

Spiral Dynamics Overview

The warm-colored spirals (beige, red, orange, and yellow) focus on personal experience, defining yourself and your individuality. The cool-colored spirals (purple, blue, green, and turquoise) focus on community and group experience, finding your place in and fitting into the whole.

Spiral	When It Began (# of Years Ago)	% of the World's Population	Description/Focus	Society Examples: Environment, Life Conditions	Personal Examples: Motivations, Values
<i>Tier 1:</i>					
Beige	100,000	0.1	Survival—getting your basic needs of food, clothing, shelter, and procreation met	Nomadic communities and cultures with harsh climates—African jungles, Australian Outback, Eskimo culture; crisis/life-threatening situations	Basic needs, survival
Purple	50,000	10	Spirituality and Tribe—connection to something greater than the individual; group thinking and protection	Animistic/tribal cultures; spiritual quests; search for kindred spirits	Spirituality, connection, family, kindred spirits
Red	10,000	20	Individualism— independence, identity, power, control of self and environment	Emerging democracies; countries in turmoil; revolts; rebellions; revolutions; warfare	Assertiveness, aggression, identity, independence, personal power
Blue	5,000	40	Structure—controlling chaos, connecting to a higher purpose, willingness to sacrifice self for a higher ideal	Traditional societies; “Bible Belt”; societies organized around religion; strong police and military structure/presence	Religion, purpose, structure, discipline, safety, security, tradition
Orange	1,000	30	Technology and Material Progress—wealth, convenience	Technologically oriented societies—Japan, Silicon Valley, Northern Virginia technology corridor	Progress, modernity, entrepreneurialism, financial growth
Green	150	10	Community and Equality for All—fairness, democratic ideals	“Green” Societies—West Coast (U.S.), Canada, parts of Western Europe, especially Scandinavia	Compassion, charity, selflessness, community

<i>Tier 2:</i>					
Yellow	50	1.0	Self-Actualization—drawing on all the other spirals to become whole and successful; left-brained with feeling	New Age resorts and workshops—Esalen, Omega Institute, Human Awareness Institute, Landmark (?)	Self-actualization, authenticity, becoming whole, integrating all parts of self
Turquoise	30	0.1	Evolution of the Universe—growth and healthy continuance of the universe; right-brained with logic	Planned/alternative communities—Hippy communes, intentional communities, Burning Man, pagan festivals; Integral Institute	Working together to support a common ideal

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Recommended Resources:

<http://www.spiraldynamics.net/>

<http://www.wie.org/spiral/>

<http://www.onlinepeoplescan.com/>

Spiral Dynamics: Mastering Values, Leadership, and Change

by Don Edward Beck and Christopher C. Cowan