

The One Million People Paradigm Shift Challenge

A JUST ACTION JOURNEY TO REALIZE YOUR INFINITE POTENTIAL

BY JAVIER MUNOZ

Our challenge is to help more than one million people discover and realize their infinite potential initiating a paradigm shift and a new era of progress for them and for whom they serve by December 31st 2012.

- Join us for a life changing journey -

TABLE OF CONTENTS

Introduction

What Is this Really All About and How Will You Benefit?
Why Do I Think your Happiness Makes a Difference to Humanity?
Who Is Javier Munoz and How Can he Propose Such a Farfetched Idea?
Sneak Peek to the Bumps on the Road Ahead and the Bliss of Non-regret
Checklist Before you Start your Own Journey of Personal Breakthrough

Part 1 > Creating

Are you Still in Awe of Life's Mysteries?
Start to Imagine if...
Now **Be** as if you were (*fill in the blank*)...

Part 2 > Playing

Playing Makes Perfect
Now **Act** as if you were (*fill in the blank*)...
Examples of People that Play Successfully

Part 3 > Expanding

Are you Spiritually Sexy?
Did you Know that Thoughts Are not Free?
The Power of Out-the-Box Thoughts
To Expand you Have to Go and Tell the World

Conclusions

Key Takeaways and My Commitment to you
Acknowledgements

Introduction

What Is this Really All About and How Will You Benefit?

To put it simply: I would like to help you find fulfillment in discovering and realizing your potential to create value for yourself and for others while contributing to finding solutions to the great challenges faced by humankind.

My motivation is twofold:

1. I have an irrepressible passion for helping people create value.
2. I want to start tackling now the serious global problems that our children will most likely inherit from us. I realize that only our collective commitment, passion, and creativity will solve them.





Our children will inherit the following problems (in no particular order since they are all serious and global in scope):

1. Energy and water resources are being depleted
2. Climate change
3. Economic hardship

These are not the only serious problems we have. I am sure you can add many others to this list. However, the way these problems are affecting the whole world is unprecedented – rich and poor countries alike. Resource depletion, climate change, and economic hardship are all intimately related matters that will force the engagement of the whole of humanity in a collective global scale *paradigm shift* to solve them.

*"No problem can be solved
from the same level of
consciousness that created it"*

Albert Einstein

That takes us to the term *paradigm*, which ought to be defined since it is central to this manifesto: A paradigm is the "box" we refer to in the popular phrase "thinking outside-the-box". A paradigm contains a well-established framework of beliefs and values that affect the way we perceive reality. The Merriam-Webster Online dictionary broadly defines the term *paradigm* as a philosophical or theoretical framework of any kind.

The causes for the problems previously mentioned are deeply rooted in our current social paradigm: In our beliefs, values, and behaviors; hence, no stimulus package will solve them for the long term. We will have to dig deep, take a long hard look at ourselves, and make profound changes. All of humanity (including you and I) will have to create a *paradigm shift* to tackle these and other problems. Deep inside we all know this to be true, but we deny it in hopes the whole thing will go away. But it won't.

Three reasons why we are responsible for changing the current paradigm.

These three reasons show that local personal actions are the keys to contributing momentum towards global scale solutions.

- >
1. **The new sources of energy** won't be centralized but distributed, in other words, they will be produced locally (even on your rooftop). There won't be a single solution, but a combination of several technologies. Energy efficiency will be a major factor in our changing lifestyle since it starts at home and at work.
 2. **Climate change** occurs locally due in part to the effects of actions taken far away. Likewise your local actions have an impact elsewhere. E.g.: The burning of the rainforest is acting on the melting ice caps of the Arctic and shifting the patterns of sea and wind currents that are responsible for regulating our climate.
 3. **Future continuous economic growth** will depend on increased development of local specialized activities with global reach ("glocal") that are innovative and create real sustainable value.

“Life’s most persistent and urgent question is: What are you doing for others?”

Dr. Martin Luther King, Jr.

Replacing the ailing incumbent paradigm requires a collective and incremental effort from all of us. And for this massive change to happen, we will have to start questioning our own internal paradigm. This time the necessary change won’t depend on a single scientific discovery or a new technology, but on the **collective awakening** that will make us spiritually aware of our existence, our actions, and their impact. Without a doubt, we have a great challenge before us. Are you ready to contribute?

