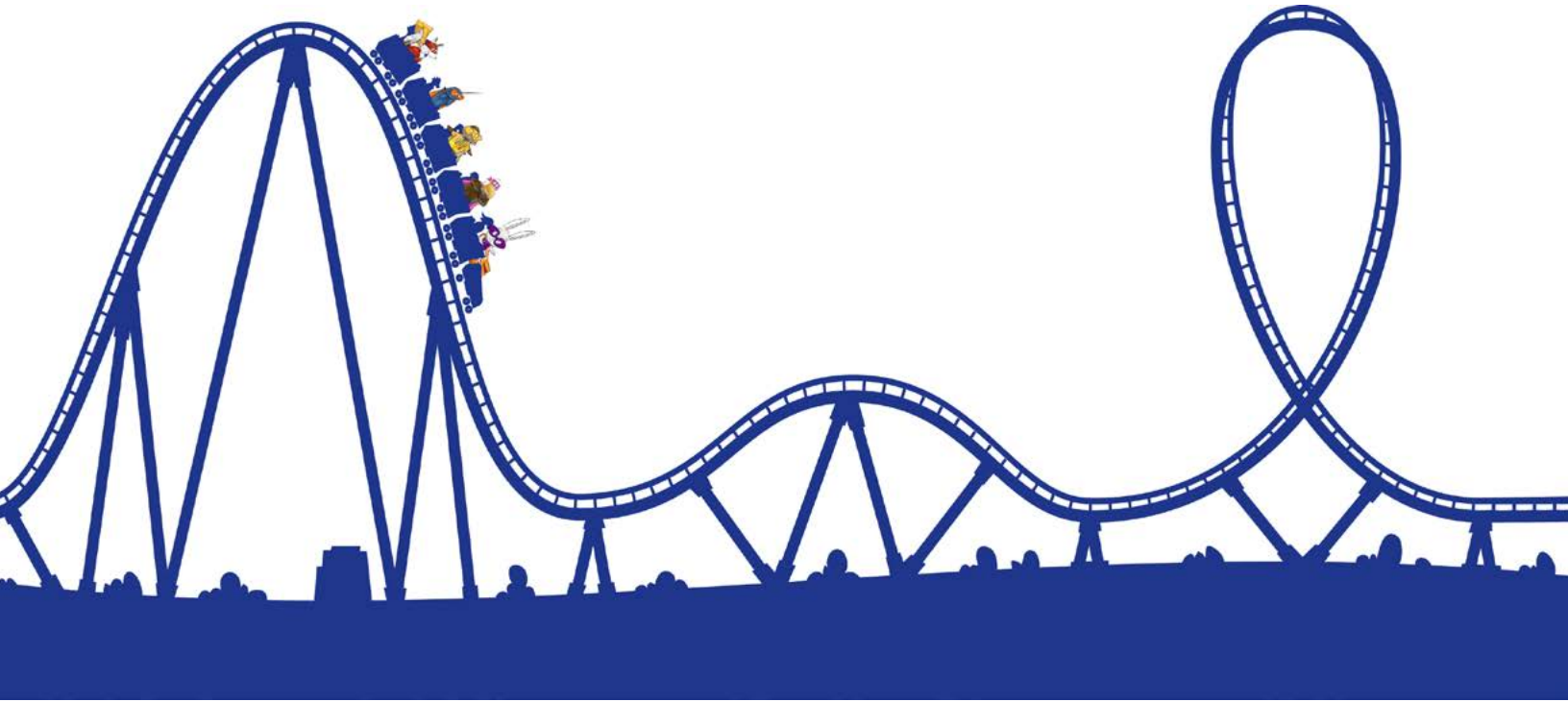


BEASTIE

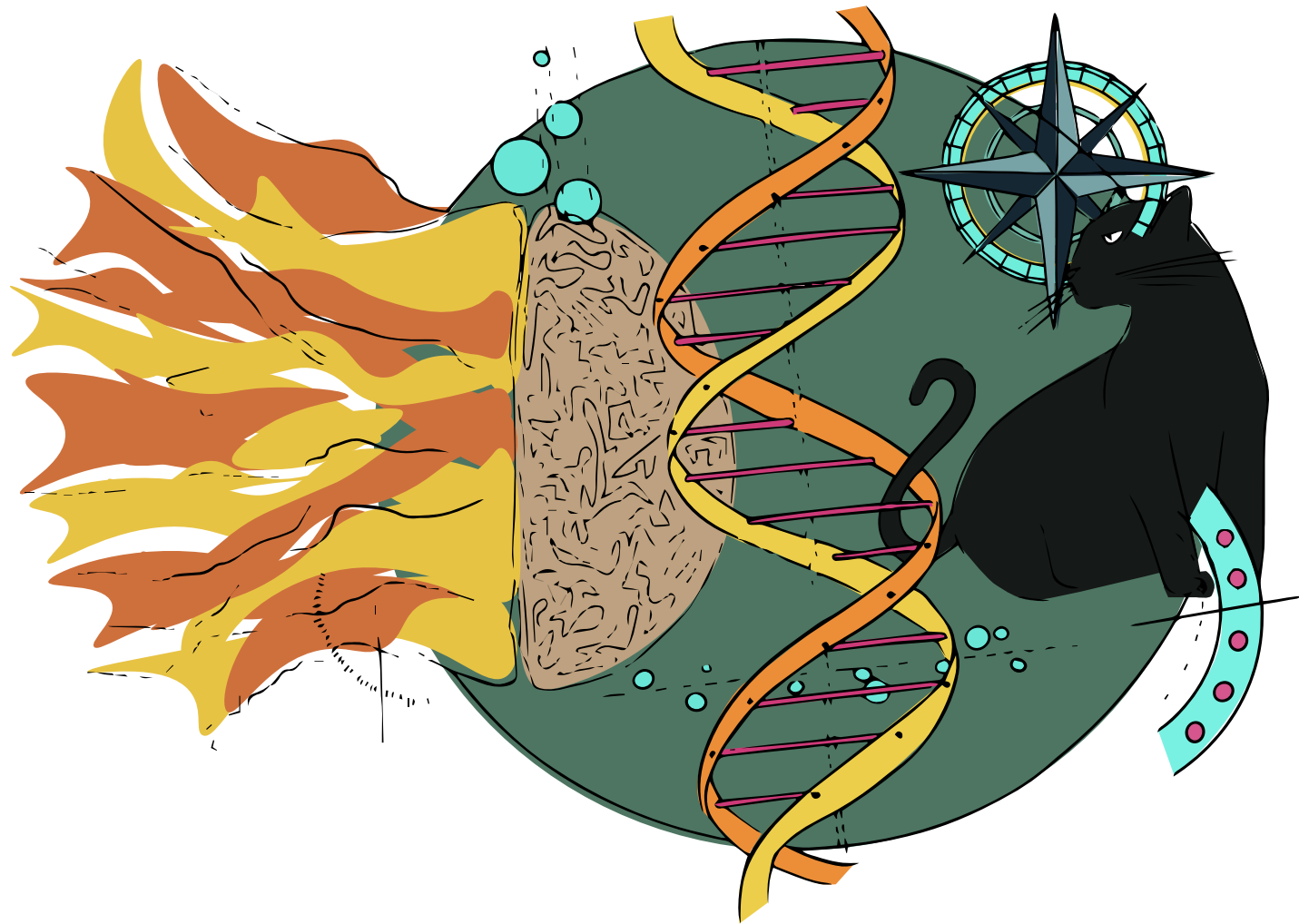


JAIME BRIAS

KATIE BRUZZONE

DANIELA GUARIN

REIMAGINING THE EMOTIONAL WORLD



ABSTRACT

As long as we think, we cannot avoid feeling. Our brain regulates all of the systems in our bodies, but there is one system so powerful that it can override the brain and turn it offline: our emotional system. Nevertheless, this highly misunderstood evolutionary mechanism is the source of destruction and breakthroughs in our world. Integral theory, or the “theory of everything,” shows us that evolution is not limited to our external reality, but also in our inner world. We live in a paradox of repressing something necessary for our survival, which is perhaps one of the few things we all experience: our emotional world. Our research aims to change the paradox of emotions and asks individuals to feel and then think. In taking an integral approach to solving social inclusion, we identified our first big challenge: language, the ultimate programming tool. By reviewing decades of scientific studies and synthesizing the landscape of human experience, we collected wisdom from bridging the worlds of disconnected systems that impact humanity: Adverse Childhood Experiences (ACEs), trauma, evolutionary biology, and understanding the problems with systems created with logic as the gold standard.

We propose to address social inclusion by providing preventative measures to address the lack of emotional education because we are systematically emotionally unprepared to deal with life’s challenges. With a new emotional language, people can learn to look within and find inner conflict and self-limiting beliefs. Research shows that there is a significant decrease in suffering from long term illness and higher chances of personal success when we understand our emotions. Hence our solution and research are based on emotional resiliency and the ability to flex emotional muscles to balance out the inevitable ACE exposure.

MEET THE TEAM

“**Beastie** was born out of **Parsons School of Design**, where three traumatized kids found each other and started a *deliberately developmental journey* to **honor** and **heal their eternal inner child.** ”



JAIME BRIAS

Jaime is a designer from the Philippines. He has a BFA in Industrial and Product Design from The Rhode Island School of Design with a focus on furniture and physical products and an MS in Strategic Design and Management from Parsons School of design. He has experience working in design studios designing and creating spaces for human experience. He is passionate about creating products and services that are sustainable and create value and joy for individuals.



KATIE BRUZZONE

Katie is a California native specializing in design and business. She holds a BS in Business Administration and Management from the Haas School of Business at UC Berkeley and an MS in Strategic Design and Management from Parsons School of Design. Katie has experience in communications, marketing, and strategy from her work with The LEGO Group and Roku, and most recently was a consultant for Alpine Investors. She is passionate about understanding people and amplifying the limits and possibilities of the human mind.



