **REALISATION** (pelvic floor)

1.  **GROUNDEDNESS** (tailbone)

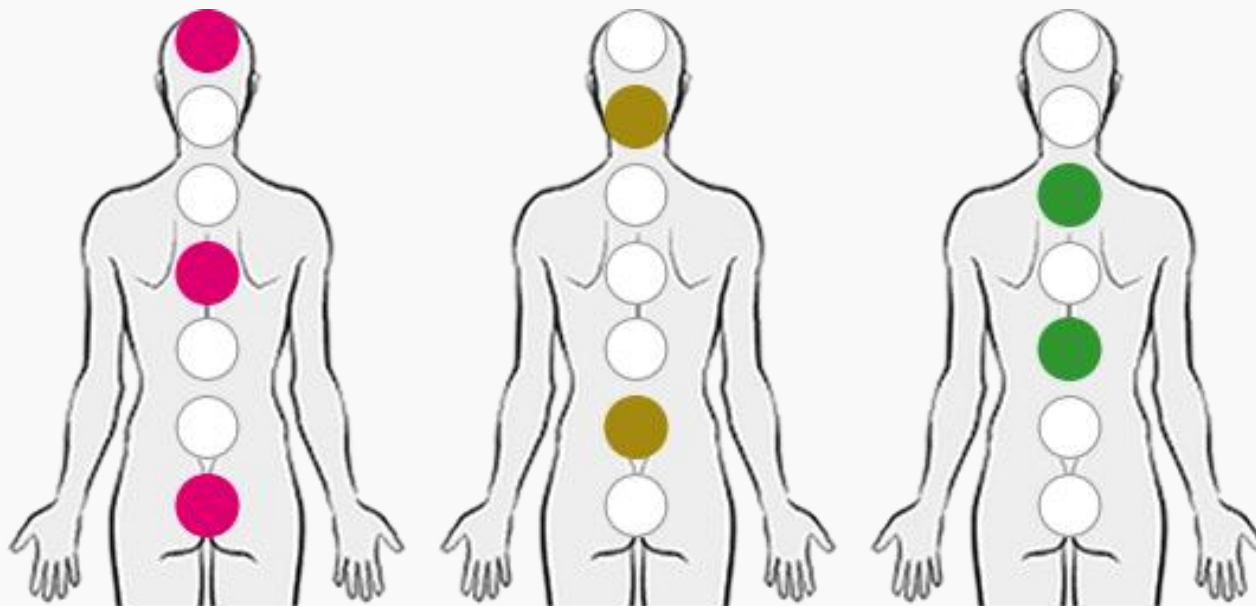


**POSSIBILITY**  
What could be

**ACTUALITY**  
What is



# The seven creative powers combine to form three superpowers



**TRANSCEND  
THE MUNDANE**

**ENRICH  
THE WORLD**

**CREATE  
THE NEW**

**THREE SUPERPOWERS**

**OPENNESS**

**IMAGINATION**

**CONCEPTUALISATION**

**FAITH**

**MATERIALISATION**

**REALISATION**

**GROUNDEDNESS**

Activation of the superpower **Transcend the Mundane** (Openness + Faith + Groundedness) is a prerequisite for the activation of the creative powers Imagination, Conceptualisation, Materialisation and Realisation.

**OPENNESS**

Crown

Connection to intent's originating aspect, which is concerned with initiating the new.

**IMAGINATION**

Third eye

The power to foresee possibilities for enriching the world or a particular piece of it.

**CONCEPTUALISATION**

Throat

The power to devise something that will generate the foreseen value.

**FAITH**

Heart

An existential commitment of the heart to transcending the mundane, creating the new and enriching the world with value, meaning and joy.

**MATERIALISATION**

Diaphragm

The power to give the creation tangible form.

**REALISATION**

Pelvic floor

The power to bring the creation to maturity and fully realise its value generation potential.

**GROUNDEDNESS**

Tailbone

Connection to intent's fulfilling aspect, which is concerned with bringing to fullness that which has been created.