Our current paradigm was absolutely perfect as a means to take us to where we are today. There has been great material progress through mind-boggling advances in science and technology. We have come a long way from the shattering of the geocentric view of the universe started by the [Copernican Revolution](#) in the 16th century to the hyper growth 20th century era of electricity and fossil fuels. However, there is mounting evidence that our current paradigm will certainly not be the foundation for our next era of

“Come forth into the light of things, let nature be your teacher”

William Wordsworth

progress. The depletion of our natural resources, our ailing planet, and the catastrophic failure of our economic models are visible symptoms that need our immediate attention. We will have to find harmony between material progress and our ability to sustain it while creating *bubble-free* real value.

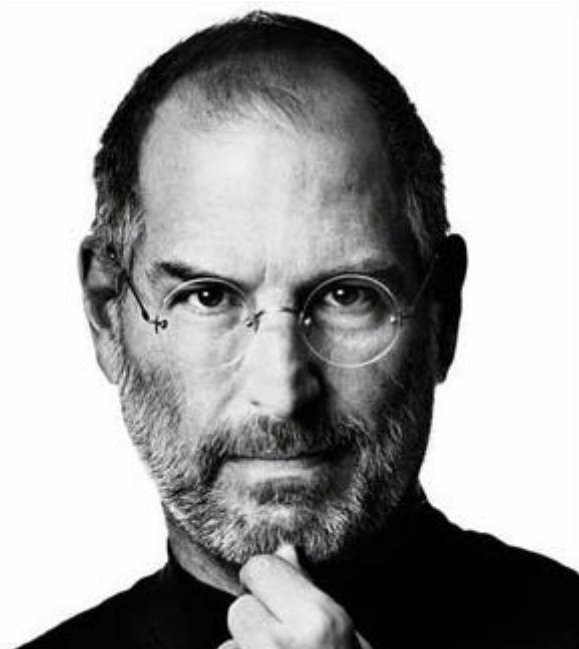
As I have mentioned before, I have a passion to help people create and realize insight and breakthroughs. In Part 1, Part 2, and Part 3 of this manifesto I will provide you with practical ideas on how you can start your own *paradigm shift* and contribute to the collective unfolding of a productive and continuous change for humankind. At first, most people will consider the last sentence a bit presumptuous, but as you start your own adventure of personal discovery and breakthrough you will realize it is not.

I propose you place your attention on what you would like to change in your own life paradigm. It is in this exercise that a real collective shift will occur.

However, I want you to know that in my many years of experience coaching people I have learned one important lesson: You cannot tell people what to do and be effective. What I can do is provide you with a space for creative reflection and support. You may find the energy and motivation to pursue your dreams now while contributing your gift to improve your life and the life of others or wait until ready. Either way is perfect.

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

Steve Jobs



**The Ten Driving Principles
for this Paradigm Shifting
Manifesto.**

1. You are your own master and no one can shine for you
2. There are no "They" – There is only "We" since all is co-created
3. Without mission, passion, and action there is no breakthrough
4. When you are in tune with your mission discipline is effortless
5. Adversity is no enemy, but only a companion in your growth
6. All thoughts and actions travel in space and time
7. Real value creation is the basis for bubble-free sustainable growth
8. Authentic trust derives from true commitment – the fuel of change
9. There is a non-material dimension to abundance
10. Your present state of being sows the events of your future

Why Do I Think Your Happiness Makes a Difference to Humanity?

Your happiness is relevant not only for your own fulfilment, but also for the greater good of humankind

We have already established that your personal engagement is critical to successfully meet the challenges we all face. However, we will have to go a step further, and address in practical terms, how such a commitment is going to benefit your own life in return.

The whole point to this manifesto is to show you that by being happy for your own fulfilment, you also make a difference to the whole of humanity. Maybe that will make you think twice before being unhappy.

The notion that happiness produces better results seems common sense. However, it is less common to relate our happiness with global scale solutions to humanity's challenges. But the time has come to do it effectively.