DANIELA GUARIN

Daniela is a designer and product manager from Barranquilla, Colombia. She holds a BFA in Textile Design and Fine Arts from SCAD and an MS in Strategic Design and Management from Parsons School of Design. She is a creative problem solver designing solutions and systems for the interior market with a focus on future trend forecasting and consumer behaviors.

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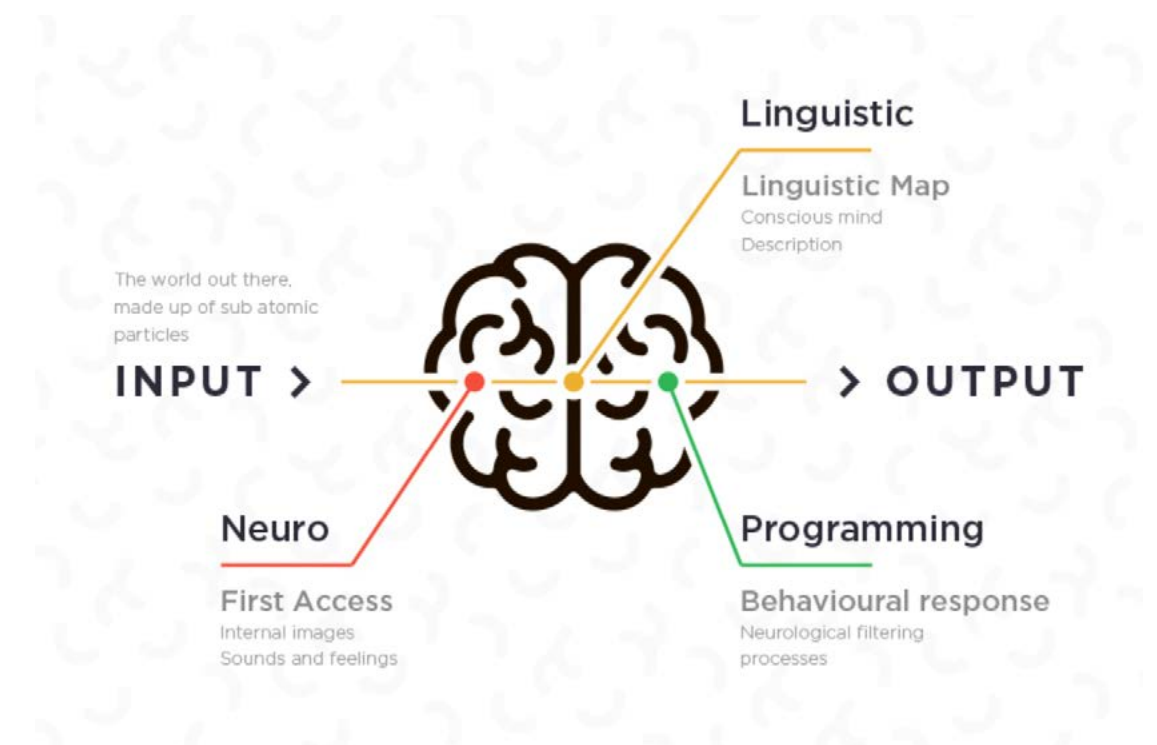
IN THE WILD

TRAPPED IN A WORLD

WIDE WEB OF WORDS

ARE WE BORN TO BE GOOD?

We are encased inside a world of language and words from an early age. Neuro-Linguistic Programming explains how the mind works through the three most influential systems involved in producing human experience: neurology, language, and programming.[1] Language is the ultimate programming tool and mixed with a lack of emotional awareness; this can be deadly. It can be used to blind an entire race of people to the truth. It can be used to make people afraid for their lives. If we extend this concept as a programming tool even wider, we might say it is language that controls us rather than the other way around. This may be difficult to believe for us who believe in individual freedom and free will - but that's the trap. The idea that it has to be one or the other is a perfect example of how language creates illusions. It is this truth that blinds an entire human race to the nature of the beast: we can only ever be free when we are no longer a victim of our mental constructs, words, and emotions. The problem? When the mind perceives it, it does so from within its limitations, so it struggles to grasp what this means.



"What is NLP?" | *Neuro Linguistic Programming* | NLP Academy, NLP Academy, 2020, www.nlpacademy.co.uk/what_is_nlp/.

Because of programming, the mind gets used to thinking within specific mental structures that keep people operating out of their genetic survival mode. When people think they also feel, but society has neglected our emotional world.[2] Not understanding emotions generates an unconscious fear where fear reigns. This fear permeates our society and makes people believe that external security is an escape from inner insecurity. The external world then evolves at the expense of the inner. The more external people's mentality is, the easier it becomes to detach from others emotionally. The truth is that social inclusion is divisive in nature and emotion (or lack thereof) is the troublemaker. Why? Let us take the World Bank definition as an example. As noted by the World Bank,

Social inclusion aims to empower poor and marginalized people to take advantage of burgeoning global opportunities. It ensures that people have a voice in decisions, which affect their lives, and that they enjoy equal access to markets, services, and political, social, and physical spaces."

- 1) It implies the excluded people were never worthy of being included in the first place.
- 2) It implies that excluded people will take advantage of the situation once they gain inclusion.
- 3) It implies that people who are included have a voice in the first place.
- 4) It implies that global opportunities are how people gain their voice.
- 5) It creates an illusion of false security and reinforces the over-attachment to self-serving systems.

Inclusion does not start with behavior; it starts with understanding why we exclude in the first place. Many have a far harder time than others, but everybody, no matter their circumstance, feels the extremes of fear and love. That is important because our fear comes from past events, traumas, memories, and it also comes from fear of an unknown or uncertain future.[3]When people fear of the past or fear of the future, it creates a disability. The main reason is fear-based thinking, where the mind follows familiar patterns or systems of thought without being able to evolve beyond them. To begin understanding how this impacts inclusive systems, we turn

to reciprocal altruism, an evolutionary model accounting for the natural selection of altruistic behavior[4]. RAT suggests that people evolved to engage in reciprocal exchange patterns to avoid the problem of being cheated (helping someone who does not return the favor). Trivers suggests that to enact this behavioral strategy, we are equipped with a set of emotional response patterns that are essential adaptations to regulate the altruistic system. He also suggests how evolution can operate against the cheater (non-reciprocator) in the system.

"Anger and dislike motivate us to withdraw help to cheaters or to punish them. Gratitude and a sense of obligation motivate us to reciprocate help received from others. Guilt occurs when we fail to reciprocate help and may be a way of avoiding reprisals." [5]

Everyone has altruistic and cheating tendencies, and the expression of those tendencies reflect the state of their emotional world in certain environmental conditions. We all live in some fear, and that fear is what ultimately divides or unites us. We cannot understand ourselves if we cannot understand our emotions. We believe this is why we need to understand emotions to save the world.

ABOUT BEASTIE



Beastie is a play-based emotional learning organization that takes people on *EPIC* adventures.

Beastie, the world's first emotional partner in crime, allows people to look into the hidden side of human nature and step into the shadowy underworld of the collective unconscious. Motivating people to do this comes down to helping them understand the universal primal fears locked in our DNA and unearthing the self-limiting patterns trapped in cultural programming. People's fears are a magic mirror - they are there to own, appreciate, and accept. Only when people stop trying to avoid them, can they see their magic.

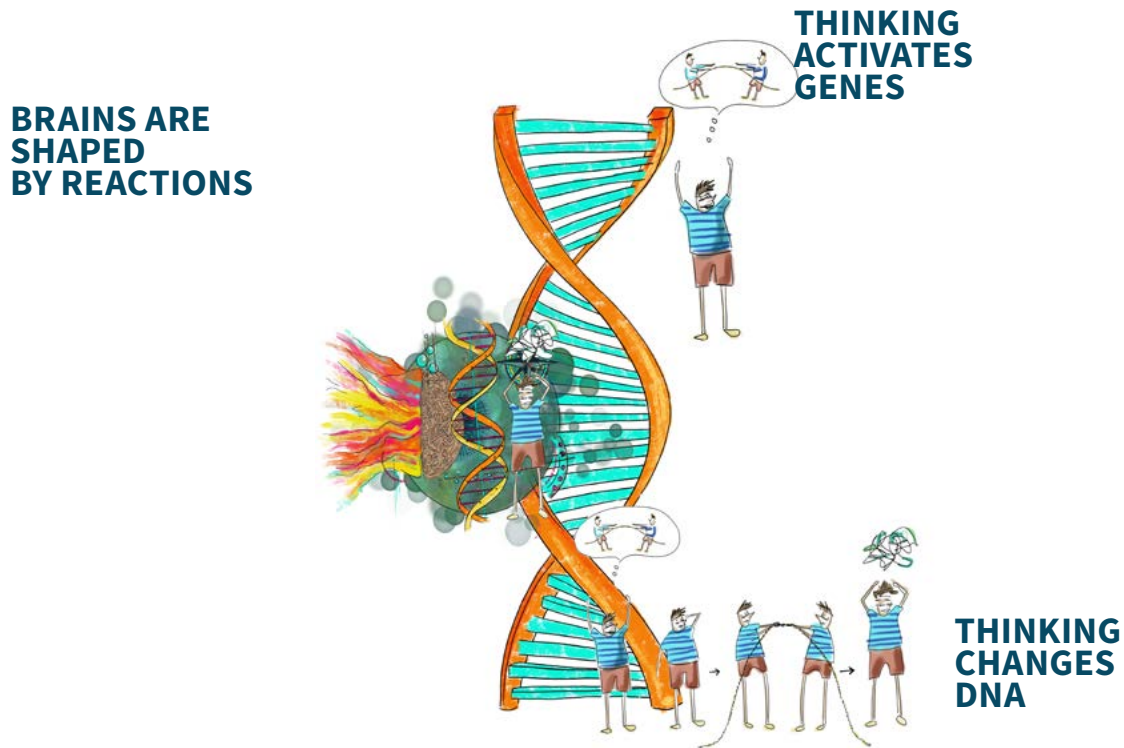
We believe the 32 Beasties expose the root of all humanity's issues. Each one is a doorway to a different unconscious pattern at work inside all of us rooted in fear. Each serves as a mirror to the wild side of human behavior and exposes the universal emotions, thoughts, and behaviors we experience in particular sets of environmental conditions.

