

Social Synergetics™



WORKING FOR THE GREATNESS OF HUMANITY IN UNIVERSE

DOING LIFE!® International Inc.

The Science of Social Dynamics

Social Synergetics™ is the science of social dynamics explored within the context of R. Buckminster Fuller's synergetics.

Synergetics is the geometrical system discovered by Fuller and developed over 50 years of study. Synergetics comes from the base "synergy" and

Fuller describes synergy as "the behavior of whole systems unpredicted by behaviors of any of their components ... taken separately from the whole."

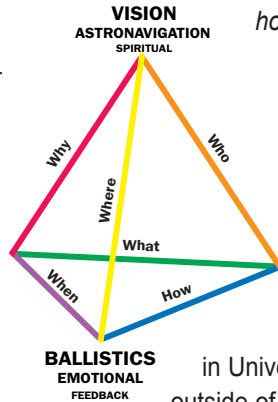
In her book, *A Fuller Explanation*, Amy Edmonson says: "Synergetics, in the broadest terms, is the study of spatial complexity, and as such is an inherently comprehensive discipline. ... Experience with synergetics encourages a new

way of approaching and solving problems. Its emphasis on visual and spatial phenomena combined with Fuller's holistic approach fosters the kind of lateral thinking which so often leads to creative breakthroughs."

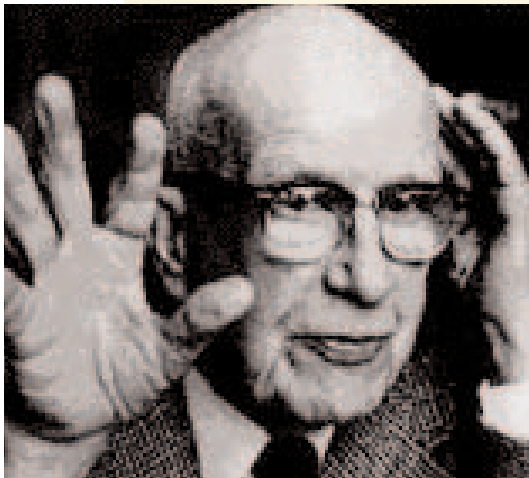
The Social Synergetics™ model is applicable to any situation, experienced by any individual in any location in life. It provides a stable, wholistic context for thinking in which all aspects of a situation are carefully considered and evaluated before action is taken.

Throughout his work, Fuller also said minimum in Universe is two – in practical experience, nothing exists outside of its relationship with something else. In synergetics, this concept is expressed as a "system"; a system being defined as anything where there is an inside and an outside, a me and you, or anything that, by definition,

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Who is R. B. Fuller?



R. Buckminster Fuller called himself a Comprehensive Anticipatory Design Scientist, which he explained as "an emerging synthesis of artist, inventor, mechanic, objective economist and evolutionary strategist." He was a practical philosopher who impressed even the likes of Albert Einstein with his lifelong commitment to anticipating and solving humanity's major problems through the highest technology. His goal was to provide more and more life support for humanity, using less and less resources.

Over the course of his career, Bucky authored 28 books, was awarded 25 US patents and received 47 honorary doctorates in the arts, science engineering and humanities. He received dozens of major architectural and design awards including, among others, the Gold Medal of the American Institute of

Architects and the Gold Medal of the Royal Institute of British Architects. He may be best known for the invention of the geodesic dome – the lightest, strongest and most cost-effective structure ever devised.

Bucky was one of this century's most adamant proponents of human possibility. One of his greatest fears was that we would raise our children to not think for themselves, to not be comprehend their intuitive experience, to not ask questions. He constantly challenged us to be who we were born to be – creative, evolving geniuses.

Bucky's study of mathematical synergetics is the foundation for Social Synergetics, a major breakthrough in the meeting of science – the fundamental laws of how Universe operates – and the human mind, the driver of fundamental behaviors of individuals living in Universe.

For more information visit: www.bfi.org

ABOUT DOING LIFE!®

We, at DOING LIFE!® International, have a vision of a world in which human beings communicate and relate with ease, affinity and understanding. We see a society in which each individual embraces change as a dynamic process in Universe, and is prepared with real-life skills to successfully navigate through the accelerating rate of change that is so much a part of our existence.