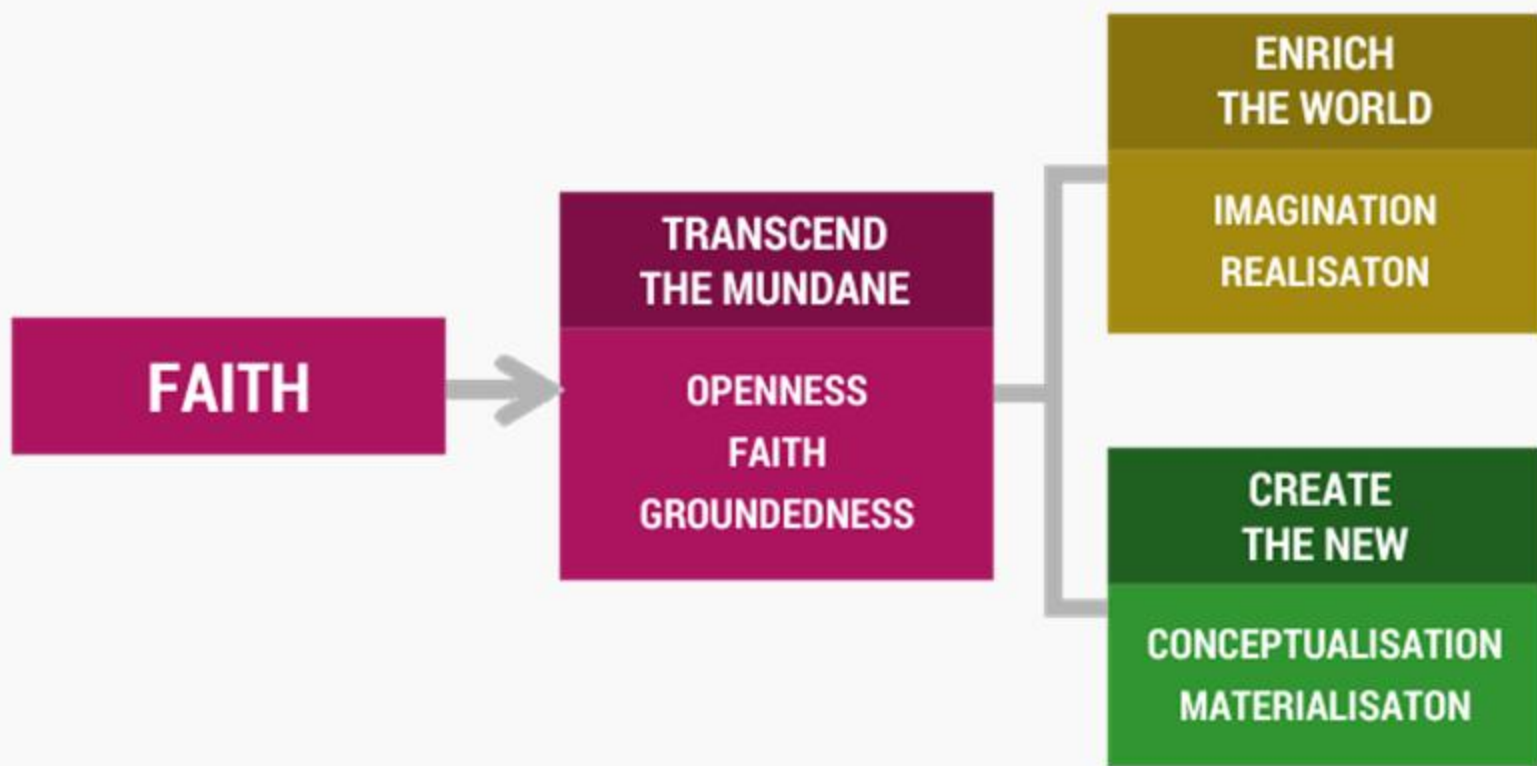
# **Faith** is a precondition for transcending the mundane.

Faith is a critical but curious mind's readiness to adopt a reality model (even if provisionally) for which there is less than absolute, empirical proof.

*Jay B. Gaskill*

Faith is an existential commitment of the heart, a way of life, a set of behaviors and emotional responses woven into every hour of everyday life – expressed through constant choices both when alone and in social situations.

*Peter A. Georgescu*



Which of the following statements reflects your assessment of the seven creative powers?