Research shows that fear-based thoughts and emotions change the shape of DNA and throw the body into dis-ease. [6]The purpose of Beastie is to penetrate the building blocks of our everyday life - our DNA. Each Beastie explores a different evolutionary emotional pattern hidden in our DNA that activates specific genes and changes how we think and processes our experiences. They help us understand the power dynamics and opposing forces at play in our emotional environment and reconnect us to parts of our past we need to accept and explore.

Beastie gives people a new language to communicate with their DNA by exposing how it works because believe it or not, every single thing people think, say, do, and feel contains instructions for their genes to carry out in their body.[7] Grounded in the physical structure and understanding of the body, each Beastie helps navigate a challenge for humanity to move through. These challenges are rooted in shadow polarities, biofeedback loops in our DNA that trap energy at

a low fear-based frequency. The polarity formed by our genes contains paradoxes that can be as energizing as they are frustrating to the human mind. They can operate for and against us because whatever we think about the most will grow - this applies to both positive and negative ends of the spectrum. [8] Difficulties emerge when we react or repress our feelings out of fear or frustration because they create enormous turbulence in our inner and outer environments. Understanding how this works for and against us gives people a foundation of knowledge they need to reimagine their emotional world.

Here are the bare bones of how this works:



THINKING ACTIVATES GENES

We may have a fixed set of genes, but which of those genes are active and how they are active has a great deal to do with how we think and process our experiences.

Science shows that our thoughts, with their embedded feelings, turn sets of genes on and off in complex rela-

We take facts, experienc- es, and the events of the world, and decide how much they mean to us through how much ener- gy and attention we give them.

Our thoughts make us say, do and feel things that in turn stimulate the genes encoding the instructions for making proteins in the body

BRAINS ARE SHAPED BY REACTIONS

We are constantly reacting to cir- cumstances and experiences, and as this cycle goes on, our brains become shaped by the process is a positive or negative direction.

The quality of our thinking and choices and reactions determine our “brain architecture”--the design of the brain and resultant quality of the health of our minds and bodies.

Our choices - the natural conse- quences of our thoughts and emo- tions - get “under the skin” of our DNA and can turn certain genes on and off, changing the structure and function of our brains on every lev- el: molecular, genetic, epigenetic, cellular, structural, neurochemical, electromagnetic, and even sub- atomic

THINKING CHANGES DNA

Taking this to a deeper level, research by Dr. Her- bert Benson of Harvard Medical School’s mind- body institute shows that DNA actually changes shape according to our thoughts.

DNA responds to fear- based thinking by tight- ening up and becoming shorter, switching off many DNA codes, which reduce quality expression and affect our body’s nat- ural healing capacities.

A chaotic mind filled with uncaptured thoughts of anxiety, worry, and any and all fear-based emo- tions sends out a stress signal & puts the brain and body into survival mode

Stress defined as “a con- dition characterized by symptoms of mental and physical tension or strain, a depression or hypertension, that can result from a reaction to a situation where a per- son feels threatened,- pressured, etc.”

REACTION = KEY WORD HERE
You cannot control what happens to you, but you can control your reac- tions by taking responsi- bility for what you choose to think about and dwell on

It is clearly evidenced in the brain that when bad choices are made, or those fear-based thoughts aren’t captured, the neural wiring be- comes distorted, which disrupts normal func- tioning

Not observing and catch- ing fear-based thoughts them will lead to a poten- tial spiral into confusion and varying levels of dis- ease

Beastie is designed to help you observe your own thoughts, catch those that are bad, and get curious about them

catching them starts with exploring the nature of the beast: yourself. you choose.

It is human nature to avoid the unknown and the frightening. On top of that, there is a recurring and dangerous narrative in our culture telling us that expressing our emotions makes people weak. Fear makes people afraid to change even though we are wired to change. [9]To evolve, people must embrace chaos and discomfort rather than try to protect against it. Relating to Earth's wild animals is as intrinsic as breathing and burying our past. Rather than avoiding our primitive instincts, Beasties teach us about the ways animals bounce back from adversity.

In 1975, Harvard University professor Edward Wilson's work on sociobiology shook the foundations of biology and the social sciences. Wilson's theory of sociobiology attempts to answer whether we are born to be good by looking at the social behavior of all animals. He unabashedly claimed that social behavior has a biological basis and that studying other animals helps illuminate it. Research shows the brain is not indifferent to the kinds of information it is fed; there are strong biological and emotional biases in all our learning that are a product of evolution and underlying genetic factors. [10]

Beasties are on a mission to balance these evolutionary biofeedback loops and help society navigate our emotional world's uncharted territory. Trapped by programming and fear, people cannot find the language to express their emotions and what they buried. This fear rules our systems of governments and education as well as our relationships and individual lives. It is rooted in our inability to come clean with ourselves and each other about the beastly emotions and behaviors buried beneath the surface masked by our ideal selves. The longer we bury emotions, the stronger the emotional charge becomes.[11] When people can understand why they react emotionally to different situations, they can choose how they react. When people cannot understand, they are trapped by the volatile nature of our emotional world.

EMOTIONAL EDUCATION

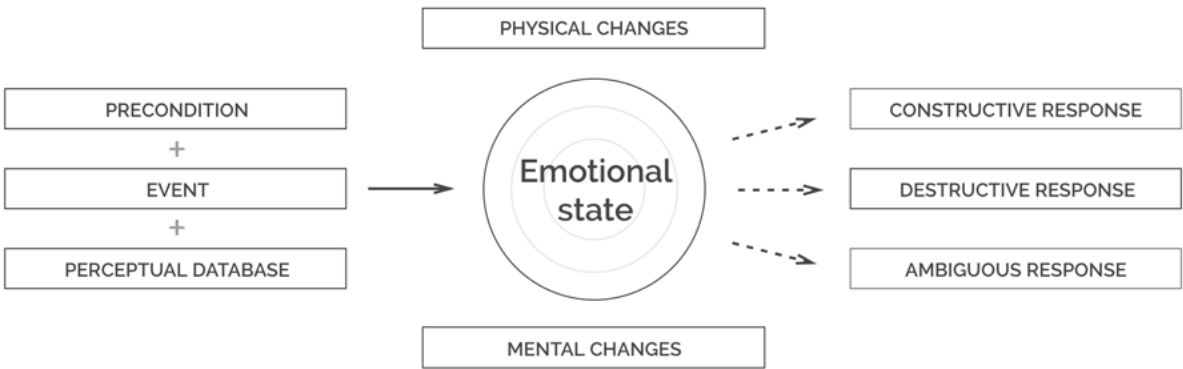
Until recently, emotions were generally seen as undermining intelligence, an idea rooted in misunderstanding intellect or rational thinking with our innate biological intelligence. Thankfully emotional intelligence is now increasingly recognized and valued for the intangible but palpable X-factor energy. Most people have never learned to take full responsibility for their emotions. They get caught in the drama of projecting their emotional states onto others. They also get caught up in emotional contagion, a phenomenon referring to the automatic adoption of an emotional state of another person.[12] If we do not know how to handle emotional states with equanimity, integrity, and clarity, we never fully enter adulthood but remain at some level wounded children through our lives.[13] The beast’s nature is responsible for creating these emotionally illiterate generations, and Beasties are responsible for leading us out of it.

Our emotions are perhaps one of our most misunderstood skills. They are born out of evolutionary necessity and survival because without emotions, we would not exist, as our chances of passing our genes to a new generation would be non-existent. “Emotions prepare us for behavior. When triggered, emotions orchestrate systems such as perception, attention, inference, learning, memory, goal choice, motivational priorities, physiological reactions, motor behaviors, and behavioral decision making (Cosmides & Tooby, 2000; Tooby & Cosmides, 2008). Emotions simultaneously activate certain systems and deactivate others to prevent the chaos of competing systems operating at the same time, allowing for coordinated responses to environmental stimuli (Levenson, 1999).” [14]

People love to feel in control, and as we all know, emotions can make people feel and act out of control. All systems of knowledge are based on logic to promise security, and the more complex system, the more people believe it. [15]The problem is often the people who use facts to promise security, sometimes do it to gain power and control their agendas and emotional inadequacies. People are good at selling the dream of security because the fear within us buys into it. Because people are emotionally illiterate, they have no way of understanding how emotions are

manipulated through subtle language and programming. This programming makes people believe they can find security and escape the external world’s fear - when the only way they will ever feel secure is to turn inward to the source of the discomfort itself. Nothing outside people can make them feel secure since the fear itself is rooted in their DNA’s physical structure.[16]

Turning inward to the source of discomfort is a lot easier said than done. Paul Ekman, an American psychologist and one of TIME Magazine’s most influential people, is a pioneer in the study of emotions and the world’s leading deception detection expert. The Atlas of Emotions[17], created by Paul and Eve Ekman was commissioned by the Dalai Lama, who wanted a map that could lead people to find a calm mind, which would, in turn, help us reach global compassion. A prominent feature of this atlas is the “timeline” of emotional experience, where the trigger, the experience, and the response are mapped in a cause-and-effect relationship.