In a state of happiness one is better able to do the following:

1. Be intuitively creative
2. Lead with a positive vision
3. Accept adversity and persist
4. Share and communicate effectively
5. Be effortlessly productive consistently
6. Be open to take on the risks of change

These six abilities that emerge from happiness could play a critical role in managing the major changes that are underway since they are the pillars for innovation and effective collaboration. Is there really any other alternative?



Who is Javier Munoz and How Can He Propose Something this Farfetched?

I am the founder and creator of [Just Action](#). My mission is to help you discover and realize your potential by taking action through play. From the many hours I have spent coaching entrepreneurs, executives, and investors, I identified key patterns in success and failure. That inspired me to create Just Action, a web-based social game that fosters the patterns of success making participants experiment through play to realize insight and tangible breakthroughs in a short amount of time.

*For more details and
recommendations visit my
[LinkedIn profile](#)*

Before Just Action, I started two Internet startups of my own and was hired to consult for other technology related ventures and turn-around projects that made me understand the value of purpose, commitment, trust, collaboration, strategy, and relentlessly compounding positive action.

I can propose these farfetched ideas mainly because I have decided to adopt a state of mind that allows these ideas as possibilities, and that enables me to take action by helping those of you inspired to pursue your own life's creative purpose.

Also, I can propose farfetched ideas because I am determined to keep playing and remain surprised by the many possibilities still in store. Therefore, I am playing a character (you will see later what I mean by character) that likes to explore the limitless potential that is realized when you dare.

I don't really have to list all my credentials in an attempt to establish my authority since one of the driving principles for this manifesto (and for life) is that **you are your own master**, and no one can take action, experiment, and realize insights for you. I only provide a space where all this may take place.

Sneak Peek to the Bumps on the Road Ahead and the Bliss of Non-regret

“Life isn't about waiting for the storm to pass, but about learning to dance in the rain”

From Tom Morris via Twitter

(Follow [@TomVMorris](#))

Resistance is an intrinsic property of change, and as such, it must be accepted as an integral aspect of all your efforts. Missions such as changing a social paradigm, face the toughest resistance. However, most of the resistance you face comes from you and not from external sources.

Paradoxically, it is what you could control that may be the hardest to overcome. However, it is in this realization that you could make a quantum leap forward and accept your inner resistance as a natural manifestation of your mission. Courage and resistance are the “Yin” and “Yan” that give harmony and balance to a healthy mission. Courage emerges from the intuitive wisdom that acts of love and giving will overcome any obstacles.

One of the ten driving principles of this paradigm shifting manifesto states that *adversity is not an enemy*, but only a companion in your growth. As such we should learn to decipher the lessons found in adversity as an integral aspect of any activity, but not as an argument to give up on your quest.

Naturally, I am not suggesting that you insist on following a fruitless path stubbornly without reward. If you are faced with large swells and high winds you adjust the course and keep on sailing. You change the strategy, but not your heart. That is the key to failing and succeeding brilliantly.

Paradigm shifts are shaped by trial and error, driving innovation forward. The complete absence of all failure is more indicative of impending doom than of success. During a paradigm shift the risk of inaction more than outweighs the risks of failure. Since we are all going to lead our own personal paradigm shift, we will have to experiment with what works and what doesn't.

It is easier to regret not taking action than regretting a failed action. A failure always leaves a lesson behind while inaction leaves only doubts. In the end, we will have to learn and grow one way or another. The bliss of non-regret powers you through when tough decisions come your way.

Regret may creep in when you get older and realize you could have done more. The bliss of non-regret comes when you look back and know that you have committed your mind-body-soul to accomplishing your objectives. However, no matter how old you feel, keep in mind it is never too late for you to discover and realize your potential. Actions in alignment with your heart's authentic mission, no matter when taken, will always travel through time and space long after we depart this world. These actions are your legacy that will inspire people close and far, now and then. Experience the blissful feeling of non-regret. **Take action.**

Pack list for my journey...

✓ child within still in awe of life's mysteries and willing to play...

Ready!

Checklist Before you Start your Own Journey of Personal Breakthrough

Before you start your adventure, I advise you to go over this checklist to make sure you have all that will be required for your journey:

- ✓ Child within still in awe of life's mysteries and willing to play

For this journey you won't need the following: (you may lose it if your bring it)

Arrogance

Closed-mind

Fear of failure

Lack of passion

Self-importance

Inability to share

Lack of commitment

Intolerance

Impatience

Ingratitude

Resentment

Regrets

"I am not capable" thoughts

"I am too young" thoughts

"I am too old" thoughts

"I have no time" thoughts

"It is not possible" thoughts

"I am a victim" thoughts

Part 1 >

Creating



Are you Still in Awe of Life's Mysteries?

