

*Understanding
The Winning Formula*
**and how it shapes the behavior
and quality of our societies**

Society's Unspoken Problem

Our five biggest problems, locally and globally, are tightly entangled, cross-pollinating, and have *a common underlying cause*.



Currently our fires are being fought with millions of uncoordinated 'water pistols' aimed at the tips of individual flames.
How effective is that?

A Common Underlying Cause ...

for all these problems – think about the implications of that:

- to solve any of these problems, *we need to solve all of them*
- if we fix the common underlying cause, *we can solve all of them*
- if we don't fix the underlying cause, *we will never solve any of them*

Where are we headed if this underlying cause is not fixed?

The Common Underlying Cause

The Winning Formula

the best way to win in our economic game

The highest rewards (wealth and power) **go to those who take the most from society**

The lowest rewards go to those who contribute to society

- has created an **all-pervasive** winner-take-all competition
- has a virtual **monopoly** on the path to gaining control in our societies

values & rewards
drive behavior



promotes



- material values
- ruthless selfishness
- self-serving authority

**fighting
not cooperation**

- this age-old Winning Formula has led to ruthless selfishness dominating the control of our societies
- powerful people and organizations act in their own self-interest – driven to gain more money and power
- in this system, those who value ‘caring about others’ rarely get real power
- the values of society are not aligned with the majority values of its people, leading to instability and harsh authority
- material self-interest is fundamental to human survival, and we can’t eliminate individual ruthless selfishness, but ...
- we can empower those who value ‘caring about others’ by **paying them well for doing good**

society’s dominant values, and the Winning Formula, are embedded in our fiat currencies
because our fiats are how we collectively measure value and reward achievement

The Common Underlying Cause

The Winning Formula

it's why we have:

- poverty and record gun homicides in Philadelphia
- war in Ukraine
- dysfunctional government
- the behavior that's created our growing climate chaos
- increasing conflict between China and the US
- an increasingly lethal global, and local, arms race
- countless other societal problems
- 60% of all animal populations killed in the last 50 years
- 'never-ending' wars
- a real question over the sustainability of humankind

Economic Behavior Layers

link all Five Fires

Interactions between the layers determine how our societies behave
Our currencies connect the layers