Ekman, Paul. “The Ekmans’ Atlas of Emotion.” The Ekmans’ Atlas of Emotions. Paul Ekman Group LLC, 2016. <http://atlasofemotions.org/>

Our emotions unfold on a timeline . The timeline begins with a trigger that initiates an emotional experience and ultimately results in a response. When we feel, we start from an event. An event describes a person, place, situation, image, thought, memory, smell, sound, taste, or idea that we encounter from the outside world or our mind. How we see the world, which is the result of personal history and programming, influences how we experience the event and immediately feel about it. When emotion is triggered, we are in the grip of that emotion, and the result is physical and mental changes in our state of being, which ultimately lead to a response. These responses could be gains, constructive responses, or destructive or ambiguous, which create pains. [18]

“We have, by nature or biologically, this destructive emotion, also constructive emotion,” the Dalai Lama said. “This innerness, people should pay more attention to, from kindergarten level up to university level. This is not just for knowledge but in order to create a happy human being. Happy family, happy community, and, finally, happy humanity.”

For the longest time, society has idealized logic and neglected emotions as an inferior form of knowledge. In doing this, people intentionally and unintentionally design disconnected systems and constructs with blindspots that reinforce fear and cause dis-ease and stress. What we say and do is based on what we already built into our minds. [19]The systematic lack of emotional education leads to proven physical, emotional, and cognitive limitations that ultimately constrain the capacity for enjoyment and potential altruism, and reinforce systemic discrimination and social exclusion. Emotional illiteracy compounds the problem because a limited emotional language creates distortions and errors of perception in the way people experience reality and talk to others and themselves. Altruism requires people to understand their impulses and remember their interactions with others in some way. However, more importantly, it requires that people be kind - that they stop blaming and start recognizing their beasties because they inhibit the development of constructive responses that enable growth and connection where there was once disconnection.

IMPACT OF ADVERSITY

Along with emotions, trauma is one of the most avoided, misunderstood, and untreated causes of human suffering. Renowned addiction and trauma expert Gabor Maté helps demystify people’s assumptions about trauma: “Trauma doesn’t only happen in war, sexual abuse or physical violence. It is also the chronic fear that arises when we feel alone in the world. It is the contempt on a person’s face and the tone of their voice. It is when we hurt so bad the truth bursts out, and we’re not believed. It is when we walk into our house, and no one is happy to see us. It is when we have internalized the shame and are relentlessly cruel to ourselves.” [20]

When people often speak about trauma in a non-academic setting, we imagine victims of abuse or violence. We imagine wars, famine, and natural disasters, but trauma happens all around us, and all of us have experienced trauma in one way or another. The most recent manifestation of collective trauma is the current Coronavirus pandemic, where we are all living the same trauma, at the same time. The lack of connection, feelings of uncertainty, and the emotional roller coaster we are all experiencing have finally sparked a collective unearthing of everything that has previously been shadowed and unavoids.

Our lack of emotional awareness stems from our inability to acknowledge how prevalent and pervasive trauma is in society. Because we do not acknowledge it, we develop evolutionary protective mechanisms to cope and survive it. [21] However, it is the unearthing of everything in the shadows that allows for healing to occur. Understanding the stress-disease, Dr. Gabor Maté calls for a compassionate approach because trauma causes us to disconnect from ourselves, from the present moment, and from being able to love and find compassion within ourselves and others. Disconnected people create disconnected systems, and so the cycle perpetuates and is passed on for generations. Trauma is so normalized and accepted in society that it has been wired into our brain to help us deal with the pain of existence.

Science out of the CDC and Kaiser on exposure to adverse childhood experiences, or ACEs,

uncovered a stunning link between childhood trauma and the chronic diseases people develop as adults and social and emotional problems. This includes heart disease, lung cancer, diabetes, autoimmune diseases, as well as depression, violence, being a victim of violence, and suicide.” [22] The kicker, 2/3 of our population, goes through these adverse experiences which include physical, mental, and emotional abuse, physical or emotional neglect, or growing up in a dysfunctional household where a parent or sibling was mentally ill, substance-dependent, incarcerated, or where there was parental separation, divorce or domestic violence. [23]

How big is the problem?

- ACEs are common.** About 61% of adults surveyed across 25 states reported that they had experienced at least one type of ACE, and nearly 1 in 6 reported they had experienced four or more types of ACEs.
- Preventing ACEs could potentially reduce a large number of health conditions.** For example, up to 1.9 million cases of heart disease and 21 million cases of depression could have been potentially avoided by preventing ACEs.
- Some children are at greater risk than others.** Women and several racial/ethnic minority groups were at greater risk for having experienced 4 or more types of ACEs.
- ACEs are costly.** The economic and social costs to families, communities, and society totals hundreds of billions of dollars each year.

“Preventing Adverse Childhood Experiences [Violence Prevention|Injury Center|CDC.” Fast Facts. Centers for Disease Control and Prevention, April 3, 2020. <https://www.cdc.gov/violenceprevention/acestudy/fastfact.html>.

There is a wide range of trauma, in magnitude, and intensity of these experiences, but the adversity we face in our inner world, coupled with the lack of emotional education, leads to systematic emotional neglect that makes us suffer more than we have to. The sad reality is specific groups of people tend to have a higher risk of ACEs given their further exposure to toxic stress from historical and ongoing traumas due to systemic racism or the impacts of poverty resulting from limited education and economic opportunities.[24] Nevertheless, the truth is that adversity does not discriminate, and living with toxic stress affects brain development creating attention problems, emotional and attachment disorders, and learning disabilities. This childhood trauma follows people into adulthood, and they have trouble forming stable relationships, and they struggle at work, economically, and emotionally throughout their lives.[25]

“Almost any dysfunctionality can be traced to some polarity being mismanaged, or some pole being neglected.” - Beena Sharma[26]

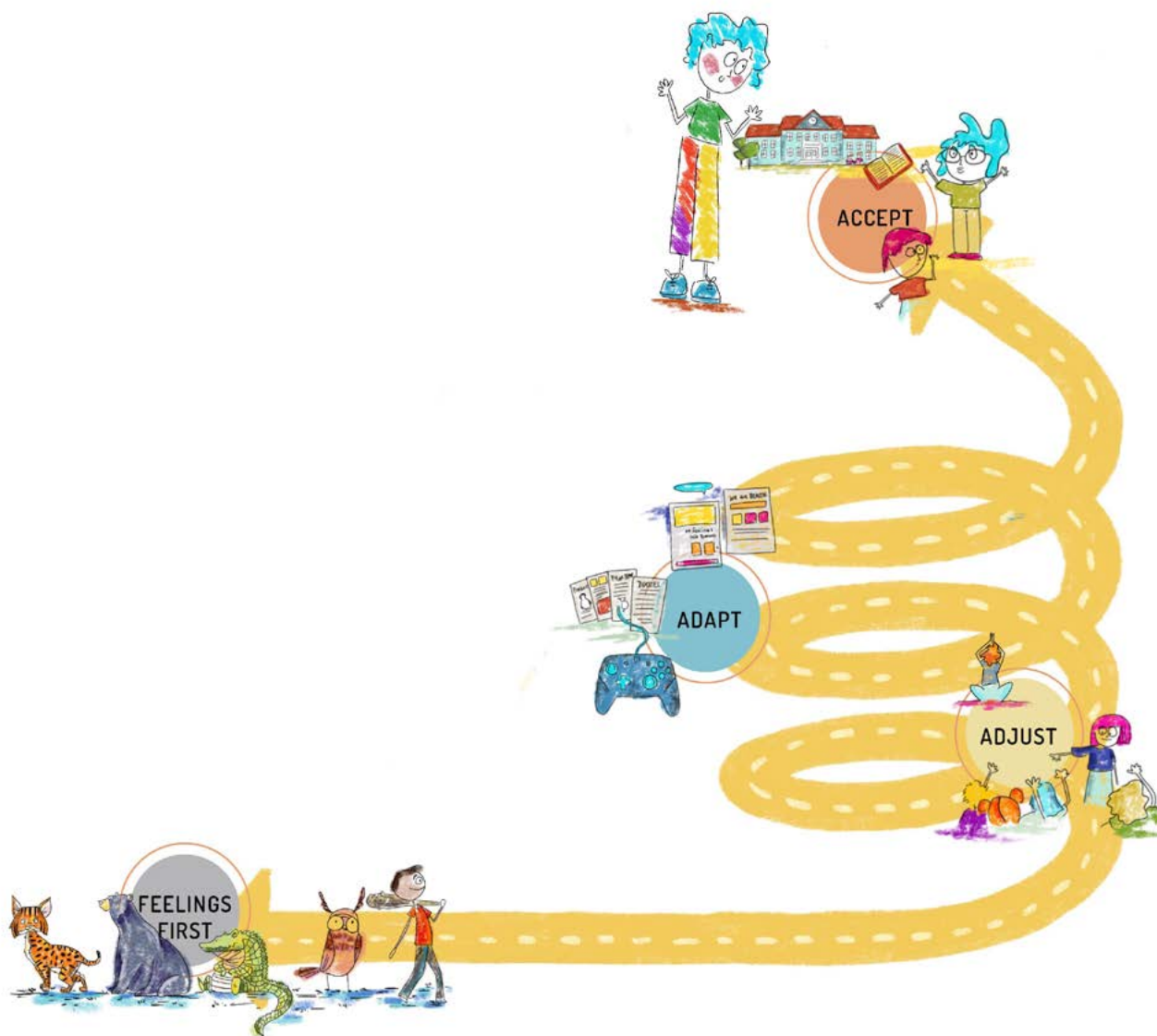
Integrating polarities is Beena Sharma’s revolutionary approach designed to teach people the higher-order cognitive processes that come naturally to integral thinkers: like how to move away from the “you are wrong, and I am right” thinking to the “we both are right.” We have constructed a world that programs people to see others as good or bad and right from wrong. Integrating polarities asks us to suspend judgment and no longer be a victim of our old emotional prejudices.