As you can see from the checklist, the only requirement to start your own journey of self-discovery is to awaken your child within and allow him to play again. As a child we are constantly in awe of all that surrounds us. We are open to learn and quick to experiment changing roles. We touch everything, we jump from everywhere, and we are fearless. We play and have fun.

Look at anything around you and ask yourself a question: "Do I know what is the true essence of what I am observing or have I just labelled it?" Sometimes, we think we "know" about something just because we learned its name. Labels effectively limit our perception of the many mysteries that life still holds in its inscrutable essence. There is an infinite field of possibility that can keep your child like eyes still in awe and open to the experience.



If you turn your eyes to sight the potential that lies in nature and in every person, and you combine it with gratitude, your mind becomes a fertile garden for other realities. You would enter the realm of intuitive purposeful emotion detached of all previous conditioning and self-importance. You would start imagining the possibilities in other *areas of truth* that were off limits before, and you would start having fun as you experience new dimensions of your being.

It is in this state that you may begin your own adventure of self-discovery. It is in this state that one can acknowledge the possibility for a more fulfilling life experience. The initial acknowledgment of a possibility is the seed of your unfolding reality. Once you acknowledge a possibility, you can integrate it into your worldview as something feasible. If you are not open to consider alternative possibilities, a new reality will certainly never blossom. Even the dry fiery furnace of the Mohave Desert can dream of colorful extensions of

wildflowers. The mystery of a desert bloom is kept by the seeds – the possibility – lodged in the dry sand that wait for tens of years for the miraculous conditions to burst radiantly into wide fields of life. This scene would be next to impossible to conceive considering the otherwise lifeless nature of this desert. Only when you are open to the possibility you become free to dream, create, reinvent, and imagine without bounds.

“The real voyage of discovery consists of not in seeking new landscapes but in having new eyes”

Marcel Proust



Are you ready to imagine if...?

Start to Imagine if...

Define your character:

Create a Mission

Define Profile

State Values

Talk about Desires

Be Aware of your Thoughts

Commit to your Actions

Persist and Play

Adversity is your Friend

Realize Insight

And start again

Imagine, for example, that a reality TV producer invites you to be part of his next hit show where every participant has to create and play a character during a three week period (or more if you want). He will ask you to create a character that you would have fun performing. You are to create and play a character that is who you aspire to be.

Imagine that you will be able to perform this character you have created to your heart's content. First, you will define the character's *life's purpose (mission), talents, education, achievements, interests, relationships, qualities, values, desires, thoughts, aspirations, lifestyle, commitments, exchanges, and actions*. Visualize as many details as possible for all aspects. What would your character be like? Ponder on that question for a while...

However, don't think about it for too long. If you want to create your own character, just click on the link below to visit our **free** *Just Action* site and start your own personal journey to give rise to the character you are envisioning:

 [Start your Personal Journey](#)

You may be thinking this is just an invitation for quiet reflection, and little else. However, there are many other opportunities for you in store. You will in fact clarify your own mission in life and align it with your values while experimenting and taking action. You will have the option to share your passion with hundreds of other participants that may have complementary missions or goals creating valuable exchanges and strong bonds throughout your journey. You will also have access to Just Action coaches that could help you achieve breakthroughs and positive change in your life. But, let us not get ahead of ourselves... There is yet much more to discover.

Be as if you were (fill in the blank)...

“You can't do anything about the length of your life, but you can do something about its width and depth”

Evan Esar

When creating your character there are no wrong answers just as there is no wrong with the sculptor's every hit of his chisel. Each step you make takes you closer to shaping “*the blank*” without missing a detail. Just be free to experiment and listen to your heart. Through out your journey, you will be able to share with other participants and trained coaches that may help you in unforeseeable ways.

The next step in creating your character is to adopt it as soon as possible. As in the case of any well trained “method actor”, you should get into character immediately and adopt the character's state of being as you created it. Your creativity will flow freely as you take your character's point of view. Don't wait for it to be perfectly defined, it won't ever be.