Measures of Our Values & Rewards

\$'s

£'s

€'s

¥'s

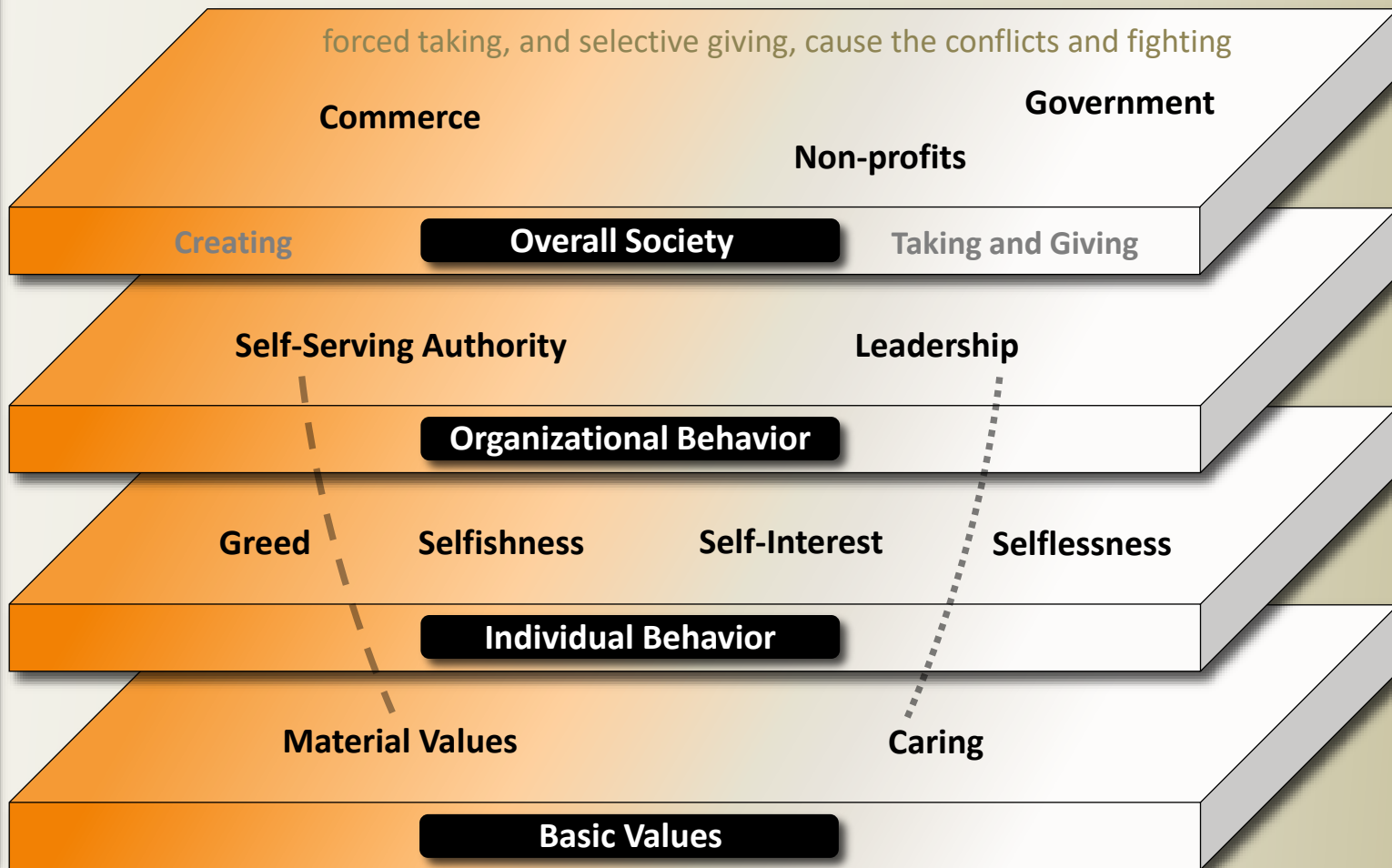
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