



# World Goodwill Seminar 2022 London

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## Goodwill as a Creative Force

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What is  
creativity?

Creativity begins with an original idea.

Creativity serves a dual function:

- form building
- form dissolution

Creativity is often said to begin with an original idea, and, indeed, there is no argument on the importance of a novel idea in the creative process. To take a step further, we could say that creativity serves two very broad functions simultaneously: that of building forms and that of causing their dissolution.

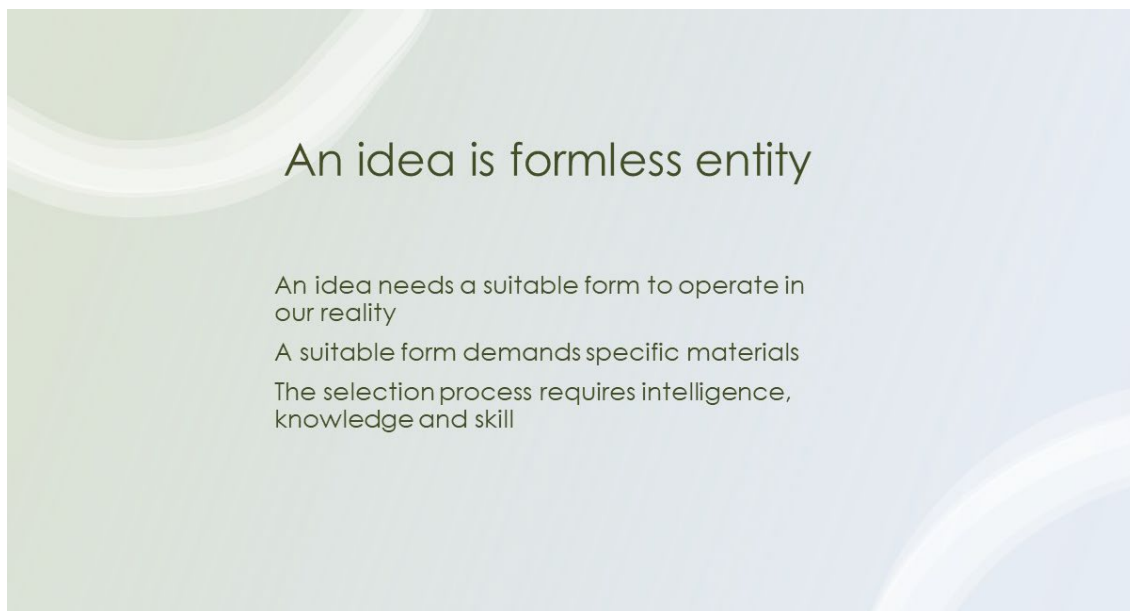
Not every  
idea is a  
good idea!

The quality of an idea is determined

- by whether it satisfies any need or desire
- by the quality of the need or desire it satisfies
- by its timeliness.

We conceive many ideas but we neither linger on all of them, nor engage in an effort to make something of all of them. Some ideas are deemed “good” and others “bad” even *before* we decide to engage with them, even before we had felt their beneficial or harmful effects. Perhaps what distinguishes one from the other is the quality of the need or desire they satisfy, or even whether they actually satisfy any need or desire at all, be it existing or anticipated. Maybe it is their timing. We've now witnessed enough trends blowing up rapidly and then vanishing with no trace as rapidly, to know that not everything that is born, is meant to persist.

Returning however to the dual capacity of creativity to build and dissolve forms, both begin with a new idea, assumingly of the good sort and meriting additional attention. It may potentially resolve an issue, cover a need, satisfy a desire, simplify a process, clarify a theory, improve a method, uncover a previously unknown quantity or quality in the world, but any single one of those would urge further implication with that idea.