*Your state of being precedes all
actions and all results*

*You are the creator of your
state of being*

*A creative and peaceful state
of being is one decision away*

Time is not required to be

Your being is now

This could be hard to do at first since you may feel like a fake when performing a character that may not seem “real” to you. Many of you ask:

*How could I possibly adopt a state of being that is a
creation grounded on nothing of substance?*

You could be thinking that the character you created and that you are asked to perform isn't “real”, and as such it is impossible to take this process seriously. Your being and your actions would not feel authentic, it would be just an act based on a series of lies you have been asked to create. Besides, you may believe there is enough evidence to show that you could not possibly be what you have created through this character. After this charade of sorts we have put you through, now I tell you that you are absolutely right. The character you have created through the Just Action journey is not entirely true.

*It is not without merit that a
lotus flower symbolizes the
unfolding Self.*

*Each petal is a character we
play to explore the wholeness
of the Self, all beautiful and all
perfectly unique.*

However, you have created and performed a character of your own creation all your life. You may have not done so explicitly, but it is your own mind's creation bounded by what you deem possible. We can safely assume that your creation has yet to acknowledge its full infinite potential and as such it is just an incomplete representation of your **true** highest SELF. Therefore there are no fake characters. The one that has taken you to read this Manifesto is perfectly legitimate, as much as, the one that you are now explicitly creating to discover other dimensions of your unknown potential. Tangible reality necessarily emerges from the unborn potential that may seem unreal or impossible at first.

Your authentic being is certainly beyond all characters, beyond all conditioning, but to reach for it, to learn, and to breakthrough you must play, learn, discard, and try again. **The secret is to fill in the *blank*, be as if you were the *blank* now, realize what you feel, flow and start playing...**

Part 2>

Playing

“Play is the only way the highest intelligence of humankind can unfold”

Joseph Chilton



Playing Makes Perfect

Performing your actions in harmony requires them to be in alignment with your being. That entails that your character’s mission, values, desires, and thoughts must be consistent with your actions for these to be empowering. Therefore, the power of an action has its foundation in your Being. In Part 1, you created a character and got acquainted with its state of being. The fun comes in Part 2: **Playing** your character and breaking through.

You don’t need to create, adopt, and perform your character in that order. Rather, your actions become the messengers to your heart letting you recognize whether you feel the natural high that results when all is aligned. You will know that you have reached this blissful empowering feeling by **experimenting** with different states of being and the actions that follow.

*“For the things we have to
learn before we can do them,
we learn by doing them”*

Aristotle

Do not despair if you don't feel this sense of alignment at first. Be patient and keep flowing, listening, and playing by letting free your timeless child within. If you feel the need to go back and make changes to any aspect of your character go ahead and do so. Think of yourself as a musician tuning her guitar finding the harmony with each turn of the tuning keys. Therefore, any changes you make to your character or to your actions are not set backs, but rather another turn in your journey, another role in your play.

Play and creativity are hardly linear affairs with precise do's and don'ts. Keep flowing with your heart's intuition and pay attention to what you feel in a moment of stillness and not when your mind is raging with thoughts. Allow playfulness in experimenting with attitudes and actions outside your comfort zone. You may feel insecure at first, but you will soon outgrow your fear as you experience the addicting feeling of bliss in alignment. This feeling of bliss in alignment is what I call your *place of power*. **Play makes it perfect.**

“Play is the highest form of research”

Albert Einstein

To think of playing as a means to solve the daunting problems faced by humanity could appear to be a rather unlikely way to address these serious challenges, but it is in fact a gateway to practical innovation. Playing is the main foundation in any person’s learning process. Playing allows hand-on experiences and enriching interactive exchanges. Playing activates your imagination and creativity; it detaches you from a one-dimensional rationale of a situation to provide a more accurate mind-body-soul perception of a given experience. All of it is necessary to create the next paradigm shift.

Plato said that you may discover more about a person in an hour of play than in a year of conversation. The same is true for your own personal discovery. You may find the answers to your long lasting unresolved questions by engaging in play as opposed to just thinking. You know this is true when your thinking pattern repeats itself in circles. If you have yet to find those elusive answers, try playing the character you have created in Part 1.