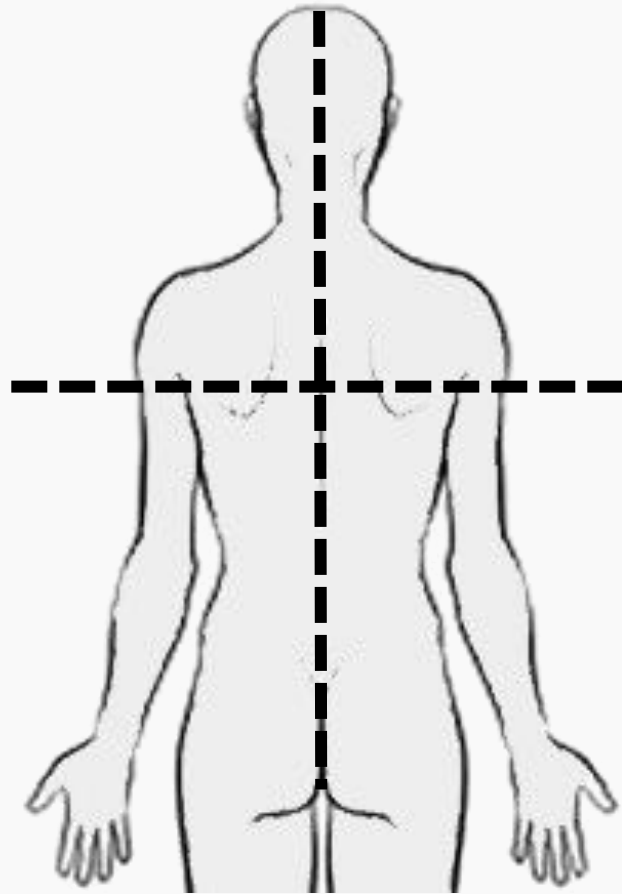
1. The body really does contain seven sources of creative power.
2. The seven creative powers are metaphorical.
3. The seven creative powers represent an embodied process for conceiving new creations, bringing them into being and realising their value generation potential.
4. The seven creative powers are New Age mumbo-jumbo.

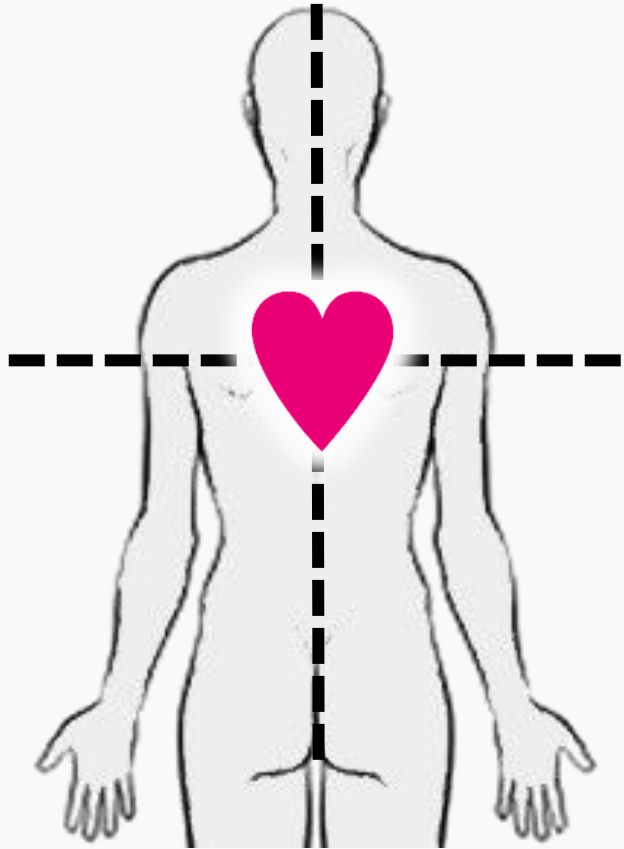
If item 4 is your choice, consider these words from DesignShop co-originator Matt Taylor:

**THE ONLY VALID TEST OF AN IDEA, CONCEPT OR THEORY IS WHAT IT ENABLES YOU TO DO.**

# SPIRIT

Intersection of horizontal  
and vertical planes





Intent is experienced in the heart as a fervent desire to enrich the world with value, meaning and joy.



## **Spirit**

The animating force throughout creation.

An unseen force that is life, the divine, the nagual, the light. To live a spiritual life is to identify oneself as the animator of creation, rather than as creation.

