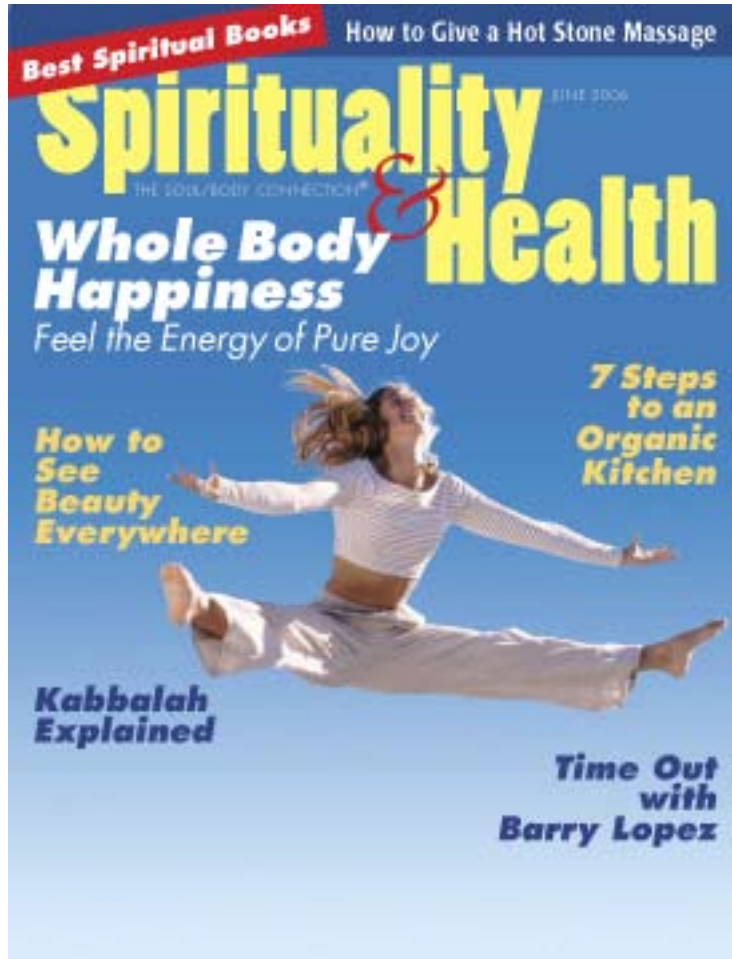


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WELCOME TO SCOUT CAMP

BY PAULA ROSCH

YOU'RE INVITED!

Please join a gathering of
solitary seekers
**mindful
misfits**

&

joyful journeyers
in a first-of-a-kind

Scout Camp

Bring your visions and viewpoints,
perceptions and prophecies
and a good pair of hiking boots

Looking forward to seeing you,

Paula Rosch



I'd had the idea of this gathering

for some time. When I'd described the people I was seeking to the 12 nonconformists who converged in Colorado, the unanimous response was delight ("Wow, that sounds exactly like me, but I thought I was alone") and relief ("There *is* a place for me"). Yet, oddly, no one in this group *needed* to fit in. Certainly their lives were conventionally fulfilling — they had families, friends, work, and hobbies. But they were driven to explore the spiritual, emotional, and intellectual unknown. They were born to scout around.

The wilderness setting was a fitting venue for the first gathering of those I call Scouts®. Scouts are by nature agents of human behavioral change. They observe the world around and within them, intuiting solutions to problems not yet articulated by the rest of the human community. These solutions are the new behaviors needed to change the way we live. Once Scouts

sense a need for change, they are driven to find a new way of living. They can no more stay as they were than they can cease to breathe. The changes they instigate aren't for Scouts alone; Scouts change their behaviors to provide models for the rest of the population.

The Scout's work comes from deep within, what one Scout calls "the essence, the spark for our energy and creativity." This reminds me of the divine spark, that essence in all of us, described from the ancient Kabbalah (see page 56) to the new theology, placing the energy of creation in everyone.

How Are Scouts Different from Other People?

