



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 1913–1921

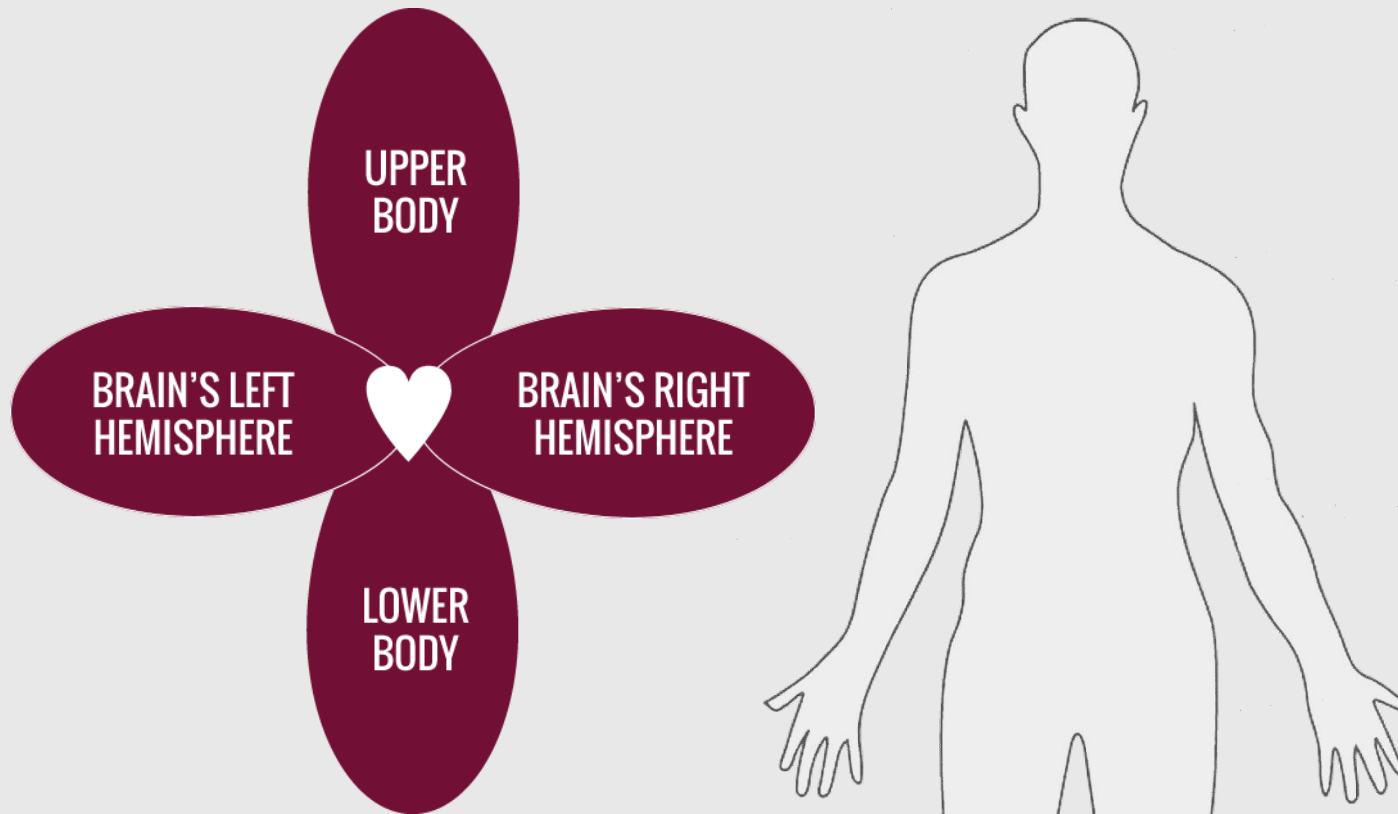
Woodrow Wilson was addressing undergraduates. His actual words were:
*You are not here merely **to prepare** to make a living.*

You are here to enrich the world.

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

Using mind, body and spirit, you have the power to transcend the mundane, imagine what could be, bring it into being and enrich your piece of the world with value, meaning and joy.