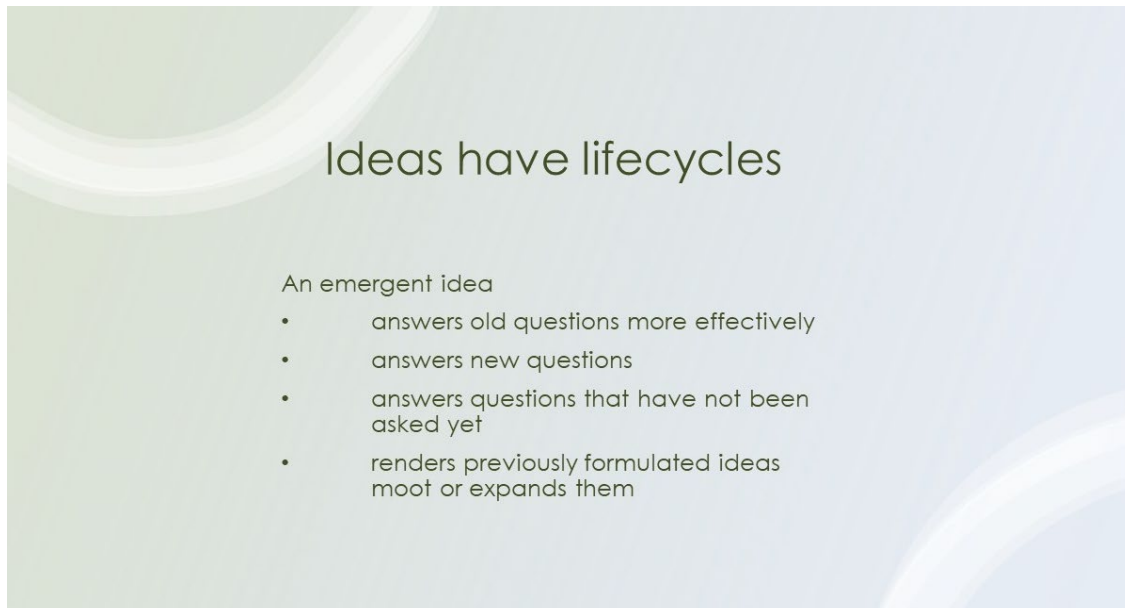


And if it is to be expressed in the world, to be shared and acknowledged, and to benefit more than its ideator, it will need a form by which to be presented, become an active part of our reality and fulfil its purpose.

The next creative stage, would be determining a form fit for the task; one which could act as an intermediary and bridge the potential of the idea and the need it answers; a form that could function as a meeting space. To accomplish this, the appropriate elements must be intelligently selected or even invented, before they are skilfully synthesized into an organized, functioning and purposeful whole. At that point, the creative process is roughly complete, and an original, formulated idea begins its career or its lifecycle in our reality.

But, a second process begins in parallel with this merry happening, and it is its direct result. It is none other than the dissolution of existing forms, rendered irrelevant by the newly arrived, formulated idea. The need or desire for older concepts and the

reliance on them starts declining, marking the beginning of their end. This is an aspect of creativity very familiar to all who attempt creation.



## Ideas have lifecycles

An emergent idea

- answers old questions more effectively
- answers new questions
- answers questions that have not been asked yet
- renders previously formulated ideas moot or expands them

With every new idea born in the world, an agent of greater synthesis and an agent of conflict emerge in unison. Originality forever reaches out beyond what is already known with the hand of imagination. As it brings the new concept in, that displaces what had previously stood in the space it is seeking to integrate.

Creativity is also hardly limited to the material; it can be seen creating mental concepts or methods, the same as frequently as is seen delivering material objects. Nor is it a solitary activity. Even if an ideator seems to be accomplishing alone, they are always working in the company of all who are or have been driven by the same encompassing idea.



## Creativity

- Synthesis of diverse but complementary elements under an idea
- Involves sacrifice as it strips away the usefulness of existing concepts
- Facilitates the attainment of an entity's purpose

In summary, creativity is the synthesis of diverse but complementary elements under the umbrella of an idea. Creativity involves sacrifice because it strips away the usefulness and relevance of existing, less ideal forms. Creativity is purposeful because it facilitates the attainment of an entity's purpose.