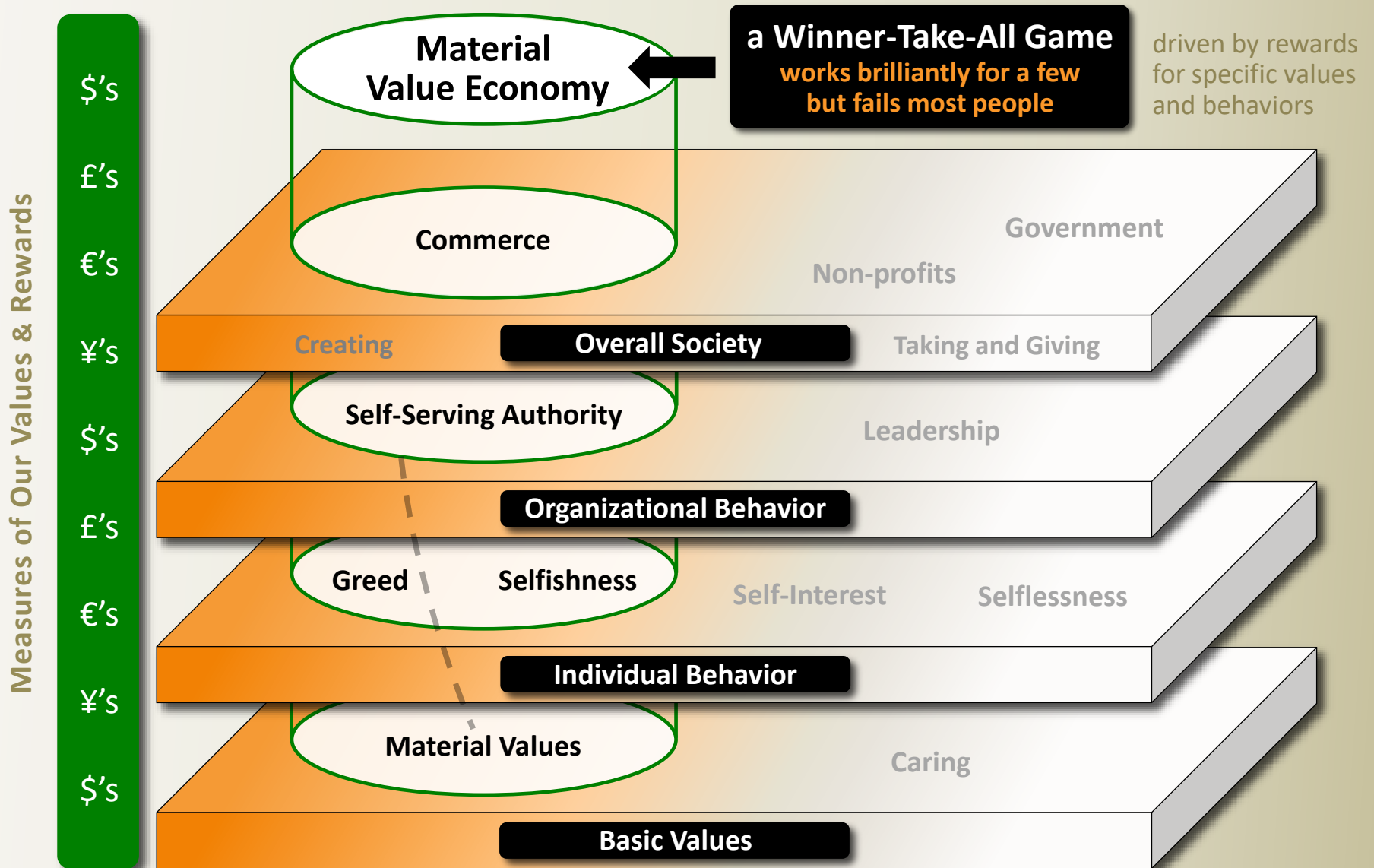
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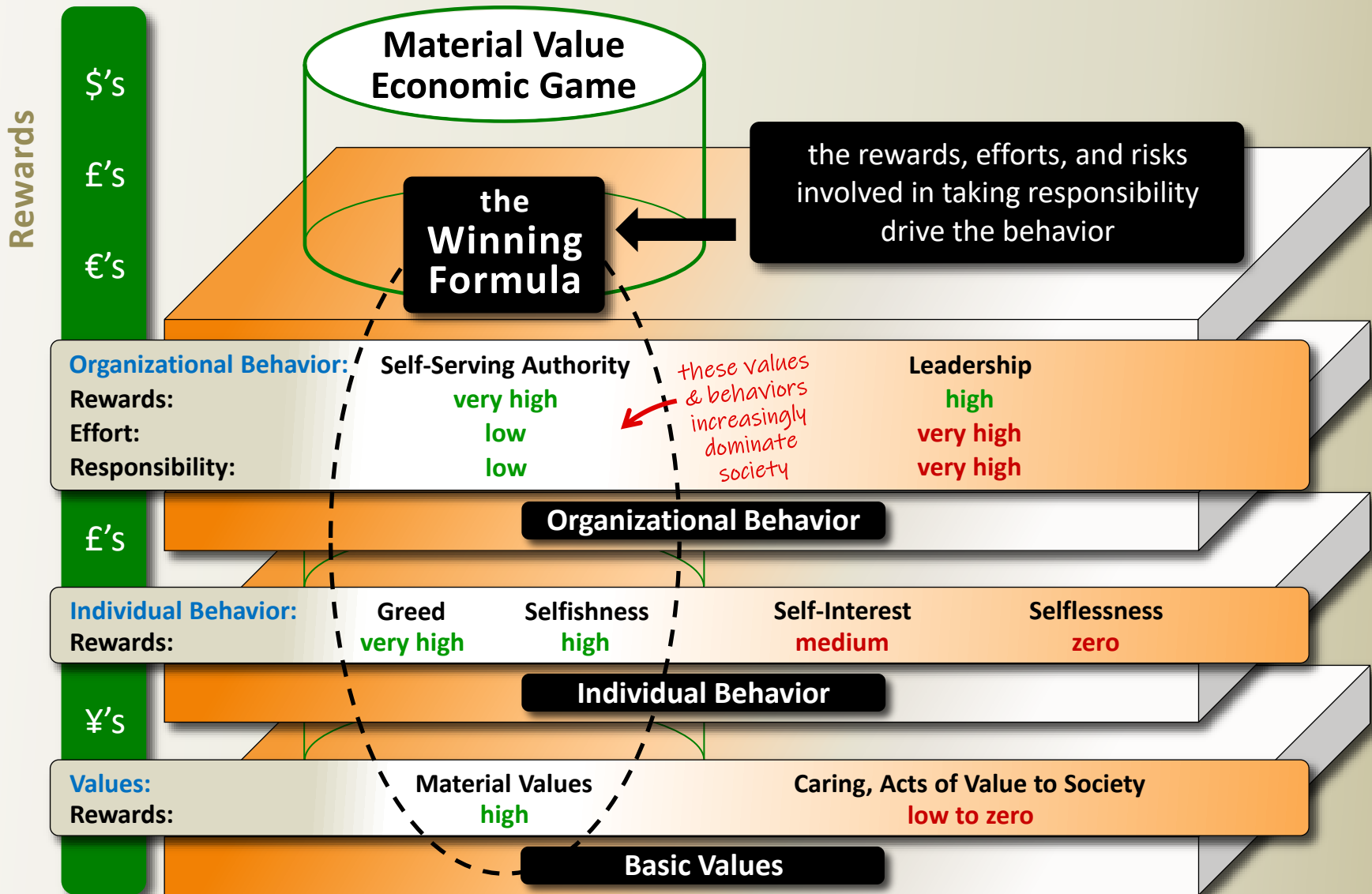