MIND, BODY AND SPIRIT



The essence of Jack Martin Leith's mind-body-spirit model

MIND

Horizontal plane

MUNDANE WORLD

BROUGHT FORTH BY **LEFT HEMISPHERE**

In this world:

Everything can be named, described and situated on the arrow of time.

Life is experienced at one stage removed, like watching a video rather than the actual performance.

Abstraction, thingification, reductionism and commodification prevail.

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

We are separate from nature.

Imagination is synthetic.

PRIMAL WORLD

BROUGHT FORTH BY **RIGHT HEMISPHERE**

In this world:

No names, no descriptions and no arrow of time, only the present moment.

As soon as something is named, it becomes a thing and therefore part of mundane world.

The Tao that can be told is not the eternal Tao. – Tao Te Ching

Life is experienced in the raw: visceral, untamed, unfiltered, uncodified and unconceptualised.

Thinking is holistic and panoramic.

We are part of nature.

Imagination is organic.

Based in part on the work of Dr Iain McGilchrist, a psychiatrist, neuroscience researcher and writer best known for his theory of how the brain's hemispheres differ in the way they attend to the world. His theory supersedes the debunked yet still prevalent split-brain theory developed in the 1960s by Roger Sperry and others.

Mundane World / Primal World distinction originated by Jack Martin Leith.

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 two forms of imagination

SYNTHETIC IMAGINATION

LEFT HEMISPHERE

MUNDANE WORLD

Mechanical, laboured, derivative

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

Elaborates an idea or group of ideas into a fleshed out concept

ORGANIC IMAGINATION

RIGHT HEMISPHERE

PRIMAL WORLD

Natural, spontaneous, inspired

Presents bold and novel possibilities for enriching the world, together with an intuitive sense of how these possibilities might be brought into being

Adapted by Jack Martin Leith from Napoleon Hill's 1937 book Think and Grow Rich!

Mundane world.

Primal world.

Synthetic imagination.

Organic imagination.

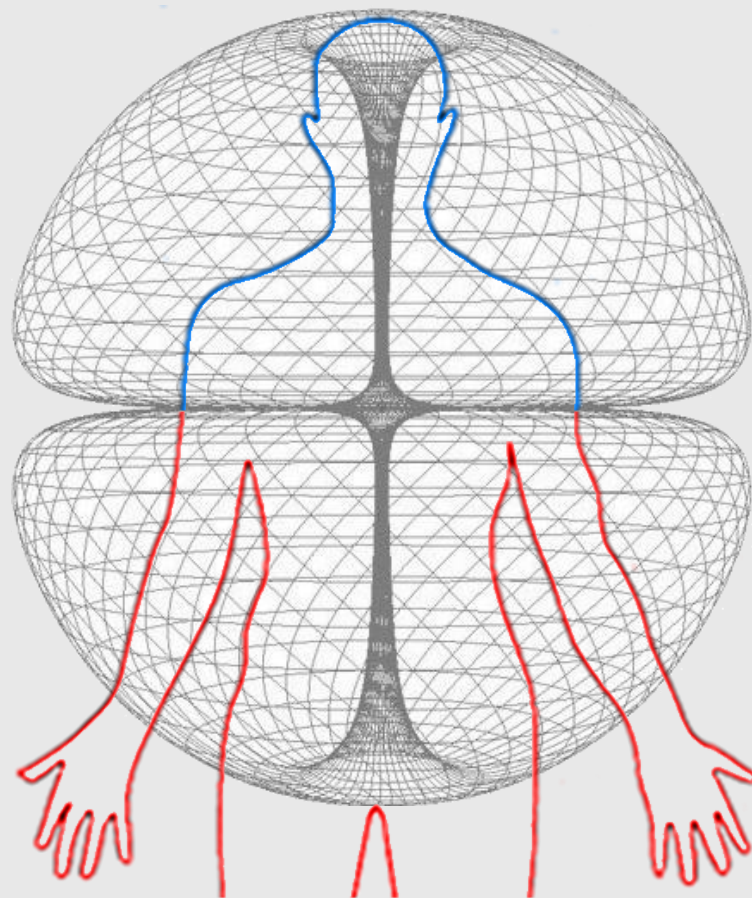
Each has an equal part to play.

Primal world is not the place to be when completing your tax return or shopping for groceries.