One of the most influential British artists of the twentieth century, David Hockney, had this to say about *play*:

I think you can't have art without play. I think you can't have much human activity of any kind without a sense of playfulness. Someone once criticised my work, saying it was too playful. I said that's hardly a criticism at all, that's a compliment. I do see it as a compliment because I believe that without a sense of play there's not much curiosity either; even a scientist has a sense of play. And that allows for surprises, the unexpected, discoveries. Anybody who gets good at it knows that. You can use it. I use it...

Practice the creative art of play through your character in your day to day activities and soon you will break free. Now it is time to take action.

Now Act as if you were (*fill in the blank*)...

*Be as if and act as if, realize
what you feel, flow and listen,
but above all, play and have
fun. That is the purpose of your
character in your journey*

As mentioned above, your state of being is the garden where you will plant your actions. Assuming you have adopted your character's state of being, it may be time to take action. If you don't know what actions to take, imagine what actions would be typical for a character like yours. If you are not sure, do you know of anyone suitable as a role model to follow?

Every warrior needs a tactical strategy to execute a mission. There are countless resources and experts on all sorts of subjects in the Web from where to design a workable strategy. I would advise you to define a specific action plan broken down into detailed actions with firm due dates. If you have tuned your being to a purposeful mission the likely resistance you will encounter will not deter your determination and commitment. Act as if...

Examples of People that Play* Successfully

These are just but a few of the many inspiring people that are playing everyday, stretching the possibilities to reach a higher vision for us all:

I will keep adding to this list of great people, and we will also profile them in our Blog

**They are not Just Action Players (yet), but great examples of people that are in tune with a sense of purpose.*

[Chris Guillebeau](#) (@chrisguillebeau): He is the author of *The Art of Non-Conformity* blog - a great source of inspiration and practical information for anyone that wants to make a living from their passion.

[Luis Bohórquez](#): Founder of FLOOV, a passionate advocate for sustainable design, green products, and innovation.

[Nathan Winters](#) (In twitter: @follownathan): He is in a bike ride across North America to support the Nature Conservancy. Help him spread the word.

[Pamela Slim](#): Her blog, *Escape from Cubicle Nation*, is one of the top career and marketing blogs on the web. She is also the author of a new book titled "*Escape from Cubicle Nation: From Corporate Prisoner to Thriving Entrepreneur*". She helps frustrated employees in corporate jobs break out and start their own business.

[Leo Babauta](#): Owner of *Zen Habits*, one of the top 100 blogs on the Internet, and author of a best-seller book, "*The Power of Less: The Fine Art of Limiting Yourself to the Essentials ... in Work and in Life*". His writing helps us discover the other non-material dimensions to abundance.

[Marianne Elliott](#): Her blog, *Zen & the Art of Peacekeeping*, bring inspirational tales about peacekeeping activism from the actual war zones. She is also a writer and yoga teacher.

Part 3>

Expanding

Are you Spiritually Sexy?

Being attractive is of great interest to many people and a great deal has been written on the subject. You seldom see the words *spiritual* and *sexy* together in the same sentence; however, both are intimately intertwined as it can be seen in the millenary religious symbols that can be found in allegorical art and scriptures from various religions.

The key is to remain attractive for as long as you should to have the greatest positive impact. As you may know from your personal experience the physical or material dimension to attraction wears out with time only to reveal the true timeless essence of your attractiveness. So, the question remains: *Are you spiritually sexy?*



The answer to this question lies in how you manage your personal energy. The timeless essence of your attractiveness is a function of your energy level. To be attractive over time you must create value for those who are attracted to you. You improve your chances to be positive and creative if you manage your personal energy efficiently. If you lose your energy thinking about matters that add little to the quality of your life, you run the risk of not giving as much value as you could to others.

The single most important tool you have to manage your psychological energy is your **attention**. When entertaining a thought your undivided attention is placed on it. You cannot have multiple thoughts at the same time, so you must choose carefully where you place your attention and therefore your personal energy. Pay attention to the nature of your internal dialog since most of your psychological energy is spent on it.