Like Maté, Dr. Ekman and the Dalai Lama encourage the world to move towards Global Compassion, which they define as: “A concern to alleviate the suffering of anyone, regardless of their nationality, language, culture, or religion. Global compassion is when compassion is felt toward all human beings, and it is a central concern in someone’s life.”[27] People, events, and experiences trigger us into awakening because, underneath our triggers, underlying suffering needs tending to. Suffering opens up people’s hearts and forces them to evolve beyond selfishness and into compassion.

Our suffering connects us all, and compassion is the other side of the coin - and we will need a lot of compassion to allow for all the fear stored in our DNA to come out in the end. A new world is being built as the old one crumbles, and we will continue to see the clash of two types of people co-existing and living from opposite ends of awareness. The people living in this old fear-based genetic fractal fear the changes happening around them because this defense maintains the illusion that they are protecting themselves from danger. The new love-based, emotionally literate power needs this fight because we are trusting in our strength and life in embracing pain.

Darkening of light moments come to people not to test us, but to cut us so deeply with our suffering that we can finally remember the power of love and compassion. With disconnected, suffering systems, and a systemic lack of emotional education, our mind has no way of understanding the nature of this big hairy beast: how and why emotions drive what we say and do.

SYSTEM OF PLAY



Donella Meadows was one of the most influential environmental thinkers of the twentieth century. Her work rigorously analyzed the complex systems that produce the beastly, complex problems facing humanity today. Three qualities Donella combined masterfully were dedication to scientific rigor, deeply grounded optimism, and the ability to communicate. [28]She enabled us to see the root causes of seemingly impossible problems, and now we hope to awaken this trapped energy and awareness to unearth everything hidden in the shadows of our disconnected systems.

“A system is an interconnected set of elements that is coherently organized in a way that achieves something. If you look at that definition closely for a minute, you can see that a system must consist of three kinds of things: elements, interconnections, and a function or purpose.” [29]

With the Beastie System of Play, we are integrating a revolutionary system into the evolutionary process. Tapping into the universal laws behind all life processes and seeing how all systems and solutions interconnect integrally is the secret of the Beastie. With a deep understanding of the limitations on people by our emotional illiteracy, Beastie’s system of play is fueled by beasties on a mission to balance evolutionary biofeedback loops and help us navigate the uncharted territory of our emotional world.

Our system is designed for the eternal child inside of us all that needs playfulness to loosen the grip of emotional experiences. We are bringing play into the system to unearth important, yet sensitive topics that traditionally have been too polarizing and emotionally charged to be talked about without unleashing the beast. Although emotional intelligence, mental health, and social inclusion have gained popularity in recent years, openly accepting responsibility and coming clean about the nature of the beast is still seen as a “risk.” Through play, we think we can unlock emotional charge and help people observe their unconscious patterns by normalizing the fact that we ALL have them!

The chaos of play is to be trusted and revered - the chaos of beastly emotional charge is not. In all this chaos, Beastie was born. Understanding that the world moves from order to chaos enables us to overcome our tendency towards a reaction to disordered energy in a closed system. The same fear-based energy that leads to uncertainty and destruction retains its destructive capacity with love-based energy, but instead, it destroys hate.

What differentiates Beastie from everything else is that it unites play with rigorous science to bring users of all ages and backgrounds a revolutionary system of play that increases awareness of the unconscious evolutionary patterns we need to unlearn to develop emotional muscles and flex social-emotional intelligence.

The need for productivity and the fast pace of the modern world creeps into how we teach our children. We continue to value science and logic over feelings and play. Education has become a structured system in which teachers hold power. Anything that can easily be measured and then tested takes the front stage in modern education. [30] However, research has shown that learning through play can increase physical, emotional, social, creative, and cognitive development. [31] Social-emotional learning is an incredible advance to education, but it must be integrated into a system that allows for fun, enjoyment, and pleasure. Evolutionary biology shows us play increases our chances of survival.[32] The chaos of play and the chaos of emotional evolution creates the beauty of the Beastie. Positive feedback loops that allow the system of education to promote integrated approaches to learning through play are critical. Decades of research and practice in social and emotional development have left us with a synthesized body of knowledge that integrates the developmental and applied sciences into our system of play[33]

1) **Accept** that social, emotional, and cognitive development is intertwined in the brain and behavior and influence school and life outcomes.

2) Use our social, emotional, and cognitive skills to adapt better and experience emotional charge and conflict in relationships.

3) **Adjust** our behavior, programs, and practices to support the development of social and emotional learning

Our edge is that we cross the traditional boundaries that designed the constructs and systems that are failing us today. We think in systems. We are synthesizers of information. We are translators creating a new language to talk about this uncharted territory as a whole system. The Beastie System of Play is interconnected by three main elements that build upon NLP's wisdom, evolutionary biology and epigenetics, and the Atlas of Emotions:

1) Accept the Beastie's nature = focus on the thinking process, the way people use emotions, senses, and memories to create and understand what is happening to and around them

2) Adapt through EPIC exploration = focus on emotional language, how people use Beastie to communicate their experiences and navigate polarity

3) Adjust behavior through a play state of mind = focus on behavior, the way people prioritize their thinking, feeling, ideas and actions to support the development of emotional learning

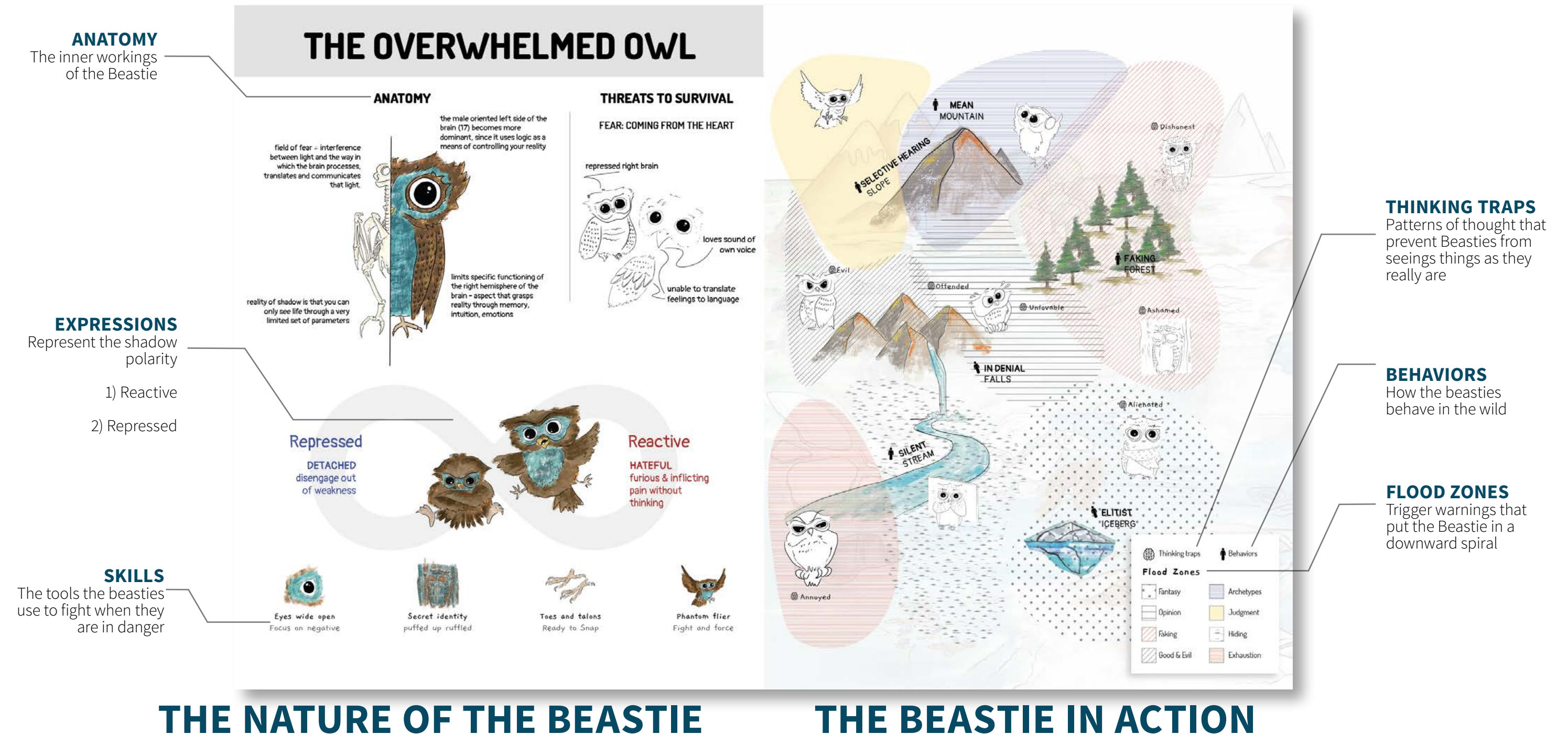
LEARNING THROUGH BEASTIE MODE

Psychoanalyst Carl Jung coined the collective unconscious in 1916, and it indicates our reality is profoundly influenced by an inherited collection of knowledge and imagery passed down through ancestral experiences. Without awareness or understanding, the beast that is our collective unconscious exerts an overwhelming influence on virtually every emotion and situation we experience. [34]

To evolve, we have to pass through the phase in our development where we learn that our emotions and actions have ripple effects in our relationships and on the collective. [35] Beasties help us understand the different physical, mental and emotional triggers that put us into survival mode and create uncertainty and chaos in our lives.