Allan Hardman

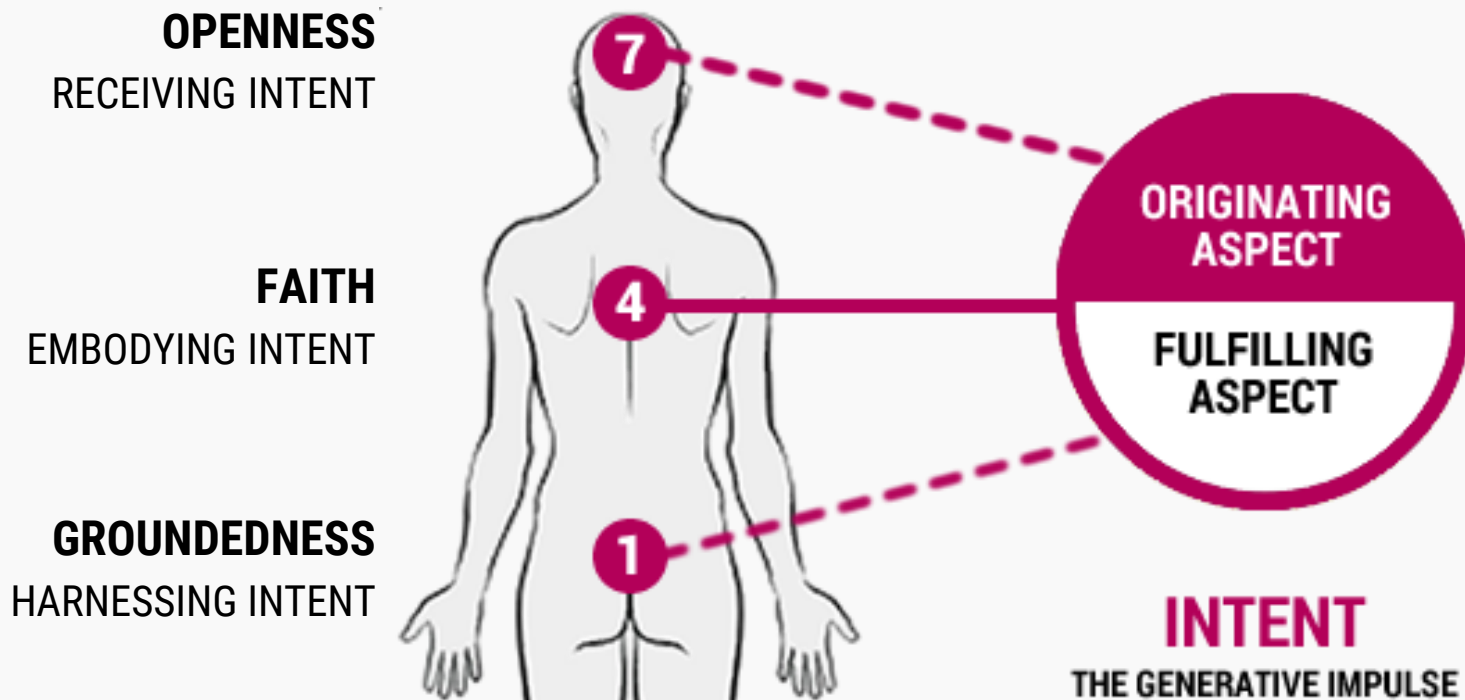
Newcreators call this animating force **intent** and create the new in partnership with it.