Human Values & Behavior

Capitalism's Material Value Economic Game



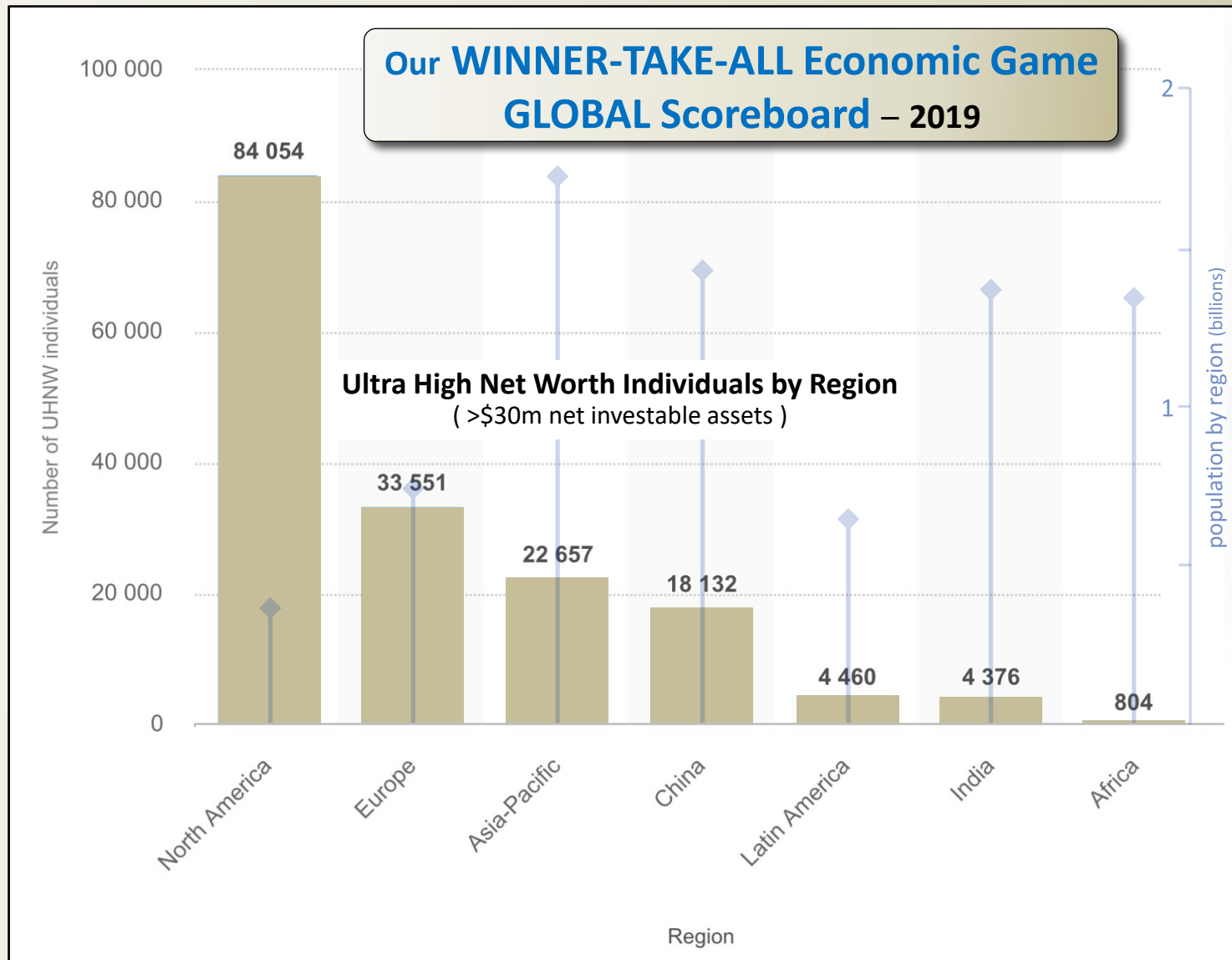
Player's Guide to Our Economic Game