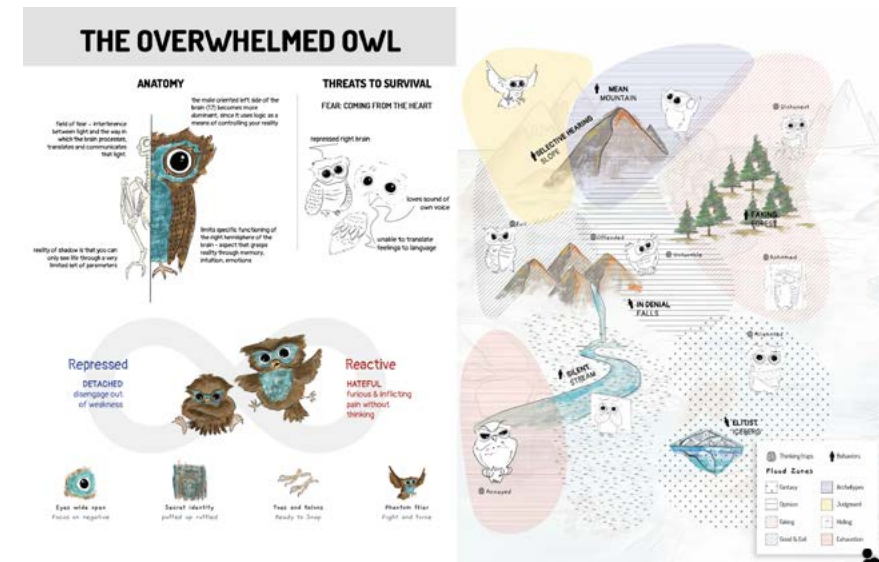
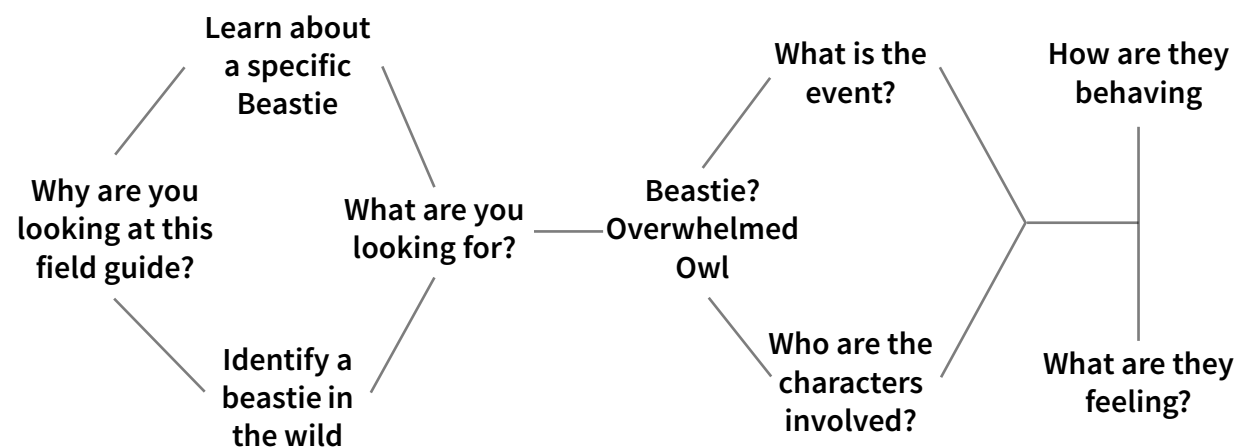
Getting people's thoughts and emotions under control comes down to being able to give them an objective way to observe them so they can capture the fear-based thoughts instead of getting caught in their web. To learn, we must venture out to explore and probe the world around us. To motivate that exploration, we designed a Beastie Field Guide to encourage emotional play and adaptive learning through discovery. The field guide helps people objectively observe the different evolutionary fear-based patterns activated by each Beastie, which allows us to look into the hidden side of our nature - the shadowy underworld of the collective unconscious. We have to take the lid off Pandora's box, and in doing so, we will discover the layers of emotional neglect that lie within us. As these layers are exposed one by one and Beastie by Beastie, people can discard the self-limiting survival patterns that they think are protecting them from danger but hurt them in the long run.

The Beastie Field Guide helps people learn about unconscious shadow behavior by identifying Beasties within our inner and outer world. We break down each Beastie to their building blocks and dissect their nature: thinking traps expose thought patterns, expressions mirror the emotional shadow polarity, and flood zones illustrate trigger warnings.



Here are two examples of the 32 Beasties. They integrate Jung's shadow theory and the Gene Keys Synthesis, an integral matrix of all human evolutionary potential. To achieve a play state of mind, we use bite-sized learning to make the information more accessible and relatable to everyone, regardless of age or level of education. Since people perceive their world through the lens of their past, communication is vital in having successful relationships. The field guide aims to increase awareness around emotions, so awareness operates even during extreme emotional charge. Many of us do not even know how we feel at times, and that is where we want to start. Being aware of our emotions means understanding how they are triggered, what they feel like, and how we respond. With that awareness, people can better communicate what is being activated inside them, removing friction and barriers that lead to conflict and misunderstanding. We ask people to meet in the shadows by exploring and talking about their emotional world.

FIELD GUIDE FLOW



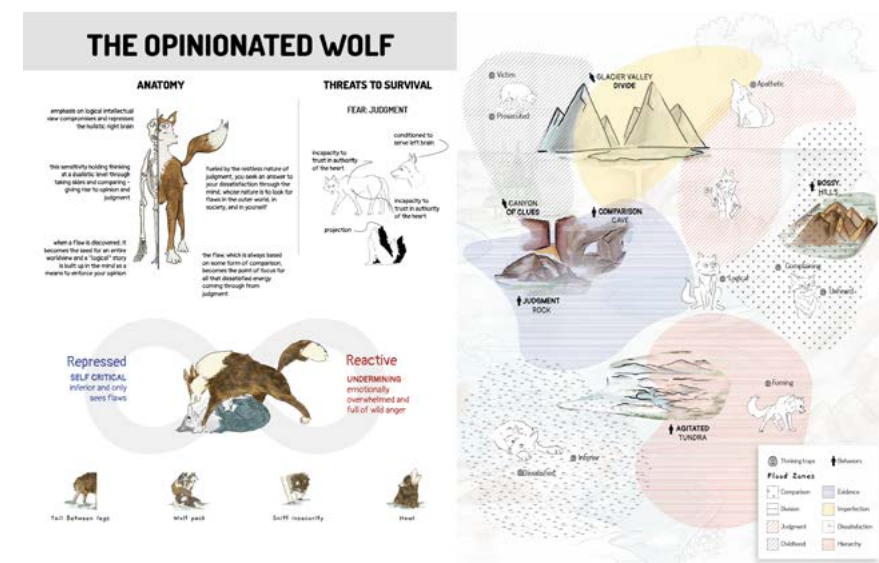
Characteristics of Overwhelmed Owl we can see in Schlafley

Angry- Upset about a blocked goal

Faking- Role and Ideology not aligned

Dishonest- Promoting information for specific source to not include the entire truth

Elitist- Need to be in power and excluding other groups



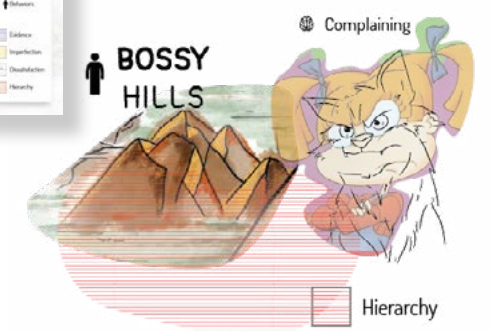
Characteristics of Opinionated Wolf we can see in Angelica:

Bossy- Constantly telling the babies what to do

Comparison- Refers to her in relationship of other characters

Complaining- Burst out in tantrums

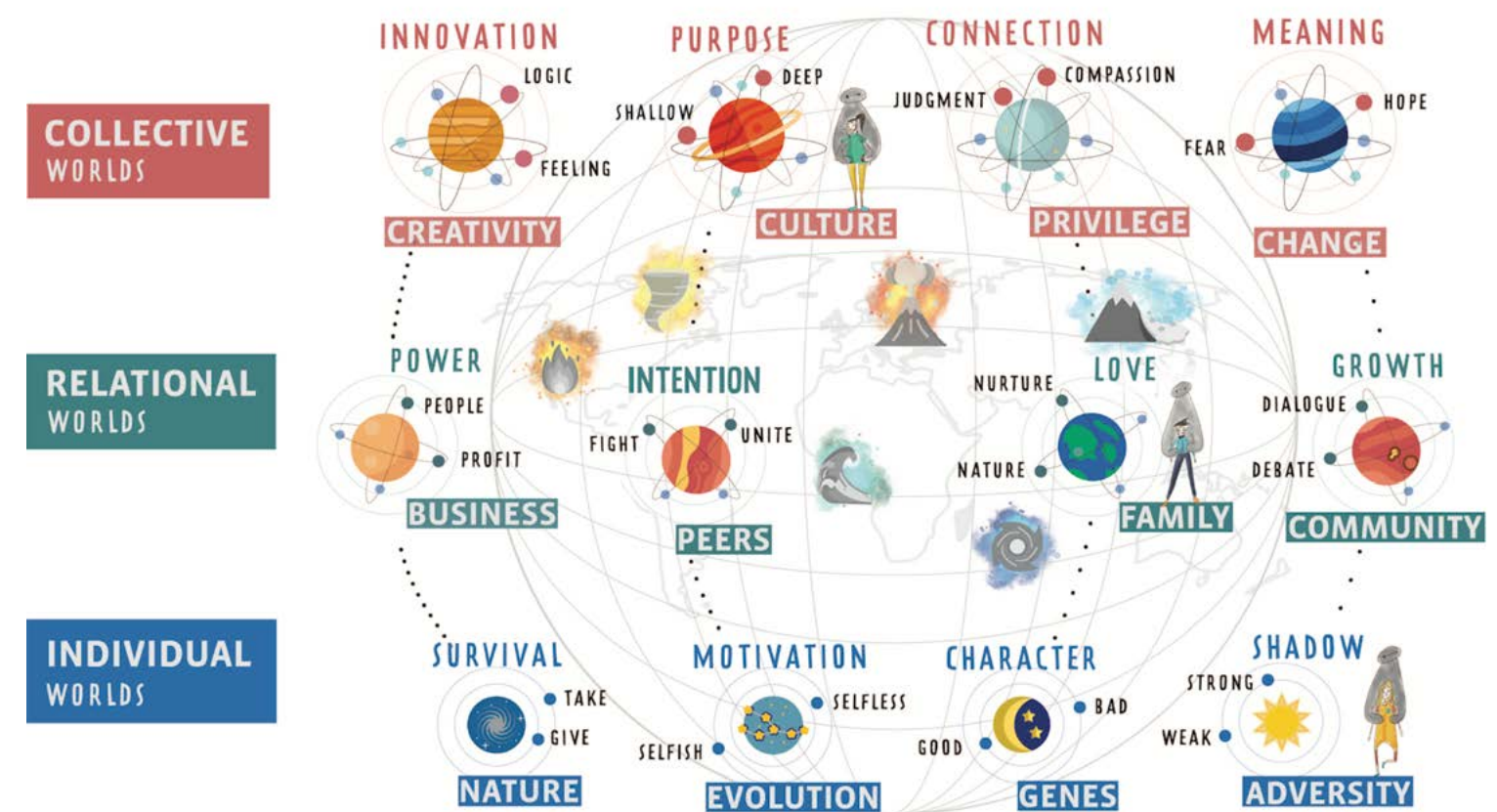
Hierarchy Thinks that because she is older everyone younger should do what she says



BEASTIE IN PRACTICE

Strengthening people's ability to control their reactions when they experience strong emotional charge requires identifying how different emotions feel. Society has programmed us to believe that emotions make us weak, so we disown and avoid them. In the process, we unconsciously disown what makes us human, bury it under layers of fear, and create biofeedback loops that trap us in that fear-based state. The illusion of emotional separation is a magnet for inner and outer conflict because we are all connected. We believe conflict and tension are necessary for growth, and we see polarities as manageable instead of something to be solved.

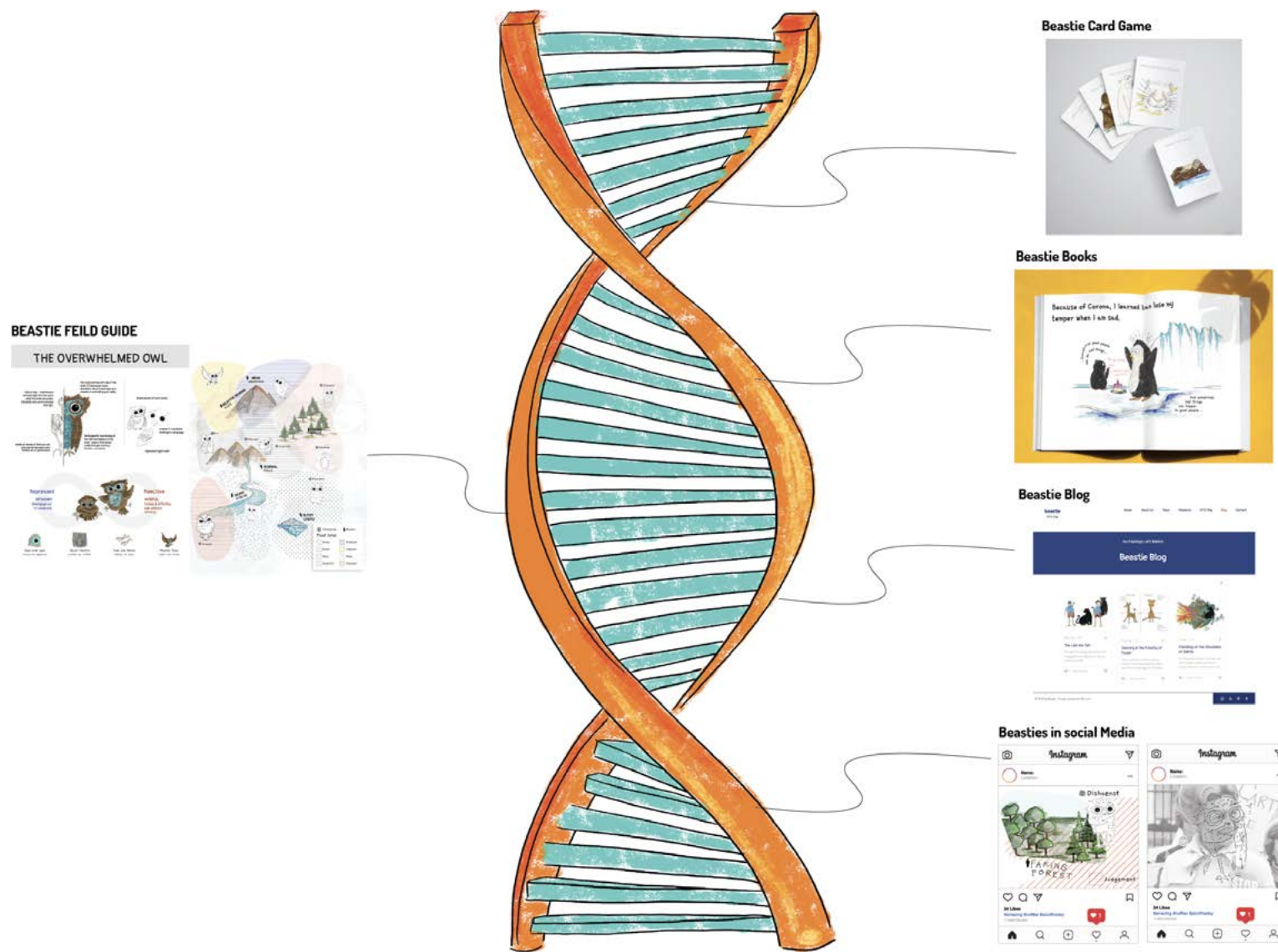
Our mission is to transform our emotional world through a play state of mind. The Emotional Climate Map represents the future of the Beastie Universe by displaying the reality of polarities and the impact of people getting disconnected from our emotional world. Our goal is to bring the Beastie System of Play into these worlds within our worlds so we can systematically expose what has been shadowed from view.



Our short term goals are to expand our offerings from the Beastie Field Guide to a series of interactive games that help parents and kids accept the nature of the beast within. We plan to scale our offerings down the pipeline and include other target populations whose developmental needs will be baked into the design. Play is not just for kids; it's for everyone. We need to play to survive. It helps us self-regulate, take others' perspectives, build personal knowledge systems, and try new things to grow into the best person we can be.

CONCLUSION

Power, control, and freedom are three emotionally charged issues flying across the world right now and lurking in the shadows. Whenever beastly themes like power, freedom, and control collide in such a big way, it creates a very chaotic and uncertain world. If these themes are uncomfortable in the outside world, they are also uncomfortable within. Where are these things showing in you? Where is your sense of power or powerlessness? Where is your sense of freedom or lack of freedom? Where is your sense of control or lack of control uncomfortable for you? The gift we hope to give people through Beastie is to learn to embrace uncertainty and turn inward rather than run from it. That is the only way to unearth the beast within us and get to know the nature of the real enemy: avoiding the root of the problem.



STANDING ON THE SHOULDERS OF GIANTS

Standing on the Shoulders of Giants

For thousands of years, it has been our fate to grope in the dark and avoid our own animal nature. Society has so many illusions about the human animal and has found signs of our primitive nature and our animal roots deeply distressing. We have covered up our darker impulses with all kinds of excuses and distorted logic, making it easier for people to get away with self-serving behavior. But finally we are at a point where we can overcome our resistance to the truth about who we are through the sheer weight weight of knowledge we have accumulated about human nature from standing on the shoulders of giants:

- Vast lit in psychology from last 100 years, including detailed studies of childhood and the impact of our early development - Jean Piaget, Eric Erikson, Dan Siegel, Peter Senge, Melanie Klein, Lisa Lahey, Robert Keegan, Terri O’Fallon
- Works on the root of narcissism and addiction – Gabor Mate
- Shadow sides of our personality, accessing states of low and deep work – Carl Jung
- Ego states - Eric Berne
- Roots of empathy – Simon Baron Cohen, Jeremy Rifkin, Robert Trivers
- The configuration of our emotions – Paul Ekman, Lisa Barrett,
- Collective consciousness, pain-bodies and patterns of behavior – David Hawkins, Eckhart Tolle
- Harnessing the power of energy to heal – Lynne Mctaggart

We pull from the advances of sciences that aid us in our self-understanding:

- Studies of the brain and impact of trauma – Antonio Damasio, Caroline Leaf, Joe Dispenza
- Our unique biological makeup – Edward Wilson