We are making our vision a reality by designing programs and tools which support human beings to operate within their families, communities and organizations in a responsible, respectful, conscious manner. Our whole-brain services and products are easy-to-understand, easy-to-facilitate and easy-to-use. They are extremely effective in producing demonstratable results. Our products are designed to enhance the intrinsic motivation of individuals as they evolve to be more responsible and, therefore, more successful. ... continued on back

Social Synergetics Products

Social Synergetics Provides A Proven Solution to the Challenges of Addiction

DOING LIFE!® A Lifeskills Program for Recovery From Addictions is the direct application of Fuller's Synergetics to the core principles of the 12 Steps to Recovery and the 5 Steps to

Decisions program.

the overwhelming power of addiction, the motivation to become clean and sober must be very strong – and, although there are always external motivators for change, the most powerful factor will be intrinsic, coming from within. In a very simple and direct manner, the authors have designed a program that addresses the cognitive behavioral restructuring and moral reclamation issues at the core of a successful treatment program, and provides the participant with the basic life skills required for successful recovery.

DOING LIFE!® integrates a comprehensive, skillfully explained interpretation of the 12 Steps of AA and NA with an effective decision making process, and communication, relationship and goal-setting skills. It offers a real-life definition of change and personal responsibility that is adopted by many organizations as the core operating perspective and languaging for their treatment programs.

The *DOING LIFE!®* workbooks provide an easy-to-facilitate, hands-on curriculum, designed in a unique whole-brain format which accelerates the learning process. The results reported by clients using *DOING LIFE!®* exceed well beyond the expectations for traditional treatment programs. Using the *DOING LIFE!® Facilitator's Guide*, the program can be led by staff with minimal experience in treatment delivery. Additionally, the program is uniquely effective along a continuum of applications and is easily integrated into existing program structures.

Set of 13 Workbooks: \$34.95 (USD)

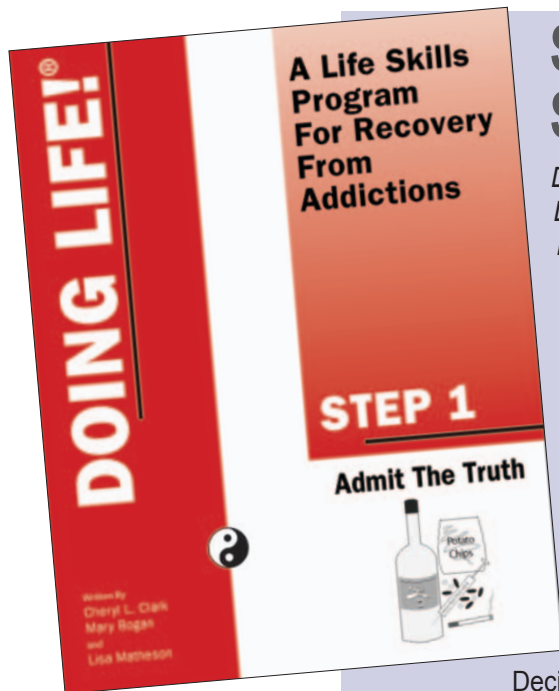
S & H: \$5 (USD) for single unit orders
(Please call for cost of shipping multiple unit orders.)

Facilitator's Guide

The Facilitator's Guide To DOING LIFE!® A Lifeskills Program for Recovery From Substance Abuse Addictions provides a comprehensive, step-by-step guide for successfully delivering and supervising this unique decision making and life skills curriculum within an accelerated learning context. (Approx. 700 pp)

Facilitator's Guide: \$179.95 (USD)

S & H: \$11 (USD) for single unit orders.
(Please call for cost of shipping multiple unit orders.)



DOING LIFE!® offers a comprehensive, wholistic, and truly realistic model for recovery from addictions, a model which has been proven highly effective as tool for either self-study or as part of a group facilitated program.