Imagine that each of us is a diamond, carved with many facets. Through the surface we absorb light — stimuli — from the world around us. We modify this light and reflect it back to the world in new ways. Again, we are reminded of that divine spark.

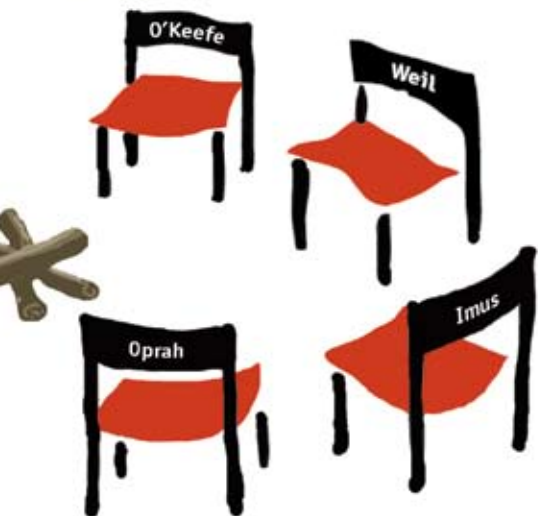
Scouts are diamonds like everyone else; they're just cut with many more facets. The sheer amount of input they receive becomes chaotic, and while Scouts are comfortable with this chaos, it takes creativity to accept, sort, and interpret all this information.

Scouts work hard on their creativity. As Louis Pasteur said, "Chance favors the prepared mind."

Scouts can spend months or years putting the pieces together, like Richard Dreyfuss' character in *Close Encounters of the Third Kind*. "It means something" is painstakingly translated into a new human behavior.

Our Behavior Reflects Our Values

Let's step back and examine the dynamics of behavior change. Transcending our many human differences are common values: intimacy, the need to be deeply connected to others, ourselves, and our world; integrity, being stewards for all we hold important; and personal growth, our striving to develop as human beings. In other words, love, truth, and beauty.



ART: DON WRIGHT; STEWART: AP PHOTO; WINFREY: ALBERT FERREIRA/REUTERS/CORBIS; DYLAN: NEAL PRESTON/CORBIS; ROBBINS: ROGER RESSMEYER/CORBIS; WEIL, DEGENERES, AND IMUS: AP PHOTO; O'KEEFE: BETTMAN/CORBIS

Georgia O’Keeffe was inspired to represent nature in her art, from the familiar beauty and energy of flowers to the skies, landscapes, and bleached bones of the southwestern desert. Her work was a soulful contrast to the chaotic and abstract style of many of her contemporaries.

Human behaviors must change periodically because the world around us changes. Yet our core values remain the same: the need for truth, beauty, and love. In the twentieth century, everything from washing machines to urbanization began to erode our connection to the natural world and to each other. By mid-century, individuals such as Georgia O’Keeffe, Aldo Leopold, and Euell Gibbons, all Scouts, began to restore that connection in their own lives, and to model it for the rest of us. These new behaviors, which connect us to our core values even amid great cultural and societal change, are called Shifts, and their momentum lasts years, decades, or longer. Shifts happen! — precipitated by the new behaviors of Scouts.

Scouts Are Independent Activists

What behaviors did the Scouts model at our gathering in Colorado? One man applied entrepreneurial skills to optimize a large East Coast food distribution effort. The proprietors of a small hotel offered their guests a microcosm of how we might live in the world: with tolerance, conversation, and beauty. A man and woman strove to free the creativity in all of us by freeing it in themselves, infusing their lives with art, music, and performance when, in the conventional sense, neither was an artist. Another man changed the behavior of companies, proving that attending to our needs for a better world is always good for business.

You would think that being with other Scouts might alleviate their solitude, but it doesn’t work that way. “I’m with others like me, but it doesn’t make me



less lonely,” said Bill. “When Scouts come together, it’s like a mosaic. The pieces are all in one place, but there’s still a lot of grout in between.”

Scouts are not joiners, and their yearning for community is not strong.

They are fiercely independent, even among other Scouts. My role is often that of Grout Scout, assembling the mosaic so that something can happen.