The Result – US Wealth Distribution

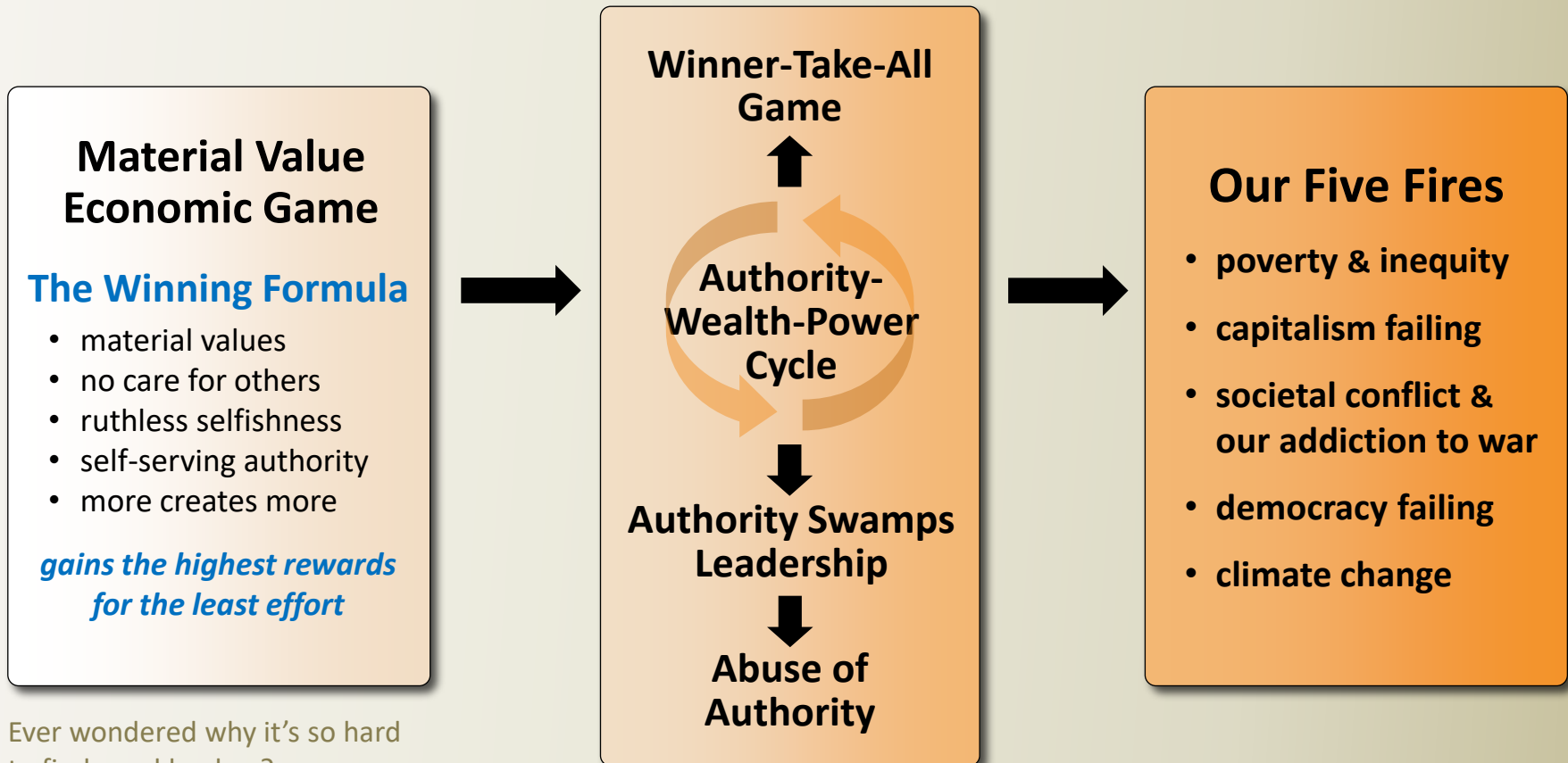


source: US Federal Reserve data



source: statista.com

The Common Underlying Cause