*The quality of your attention
improves when you stay present*

*Improving your attention is like
moving from a standard TV to a
High Definition one*

*As you improve your attention,
you see all reflected on you,
and you reflected on all*

Becoming aware of your internal dialog allows you to create a positive and productive state of being. The sense of fulfilment and happiness that comes from such a state of being makes you *spiritually sexy*. These three recurrent and wasteful patterns in *conflictive thinking* could hinder your attractiveness:

What I had ←vs.→ What I want to have

What I did ←vs.→ What I want to do

What I was ←vs.→ What I want to be

The conflict arises from constantly comparing your past with your future objectives instead of seizing the **present opportunity**. When your attention is in tune with your present experience you are better able to listen to whom you serve. Control over your attention opens the doors to purposeful creativity devoid of all interruption and full of seamless flow.

*Spiritual sexiness expands to
infinity as you become aware of
true unity through love,
compassion, and gratitude for
others and for your
environment.*

Your expansion entails playing your character to stretch the boundaries of your normal relationships with the *outside world* establishing real interactions with those who you would in fact serve through your character's mission. It is only in this attempt that you will experience the benefit of creating meaning and value. If you don't reach out of your comfort zone and try, you will never be able to effectively expand your field of possibilities.

Sustainable expansion is based on attracting and building strong relationships with others. Strong relationships are based on trust, authentic commitment, and continuous value creation. As you become aware of this fundamental mutual rapport your relationships become an extension of yourself and vice-versa effectively expanding your *creative power* and your *field of possibilities*. For this reason, the concept of SELF as unity is established by the loving and mutual value-creating connection between people and their environment instead of by a separate dualistic concept of Nature, YOU and I.

Did you Know that Thoughts Are not Free?

Can you see a relationship between the consolidated opportunity costs of our current belief system and the catastrophic failure of our global financial industry?

If our thoughts had to pay a toll to manifest, we would all be *Buddha*. But seriously, all of our thoughts do have an *opportunity cost* since they require our undivided conscious attention to be produced, and there is always an opportunity to make them more productive. I don't intend to reduce our inner conscious dialog into a financial transaction, but the metaphor may help us realize that thoughts are resources that can be invested or wasted.

Thoughts are agents of your attention, messengers that inform your state of being, and as such they are the seeds to your actions and to your reality. When defining actions for your character you will see that we consider *Affirmations*, *Visualizations*, and *Meditation* as types of actions that could help you tame any recurrent thoughts that don't add towards your mission.

The Power of Out-the-Box Thoughts

“It is impossible to see the exact nature of a box when you are inside of it”

Nisker

By definition, a paradigm shift occurs through an effort of creating and then gradually adopting an *out-the-box* thought. No new paradigms are born from the established thinking, but from the *out-the-box* thoughts that are in the realm of your infinite potential. Those are the thoughts that propel you to stretch all boundaries of what you think to be possible – of your belief system.

Even if it were against your nature, you must start by being totally unreasonable. If your *out-the-box* thoughts are reasonable, they are not valid as such. They should be far fetched or impossible as per your frame of reference. These thoughts may or may not be totally natural to other people, but as far as you are concerned they would be nearly inconceivable.

To stay in line with the concept of play, try to have fun as you come up with these crazy thoughts; just flow playfully with your imagination. Walt Disney dreamt of his amusement parks long before it was feasible for him to build them. Bring out this child like boundless imagination and fly.

No one can play your game for you, and you cannot play their game either.

By definition, *out-the-box* thoughts will run against most people's beliefs. Therefore, you may be bitterly criticized or simply dismissed as it has been the case of many visionaries in repeated occasions through out history. This behavior is part of human nature, and the main source for resistance. Although this sort of resistance is seemingly external, what is really resisting your creative *outside-the-box* flow is your own interpretation of this resistance. Are you allowing people's opinions define your heart's will and intuition? Or do you interpret these critical opinions as a mere reflection of their own belief systems? Is there a valid reason to submit to these critics?

*“One's mind once stretched by
a new idea, never regains its
original dimension”*

Oliver Wendell Holmes

These are some examples of fun *out-the-box* thoughts: Imagine if the controversial [Large Hadron Collider](#) (LHC), the world's largest particle accelerator, were to shed light on the nature of high-energy particles, and as a result, a new understanding of the nature of consciousness and the mechanics of the soul unfolded. What would happen?