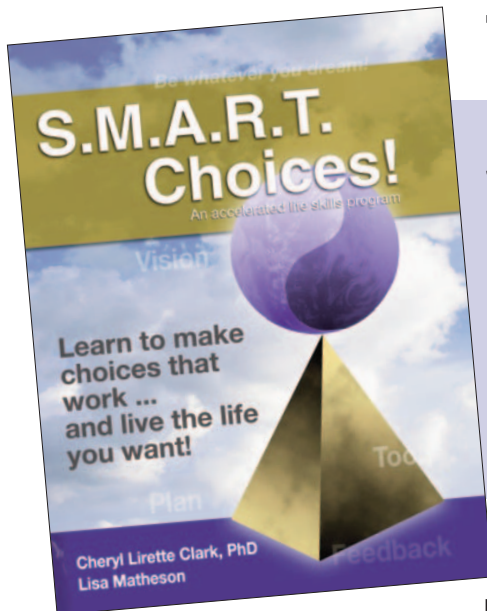
DOING LIFE!® was created by Dr. Cheryl L. Clark with Lisa Matheson and Mary Bogan, for use in both private and public recovery programs that target both adult adolescent audiences. It delivers an experiential, hands-on educational process through the completion of 13 sequential workbooks (*Overview + 12 Steps*). The layout of the workbooks is designed in a unique, whole-brain format which integrates steps to making effective choices and life skills (*ie. communication, relationship, goal setting, etc.*) with a proven recovery program.

The program's strong focus on providing easy-to-integrate models for strategic thinking stems from the premise that people in the throes of addiction may inherently know they must change to survive, but may not have the basic skills to make sound decisions and take action successfully. *DOING LIFE!®* takes a step-by-step approach to skill development that makes learning easy and fun, creating small successes each step of the way. These "wins" build on each other throughout the program, effectively resulting in an increased level of confidence, desire and, importantly, the ability to lead a sober, healthy life.

The authors of *DOING LIFE!®* are intimately connected to the personal challenges and subsequent behaviors unique to those living with addiction. They understand that, because of

Call to order: (905) 688-7738

Social Synergetics Products



The Social Synergetics System For Making S.M.A.R.T. Choices

S.M.A.R.T. Choices! is a revolutionary change program based in Social Synergetics™ that integrates a proven decision making process in a whole-brain learning format. *S.M.A.R.T. Choices!* offers a real-life definition of change and personal responsibility

to eliminate the need for specialized facilitation skills. Effective leadership is achieved by following the step-by-step directions in the Facilitator's Guide to *S.M.A.R.T. Choices!* and moving participants through discussions and experiential exercises.

The program can be completed in groups or individuals, male or female, youth or adult, and is universally applicable over a continuum of applications.

Workbooks: \$14.95 (USD)

S & H: \$4 (USD) for single unit orders

(Please call for cost of shipping multiple unit orders.)

that is enthusiastically embraced by people who may have previously been adverse to growth and development.

In a unique workbook designed to engage both sides of the brain, the authors have made acquiring successful life skills simple and fun. The program uses the most current accelerated learning technologies to simply and directly teach the basic real-life skills that are the core of living successfully.

For program administrators, *S.M.A.R.T. Choices!* provides a successful cognitive behavioral restructuring and moral reclamation program in a package for application in education, corrections and alternative programs. The simple, straightforward workbook is given directly to participants to use and keep. The unique format of the material is designed

Facilitator's Guide

The Facilitator's Guide to S.M.A.R.T. Choices! provides a comprehensive, step-by-step guide for successfully delivering and supervising this unique decision making and life skills curriculum within an accelerated learning context. (Approx. 400 pp)

Facilitator's Guide: \$129.95 (USD)

S & H: \$9 (USD) for single unit orders.

(Please call for cost of shipping multiple unit orders.)

Call to order: (905) 688-7738

Social Synergetics™ Increases Emotional Intelligence

Over 30 years of research has proven without question that emotional intelligence (EQ) is the primary predictor of success for individuals, as well as organizations. Social Synergetics provides a unique approach to developing emotional intelligence (EQ) by providing an experience of the dynamics of relationship (with self and others) explained within the fundamental operating laws of Universe.