## **Intent** has two aspects:

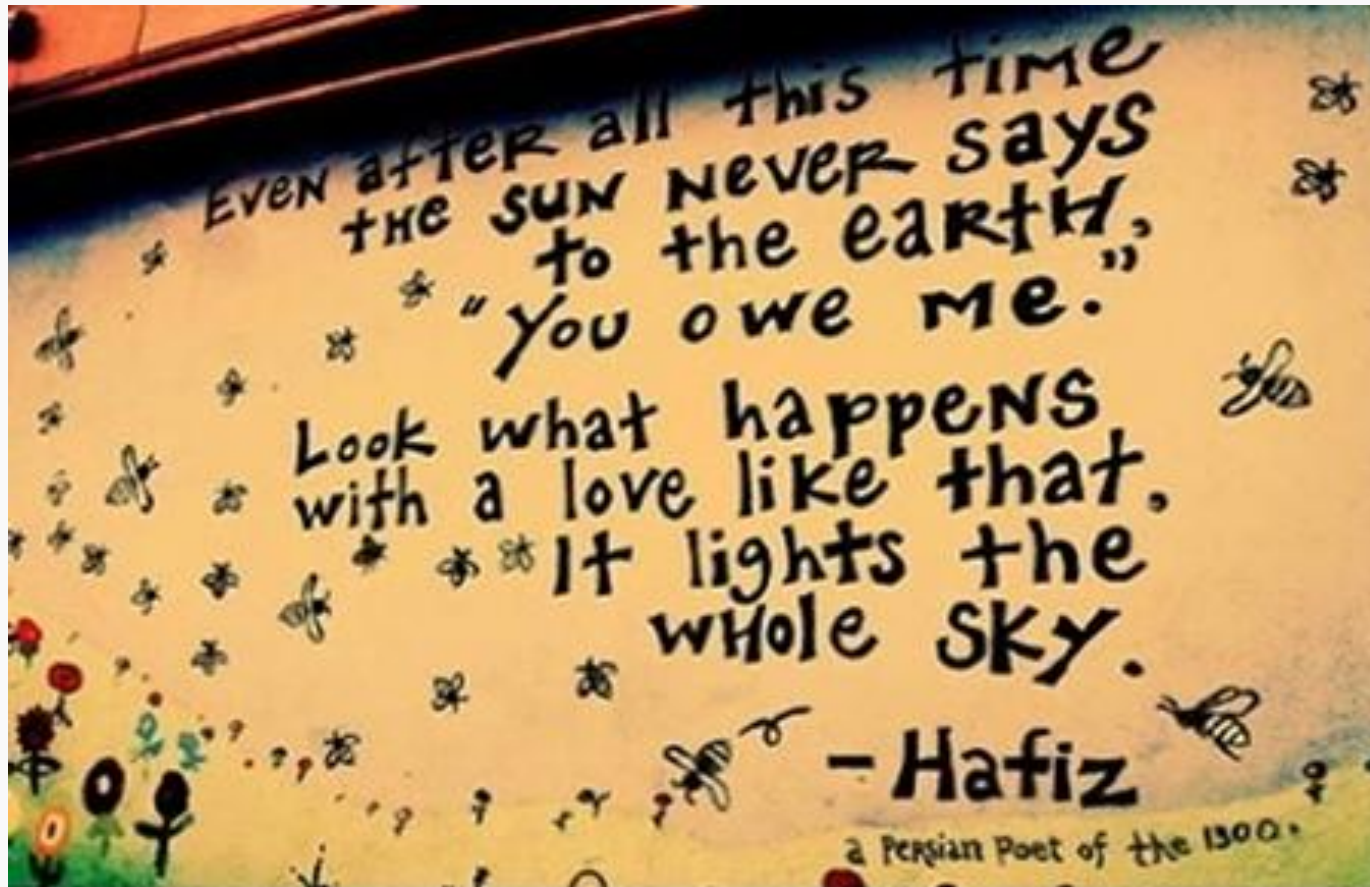
The **originating aspect**, which is concerned with initiating the new.

The **fulfilling aspect**, which is concerned with bringing to fullness that which has been created.

When the Newcreator transcends the mundane by (4) being in faith, (7) being open to intent, and (1) being ready to harness intent's generative power, the horizontal and vertical planes unite and he or she becomes a channel for intent.



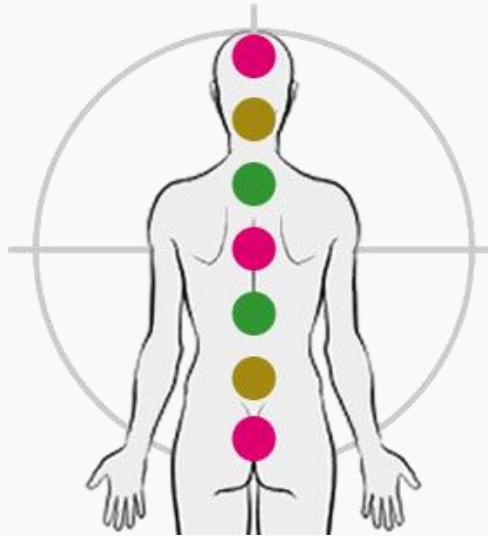
Newcreators answer intent's call  
through unconditional service.





Newcreate is my answer to intent's call.  
I hope you have found value in these  
slides and wish you a lifetime of joyful  
and fruitful Newcreating.

Jack Martin Leith  
Bristol, United Kingdom



# NEWCREATE

TRANSCEND THE MUNDANE

CREATE THE NEW

ENRICH THE WORLD

Full exposition: [newcreate.org](http://newcreate.org)