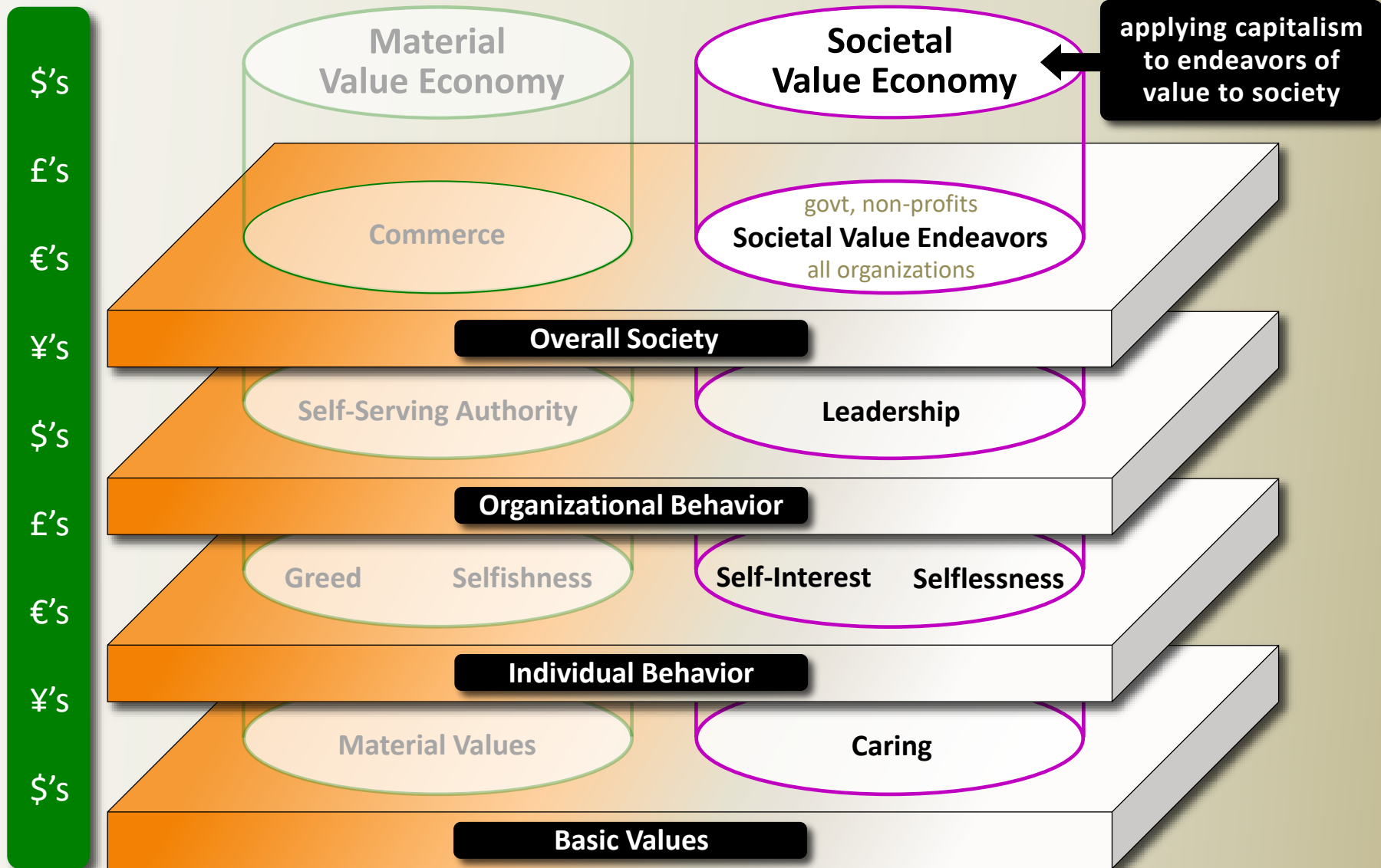


Ever wondered why it's so hard to find good leaders?
The winning formula rewards simple authority far