The six basic motions involved in Bucky Fuller's Synergetics and in our Social Synergetics™ model form the basic components of any relationship. To be effective, humans must be self-aware and know how they operate in Universe. They must be able to differentiate themselves from others and their environments. They must know where they are going and understand the immediate and long-term impact they have on others and others on them. They must be able to regulate their responses to their daily interactions, to manage the tension and torque of relationships to maximize their results. And they must understand the expansion and contraction of evolutionary growth processes.

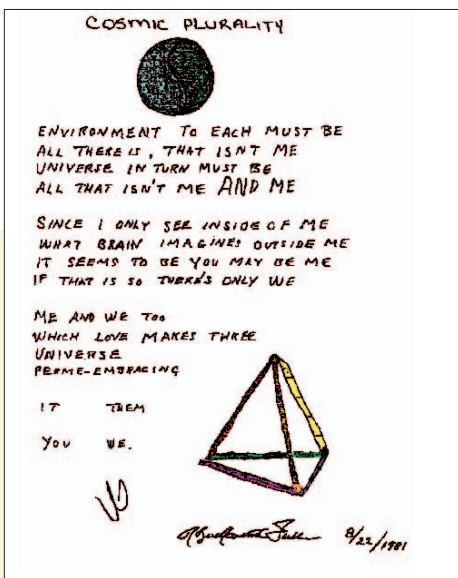
People with high EQ are self-aware, focussed, self-motivated, trustworthy, adaptable and conscientious. They have self-control, take initiative, are optimistic, regulate their responses, and wield positive influence on others. Individuals and teams with high EQ focus on resolution and results, demonstrating leadership, flexibility, commitment and innovation. Each one of these attributes is highly desirable in any job, any function, in any organization. And the ROI on EQ is simple – people and teams with higher EQ get better results. Find out more about how Social Synergetics™ can help your organization develop higher EQ. For more information, call (905) 688-7738.

The Science of Social Dynamics (continued from page 1)

is differentiated from all else. Fuller goes on to explain that the minimum “system” in Universe is the tetrahedron, a four-sided triangular pyramid. It is the smallest mathematical structure comprising an “inside” and an “outside”, thereby making it the minimum, most stable, system that exists. If any one of the 6 vectors is removed, the tetrahedral system collapses.

Both Fuller’s Synergetics and our relationship interpretation, Social Synergetics™, are mapped out on the tetrahedron, and as such, are inherently comprehensive and stable.

Bucky said, *“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”*



In the Social Synergetics™ model, we have done just this. Individuals are guided through an understanding and practical application of what is essential for them, their family, group, or organization to be stable, even in the midst of accelerating change and chaos ... all within the context of always and ever-present generalized principles of Universe.

“It is not for me to change you. The question is, how can I be of service to you without diminishing your degrees of freedom?” – Fuller

Social Synergetics™ is one example of Fuller’s service to all individuals who comprise earth’s humanity.

“ Initiative can neither be created nor delegated. It can only spring from the self-determining individual, who decides that the wisdom of others is not always better than his own. ”

– Bucky Fuller



ABOUT DOING LIFE!®

continued from page 1 Our tools and programs work because they are anchored in synergetics, the basic principles of how Universe operates.

We work from the perspective of learning as a life-long process. We believe that a commitment to life-long learning is the key to being able to manage the challenges that face us each day. We also believe that each one of us is capable of choosing whatever we desire at any time in our lives.

Every day we have the opportunity to confront, ignore or deny the socio-emotional problems that exist around us. If we choose to deny, which is often the case, our problems snowball until they seem unsurmountable. Addiction, mental illness, abuse, emotional incompetency – each of us has been exposed to human behaviors, such as these, which do not support the positive evolution of humanity.

At DOING LIFE!® International Inc., we have come together to do as much as we can to confront and overcome the impact of a society ill-prepared to deal with the realities of continuously accelerating change and growth. We believe that there is promise. We believe there is hope. And we truly believe that we can make a difference.

DOING LIFE!® International Inc.

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- Organizational Consulting
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- Books
- Training

Watch for our new book – Coming

BORN GENIUS

What’s important is HOW to think, not WHAT to think!