What if this discovery allowed for specific means to access the wisdom contained in the field of nature and human thought at will? Anyone would have access to what could be called *just in time knowledge* rendering unnecessary our storage of static beliefs by providing instant access to an ever present and ever evolving ethical foundation for decision-making and action in the wisdom of our collective universal intelligence. We would likely call this trend the start of *spiritual technologies* (Consciousness 2.0 😊) effectively signaling the end of the obsolete Internet. Is this vision out-the-box enough for you? It certainly seems a totally impossible notion.

"I have learned that limits are imaginary"

Thomas Leonard

What would happen if we finally had control over aspects of matter and energy that remain mysteries? It would effectively catapult humanity to a new understanding on how to handle our resources for continuous growth. However, it would take centuries for these newfound discoveries to percolate and take hold of the obsolete patterns of thought and belief from bygone eras. These *out-the-box* thoughts could make many people uncomfortable.

As children many of us have played with cardboard boxes making believe they were our secret hideouts or even spaceships to go to the moon. We have played every imaginable role, and never questioned our ability to do so. What happened to that ability to leave behind limitation and take a flight to the unreasonable? Have you explored and expressed your seemingly irrational ideas. What are your *out-the-box* thoughts? You could transform your life into a seemingly unlikely scenario if you would at least **play with your out-the-box thoughts...**

To Expand you Have to Go and Tell the World

We have already mentioned that as you go through your journey of discovery in Just Action, you first create your character, then you adopt its state of being, and then you perform actions as you defined them. You play with different states of being and their corresponding actions, and you realize insight and breakthrough. For this process to have continuity **you must go and tell the world!**

If you have signed up to start your *Just Action Journey*, you already know that an *authentic mission* serves a third party or cause. In other words, a mission with continuity provides value to others. However, for you to act through your mission effectively you have to communicate it to the world. You may start with your friends and family and then extend your reach.

For many people the best channel to communicate and realize their mission is the Internet. You can setup a blog or website to show your products or services. You may also setup a profile in Facebook, Twitter, LinkedIn, Youtube or any other social media service to spread your message and establish relationships. All these tools are free and don't require any programming or advanced technical skills to use them.

There are countless other ways in which you can perform your character and communicate your mission. The Internet is only one effective way to do so. This manifesto is not intended to provide a comprehensive guide to building an online presence. However, if you are interested in knowing more about how to build a presence in the web, I recommend you follow on Twitter: [@SuzanneFB](#), [@chrisguillebeau](#), [@ConversationAge](#), [@probblogger](#), and [@copyblogger](#) to get started. Also, visit their blogs for more details.

Conclusions

Key Takeaways

This is a brief list of **seven** key takeaways summarizing this manifesto:

1. A collective effort is necessary for a paradigm shift to occur
2. Your personal fulfilment through purposeful service is the key
3. Creativity, innovation, and entrepreneurship will power the shift
4. To make the shift we must tap our yet to be known potential
5. For our potential to be realized we must PLAY and have fun
6. In justaction.com you can PLAY to achieve breakthroughs
7. To continue with your Mission you must tell the world effectively

My Commitment to you

The people that have used Just Action to date have realized greater clarity on their sense of purpose; they have made decisions, and they have taken action. I would like to extend these benefits to any one wanting to make a positive shift in their lives.

I am committed to continuing my efforts in research and development for Just Action to improve functionality and add quality content. I am also committed to helping you reach your goals. I would certainly enjoy learning about your projects (reach me in Twitter: [@justaction](https://twitter.com/justaction)). It is easy for me to make these commitments since it is both my passion and my mission to do so.

I am truly thankful for your participation.

Acknowledgements

I want to thank my beautiful and loving wife, Maribel (Twitter: [@ShaktiYoguini](#)) for her patience and unrelenting support in helping me make Just Action a reality. I am grateful to my family for always believing in my wild ideas. I am also deeply indebted to Antonio Alcántara who has been a mentor in Spain, and has always been a key supporter of this project.

I am grateful to all Just Action participants who have started this adventure. Your pursuits are the source of inspiration to continue improving the game. Thanks to everyone I have met through Twitter. You have provided a constant supply of positive energy and practical information, not to mention support. I hope to keep meeting and exchanging ideas with all of you. In the mean time, **play and make it real!**