BODY

Vertical plane

NONMATERIAL REALM – POSSIBILITY



**THE POWER TO
IMAGINE WHAT
COULD BE**

**THE POWER TO
BRING IT INTO
BEING AND REALISE
ITS POTENTIAL**

MATERIAL REALM – ACTUALITY

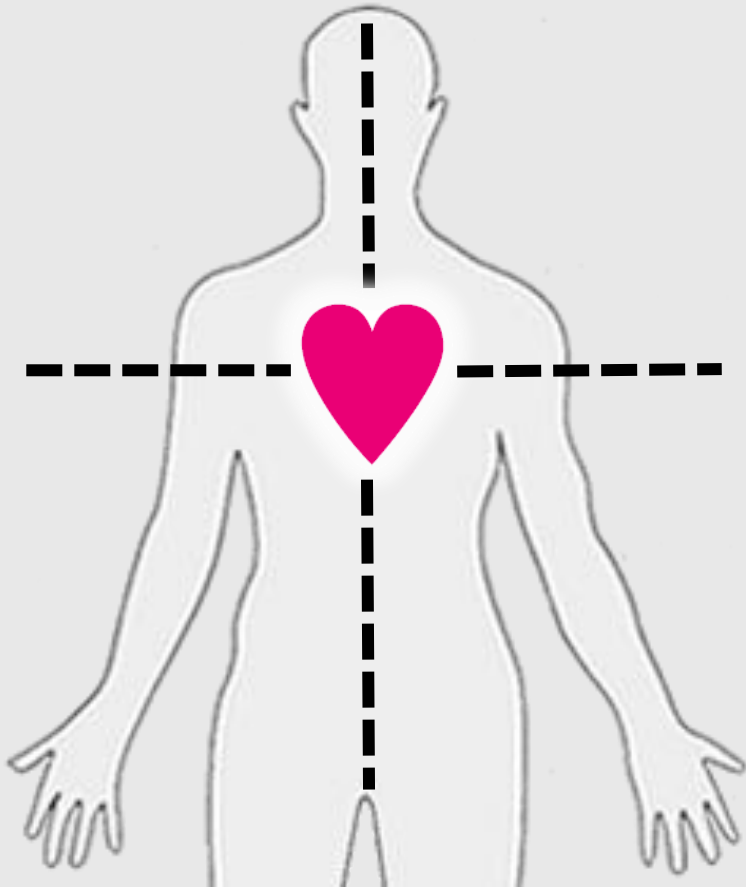
The essence of the vertical (body) aspect of Jack Martin Leith's mind-body-spirit model
Dual-torus image sourced from Michael C Grasso and decoloured

SPIRIT

Intersection of horizontal
and vertical planes

Spirit is 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



Your heart unites body
and mind.

And your heart is where
you experience spirit as an
unceasing desire to enrich
your world with value,
meaning and joy.

This is your purpose,
your intent.