- Evolutionary intelligence and the human hive - Marilyn Hamilton
- How inherited family trauma shapes who you are - Mark Wolynn
- Relationship between mind and body – Bradley Nelson
- Physiology and neuroscience behind posture, movement and relationship to the natural world – Caryn McHose, Kevin Frank
- Rewiring our brains and reconditioning our bodies – Dr. Joe Dispenza
- Evolution of complex social systems, animal behavior – Jeremy Griffith
- Change management method - Otto Scharmer
- The new wave of spirituality - Alain de Botton, Bernie Glassman
- Regenerative systems and growth mindset - Carol Sanford
- Role of systems design in our culture and economy - Joseph Pine, Kate Raworth, Donella Meadows
- Proven practices and principles from the world of design - Moura Quayle, Joyce Yee

We include the works of many philosophers and writers who illuminated many aspects of human nature:

- Worlds within our worlds and nature of perception: Martin Heidegger, Maurice Merleau-Ponty, George Orwell, Aristotle
- History of humankind and tomorrow - Yuval Noah Harari
- Plant sentience - Peter Tompkins, Christopher Bird
- Driving consensus across conflicting groups - Juan Manuel Santos
- Sensitivity to the unseen parts of human behavior -like Henry James, Ralph Ellison, J.K. Rowling, Margaret Atwood, Andy Grammar
- Integral matrix of all human evolutionary potential - Richard Rudd

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APPENDIX

KEY PARTNERS	KEY ACTIVITIES	KEY RESOURCES	VALUE PROP	CUSTOMER RELATIONSHIPS	CHANNELS	CUSTOMER SEGMENTS	COST STRUCTURE	REVENUE STREAM
-App/Website developper	-Platform Management	-Manufacturing	A PLAY-BASED EMOTIONAL LEARNING ORGANIZATION	Get	- Social Media	PHASE 1	-Server	-One time purchase
-Illustrator	-Social Media management	-Cards	Beastie is a self-awareness tool with a new emotional language that helps you discharge, disable, and befriend negative thoughts and behaviors.	-Advertise though social media -Partnerships with schools Partnerships with NGOs	- Website	-Millenial parents "concious parents and ""unconcious parents"	-Marketing	-Subscription service box (Every month you will get a box with pertinent information that will help you play and grow)
-Gene keys	-Marketing	-Beastie Field Guide	Beastie unites play with rigorous science to bring everyone a practical and fun way to develop emotional muscles.	- Mom networks/ Grassroots in local communities	- Ad Words	-Kids	-Human resources	-Sale of service/ Curriculum
-Educational Institutions	-Community Building	-Book Offerings		-Influencers: Mommy and wellness	-Schools	-Millenials no kids	-Production/Distribution	-Resource hub (downloadables from website)
-Trauma Psychologists	-Development + Design + Research + Innovation	-Customers	HIGH LEVEL: adventure playground for the inner world		-Blog		-HR	-Online market place
-Evolutionary Biologists	-Product line expansion	-Employees			-doctors offices	PHASE 2	-Advertising through "Influencers"	
		-Investors		Keep	-Yoga Studios	-Educational Institutions	-Community Management	
				-Testimonials	-Alternative Medicine Centers	-Businesses	-Infrastructure costs	Phase 2
				-Research	-Community center: YMCA	-Therapists	-Legal	Business consultancies
				Grow		-Medical Professionals		Experiems
				-Users develop and share personal "Adaptations" + stories		-Pediatriitians		
				-Product offerings for different age/ developmental levels				

THE OVERWHELMED OWL

ANATOMY

field of fear = interference between light and the way in which the brain processes, translates and communicates that light.



the male oriented left side of the brain (17) becomes more dominant, since it uses logic as a means of controlling your reality

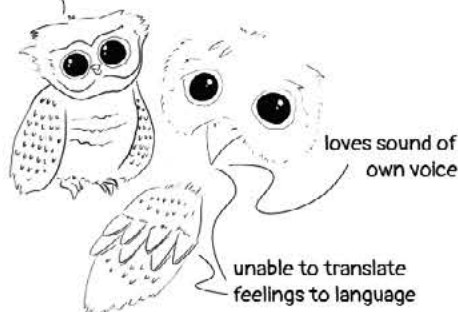
reality of shadow is that you can only see life through a very limited set of parameters

limits specific functioning of the right hemisphere of the brain - aspect that grasps reality through memory, intuition, emotions

THREATS TO SURVIVAL

FEAR: COMING FROM THE HEART

repressed right brain



loves sound of own voice

unable to translate feelings to language

Repressed

DETACHED
disengage out of weakness



Reactive

HATEFUL
furious & inflicting pain without thinking



Eyes wide open
Focus on negative



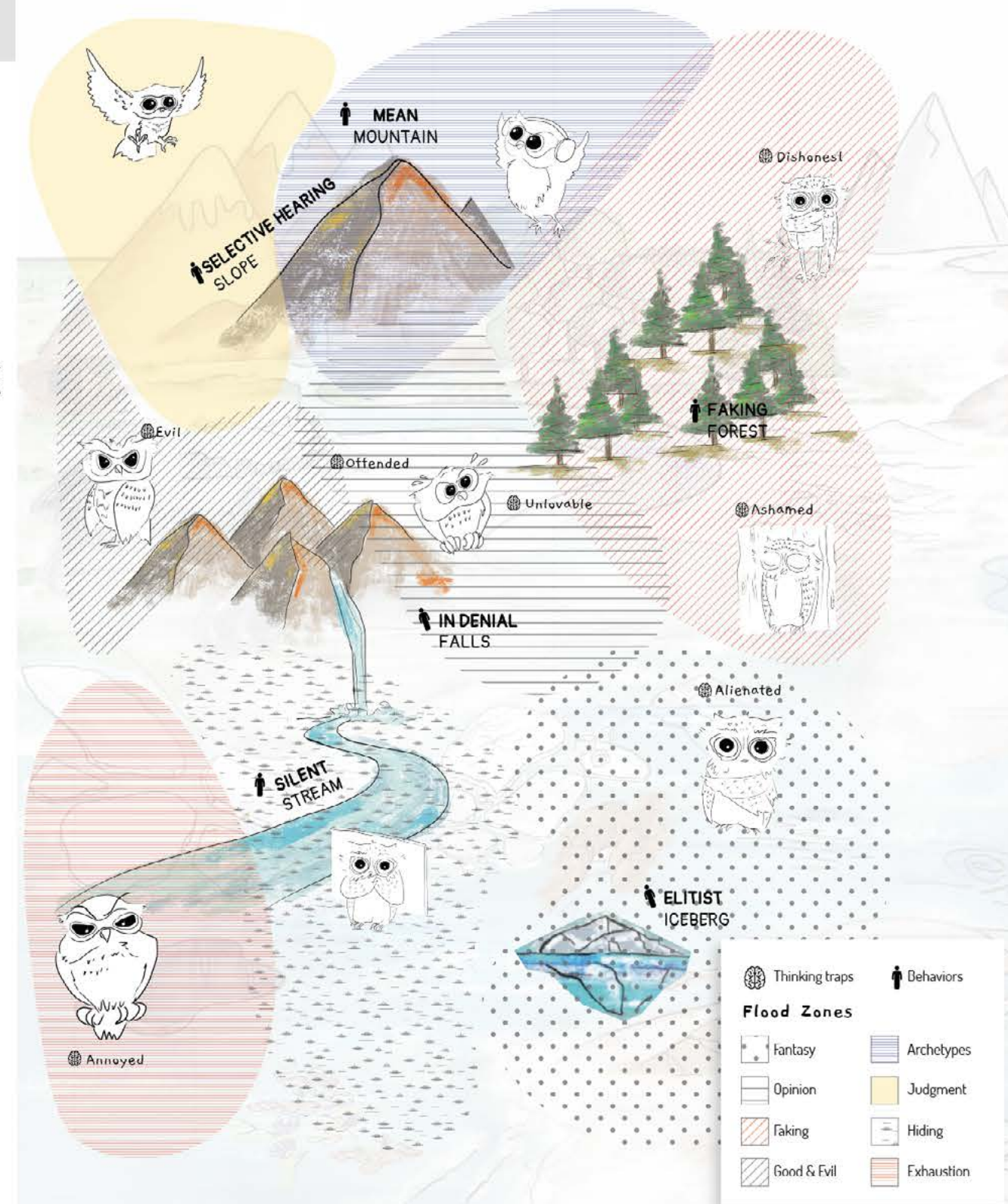
Secret identity
puffed up ruffled



Toes and talons
Ready to Snap



Phantom flier
Fight and force



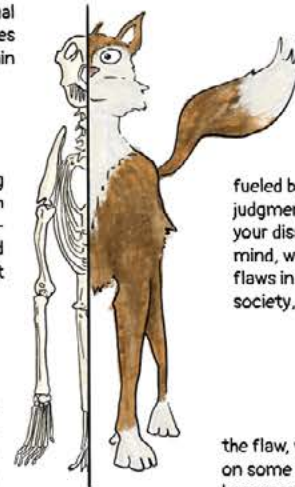
THE OPINIONATED WOLF

ANATOMY

emphasis on logical intellectual view compromises and represses the holistic right brain

this sensitivity holding thinking at a dualistic level through taking sides and comparing - giving rise to opinion and judgment

when a flaw is discovered, it becomes the seed for an entire worldview and a "logical" story is built up in the mind as a means to enforce your opinion



fueled by the restless nature of judgment, you seek an answer to your dissatisfaction through the mind, whose nature is to look for flaws in the outer world, in society, and in yourself

the flaw, which is always based on some form of comparison, becomes the point of focus for all that dissatisfied energy coming through from judgment

THREATS TO SURVIVAL

FEAR: JUDGMENT

incapacity to trust in authority of the heart

conditioned to serve left brain

incapacity to trust in authority of the heart

projection



Repressed

SELF CRITICAL
inferior and only sees flaws



Reactive

UNDERMINING
emotionally overwhelmed and full of wild anger



Tail Between legs



Wolf pack



Sniff insecurity



Howl