Now, when thinking of elements that comprise the formulation of an idea, we should really consider groups of people too. We are subject to similar processes after all. Some human groups are even named as "bodies": look no further than e.g. the corps of police, the diplomatic corps, and many others who lack the name but not the purpose, cohesion, organisation, and ordered activity that characterise a form, a body.



Goodwill connects individuals or subgroups in a whole to that whole's animating idea

The core idea of a whole is directly connected to its purpose

Goodwill's cohesive quality can be seen operating within any such human group, by means of the results it generates. From a couple to humanity, *human groups exist because of a central idea* which serves a purpose, and through the group, answers a need or desire. Goodwill's role is to connect the individuals or the subgroups that comprise the formulation of a grand idea, and it functions by linking each separate entity, be it a person or a team, to that essential core.

Look no further than the groups you consider yourself a part of, preferring to examine the ones that are not biological or geographical just for the sake of venturing beyond materialism but still keeping it real and relevant to our life experience. Frequently, the purpose of a group is stated in its name, and spotting its central idea is a short walk from there. Think for example, "United Nations", something like the "Red Cross" on the other hand, is more cryptic, although their agenda is so well known today that it is difficult to imagine a time when this group was only emerging as a previously unknown entity.



## Goodwill

- Ability of diverse elements to comprise a group
  - by staying true to its core idea
  - by aligning with the purpose that the idea serves

So, goodwill is the ability of diverse elements to form parts of a group by staying true to its core idea and to the purpose to which it answers. It enables individual entities to partake in a synthetic process by providing that which the process requires. They may be it already or they may need to become it. There was an illustration that was circulating during the first year of the pandemic, near a time of racial unrest in the US, and it was just the phrase "Oh, the things you'll need to unlearn to become a half-decent person!". Utilizing goodwill may at times involve such an effort.



## Goodwill

- by reducing conflict
- by improving understanding of complementary diversity
- by simplifying the living experience
- Facilitates group attainment and group health

Nevertheless, looking at the same point in the horizon does not require standing at the same spot with someone else. But it may urge a person or a group to sacrifice personal objectives, and mental and emotional forms such as mentalities, defence mechanisms, or habits to which they adhere, as they align with a group purpose

without coercion, and with minimal conflict, because they are seeing and recognizing an idea whose time has come. That's how goodwill operates, and in so doing it minimizes friction and the energy required for the accomplishment of group objectives and for group health. Goodwill is then creative for making harmonious syntheses possible by providing elastic cohesion.

The effects are numerous.

Perhaps it is worth citing, that reducing friction in essence means reducing conflict or its intensity. Any person can be part of a group without necessarily subscribing to its central idea. But that person cannot express goodwill because they are not looking in the same direction as their partners. Usually, such cases may thrive only temporarily for sooner or later they will be unable to follow the group rhythm; it is facilitated by goodwill, which is bound to group purpose when they are not.

As goodwill brings to the fore new groups embodying new ideas, it could generate conflict with existing groups, rather than minimize it as advertised. This is why we are talking about *world* goodwill. Because there is no cap on the size of the group that goodwill can unify, and the greater the group with whose purpose one chooses to align themselves, the lower the possibility of experiencing severe friction. Meaning, it is much harder to encounter conflict when one is bound to humanity or the planet, than when they are bound to any other, inevitably smaller, group.