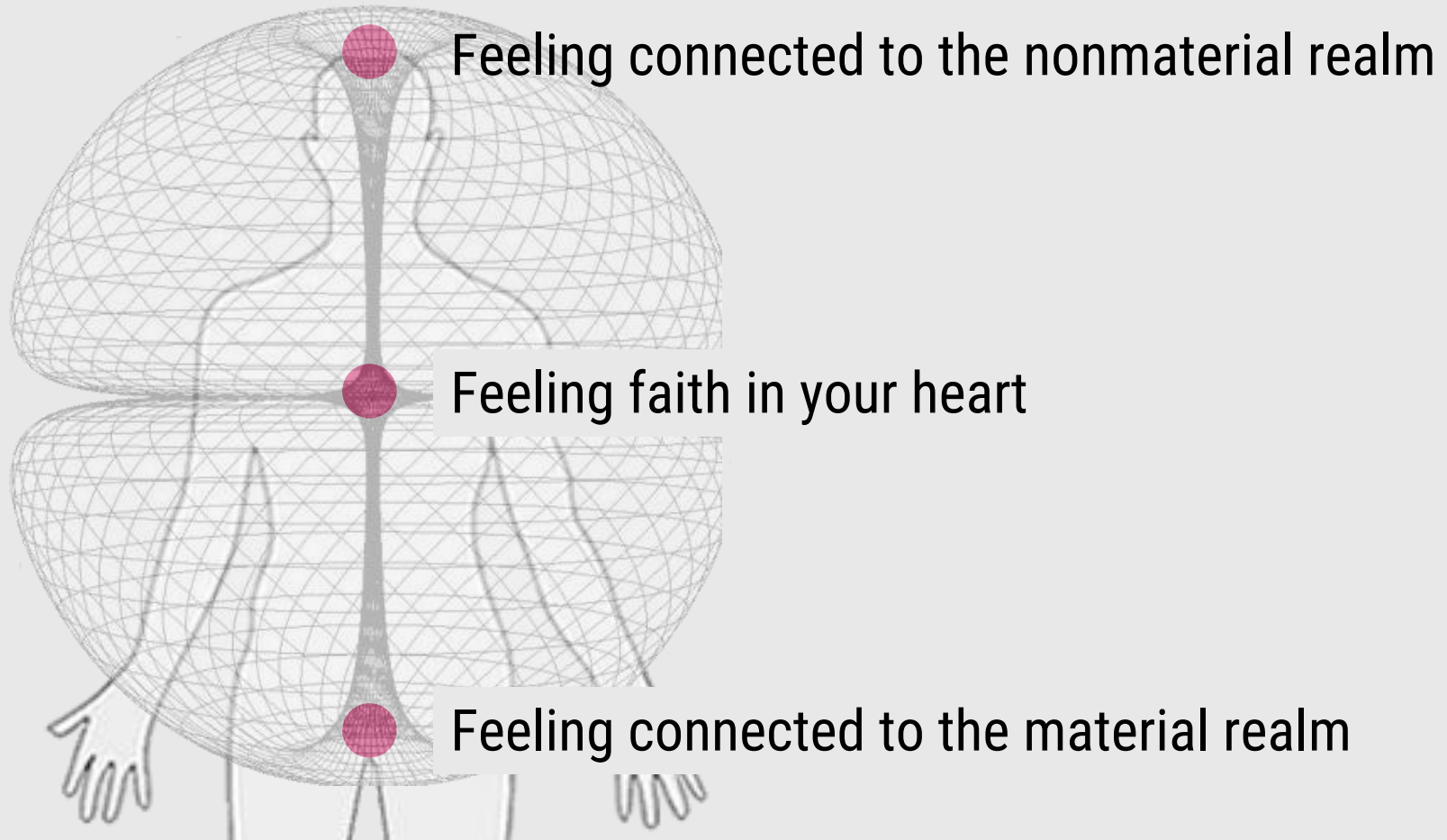
TRANSCENDING THE MUNDANE

Transcend means
*to rise above or
go beyond the limits of.*

It also means
*to triumph over the negative
or restrictive aspects of.*

It does not mean
to shun.

Prerequisites for transcending the mundane

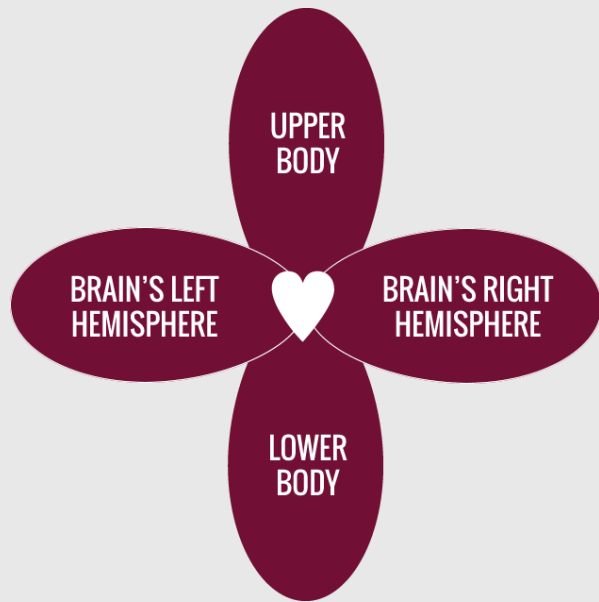


Faith is a critical but curious mind's readiness to adopt a reality model (even if provisionally) for which there is less than absolute, empirical proof.

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



Transcend the mundane.
Imagine what could be.
Bring it into being.
Enrich your world with value,
meaning and joy.