better than real leadership.

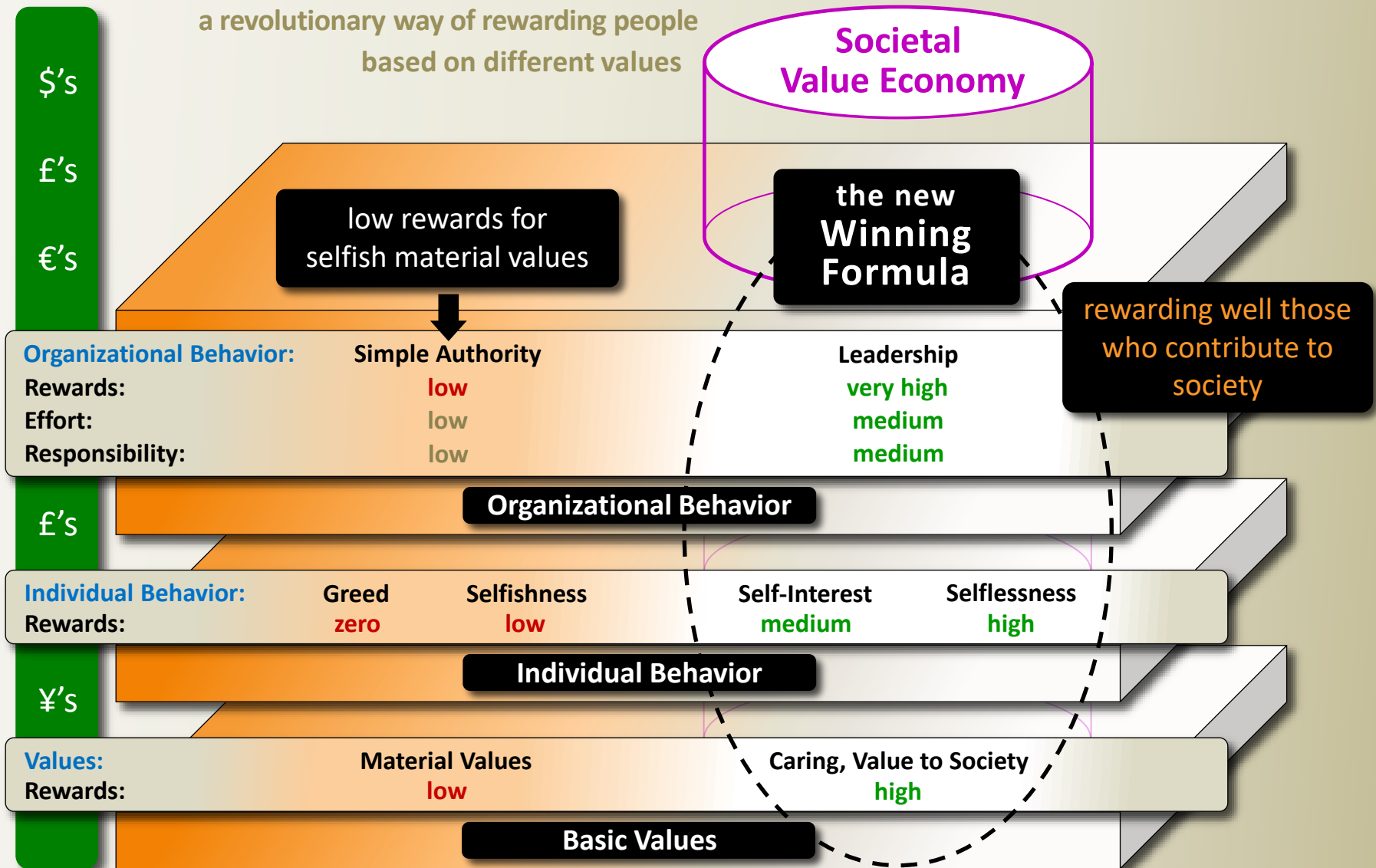
Power is based on wealth differential.
Corruption takes 4% of the global economy.