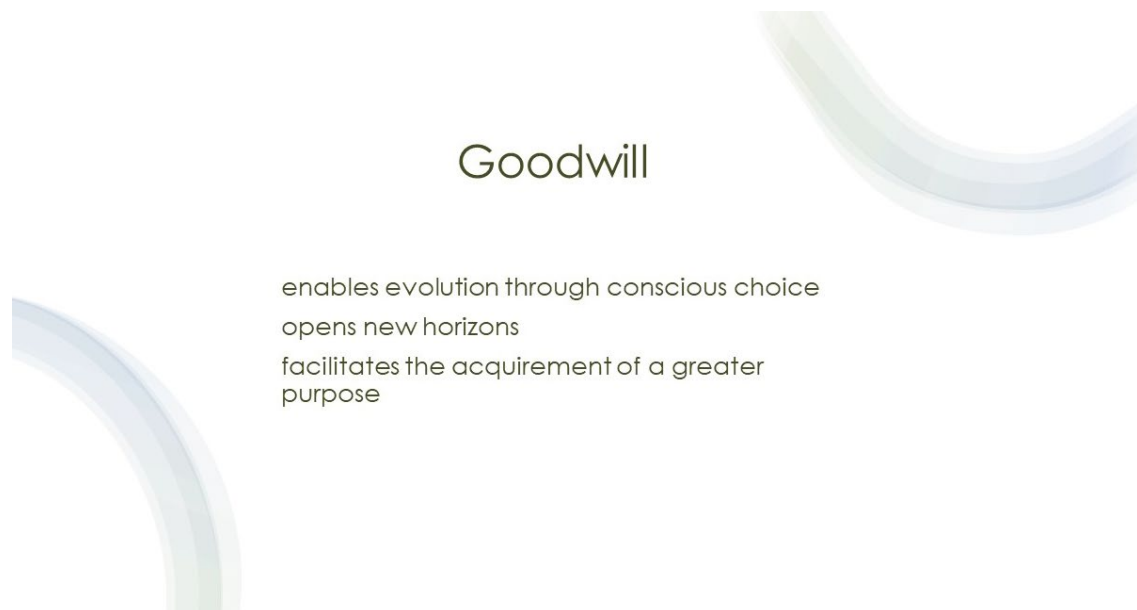
This is the reason why the pursuit of a better balance within the natural environment is a favourite. It leaves no one on the planet out, no human, no animal or plant or mineral species. It is truly a grand idea and a most worthwhile objective.



It provides a single purpose for that massive group, humanity, because it dictates its function as a de facto single entity, providing maybe for the first time in recorded

history the opportunity for goodwill to operate on an interspecies level. Imagine that, and then look at humanity's internal issues and see how smaller they immediately seem. It is not an exercise in futility but an exercise in right perception of scale.

A final point on goodwill's contribution to the creative process, is that anything that occurs needs to occur somewhere, and conflict is no exception to this rule. If the space within which conflict takes place breaks down, much more than just conflict ceases. By reducing the intensity of conflict, goodwill enables the form within which it happens, to continue existing.



This is a chance for evolution through conscious choice rather than through selection by violence or might because such evolution produces only certain types, with which we are more or less familiar, and it is quite certain that we can do better. When inner conflict is offset or of relatively low intensity in a group, then this group is free to perceive new, greater horizons and acquire a new, broader purpose which it will hold and embody alongside similarly grand, similarly benign, groups.

It is a happy time to be alive on this planet now because our sight has been upgraded and we are collectively seeing farther and deeper than ever before. The first is bringing us opportunity after opportunity for collaboration across nations, across disciplines, across generations, across any type of preference or secondary characteristic, as humanity. The second is gifting us a clear and detailed view of our existing materials, ourselves. The idea of humanity is not moot but the form through which it expresses itself needs, and is in the process of, an upgrade. Improving on the existing form of an idea is yet another type of creative endeavour. It entails a more intelligent, more imaginative and more skilful approach, or in other words a deeper understanding of the existing need and a wider knowledge of the available and required resources. As we now possess these and will increasingly be aligning with our purpose as humanity, goodwill will be able to demonstrate the latter part of its



properties that we are examining today. It will be revealed as what it ultimately is, a force.

Force is “an influence that can change the motion of an object” or even a “push or pull upon an object, resulting from the object’s interaction with another object”.

Goodwill gathers toward a central, attractive idea and later toward the purpose of this idea. This attraction, when all the people in a group are gathered and facing in the same direction, alters the course of individuals from their personal or secondary objectives, or against one another, to the shared purpose.



Ultimately, this conserves energy and reduces material, emotional and mental losses.

The outcome is speed of attainment. *The law, is the Law of Group Progress.*