Separateness can give rise to isolation, and at times, Scout Doubt, reluctance at being born into this role. “Sometimes I resent it like hell,” say some of them. This is the dark side of Scout-ness. Working close to the edge, it is always possible to fall off.

Yet Scouts are by nature happy. They seek new ways of living and, having found them, move on. As Kay Krebs (paragraph in green, above right) said, “Scouts look outside themselves and are willing to be changed, to surrender to it, yet they don’t lose their center.”

Where Do the Rest of Us Fit In?

If Scouts model new behaviors, what do the rest of us do? In reality, many others disseminate these new behaviors. Translators — collaborative, other-oriented influencers — observe and pick up on the new behaviors of Scouts, interpret them, and further their adoption, often inventing props or processes to facilitate the change for everyone else. One well-known Translator is Bill Bowerman, cofounder of Nike, Inc., who translated the new fitness behavior focused on personal excellence by designing the first training shoe for fitness runners.

Scouts Are Soulful Sailors

Scouts don’t invent new behaviors; they are propelled into them. Scouts are intuitively connected to the yearnings of the collective human soul, so their behav-

iors predict the needs of humankind.

A sailboat is an apt metaphor. The boat moves fastest pointed into the wind. The wind washes across both sides of the sail, creating a pressure differential that thrusts the hull forward. Imagine that humankind is the hull of the boat, that Scouts are the sail, and that the wind is the collective soul. Scouts are driven to sail into the wind, which passes over them, creating a thrust that pulls the boat forward into a new way of being. When the Scouts' new behaviors attract the creative observer, innovation happens. Such was the case for fitness pioneers like George Sheehan, whose behaviors inspired the marketing of Nike's training shoe.

The role of these spiritually connected individuals reaches far beyond the business world. Through their new behaviors, Scouts become the agents for social, cultural, and spiritual change. It is their behaviors, observed through the eyes of Translators, that become the thrust for our evolution as humans. And the anchor for our core values of truth, beauty, and love.

Scouts Come in Many Forms

Sometimes organizations can be led by Scouts. The Bill and Melinda Gates Foundation is such a case, dedicated to promoting global equity in health care and education. Through its endowment, the Gateses model the behavior of "giving big." In a smaller spotlight, a marketing firm in Madison, Wisconsin, helps businesses "unearth, validate, celebrate, and communicate their cause — not 'what' they do but 'why' they do it," according to Jim Armstrong, its founder. The firm helps client companies offer honest and heartfelt messages

Kay Krebs had an epiphany that drove her, at nearly 60, to enter the ministry. Now ordained and soon to complete her master's in divinity, she is compelled to minister to the faithful who are not at home in most Christian congregations.

to the marketplace by modeling their own authentic operating practices.

But more often, innovation goes unnoticed, because most Scouts exist without fanfare in the normal population. There is Richard, the Colorado innkeeper who offers his guests a gracious respite; and Fred, quietly restoring the prairie on his land in southwest Wisconsin, giving us back a piece of the earth. There is Diane, teaching us tolerance through the art of conversation in her Chicago home.

Although not everyone is a Scout, many of us can be Translators. We have a vested interest in moving forward into a positive unknown. ❖

Paula Rosch has spent 25 years in new product innovation. She believes her award-winning products are successful because they prompt behaviors that keep consumers connected to their human core values. Paula would like to hear your personal Scout story, and invites you to contact her through her website, paularosch.com.

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Are You a Scout®? Do You Know a Scout?

The profile for Scouts is complex, but if you agree with most or all of the following statements, you could be a Scout.

- 1 People often tell me I am 20 years ahead of my time.
Agree Disagree
- 2 I often feel lonely even when I am with those closest to me.
Agree Disagree
- 3 It is essential for me to express my creativity in every aspect of my life.
Agree Disagree
- 4 I sometimes step "outside" myself just to watch my own process.
Agree Disagree
- 5 People describe me as intense and driven.
Agree Disagree
- 6 I am decidedly more introverted than extroverted.
Agree Disagree
- 7 Whether or not I am a Scout is not important to me.
Agree Disagree