The Common Underlying Cause: the Winning Formula in our Material Value Economy

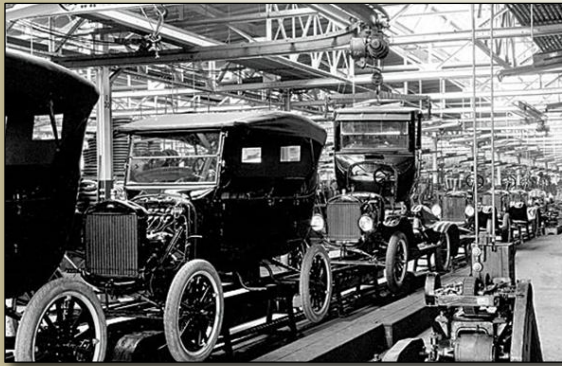
The Societal Value Economy



The New Winning Formula



Both Winning Formulae at Work



Detroit

1914 – Henry Ford shocks the car industry by doubling the amount he pays his workers and making their workday only 8 hours.

Within a year, productivity rises 40-70%, and his profits rise 20%.

He creates the idea of the “living wage”.

*the ‘New’ Winning Formula
care beyond self
real leadership
capitalism helping society*

1950 –

Detroit reaches its “Gilded Age”.

Population has grown from 466,000 in 1914 (ranked 9th in the US) to **1.85 million**.
(ranked 5th in the US)

Its economy is booming.



2020 –

People fled the city and its violence.

The population dropped to **664,000**.
(ranked 26th in the US)

30.6% now live in poverty (pre-Covid).

Massive areas were destroyed by the violence and abandoned to decay.

*the Age-Old Winning Formula
a few win
the vast majority lose*

1950’s to now

The Old Winning Formula kicks back in – ruthless self-interest gets the highest rewards again.

Corporations, crime gangs, drug dealers, the police, government at all levels ... they all misuse their ‘authority’ for self-interest, personal wealth, and more power, all at the expense of society.



Breaking the Global Monopoly Hidden Within Capitalism

The problem isn't capitalism – it's the **monopoly** the winning formula holds in our economic game. And it's embedded in the 'values' of our currencies.

We will use the merits of capitalism to **break the monopoly** of the current winning formula. Everyone can then **choose** how they play the game of life.

Monopoly is the essence of self-serving authority. **Choice** is the essence of capitalism ... individual paths to well-being ... good democracy ... protecting the planet without economic pain ... and deciding between war and massive decline, or peace and vastly improved prosperity.

Now it's your turn to choose ...

