Inspiration Economy

If motivation is the prime mover in Universe – and we are attracted into any activity by a motive, and in market economy that motive has so far been primarily the profit or at least some material advantage – than the inspiration is normally linked to the very purpose of being active, and is related to expected broader positive impact of our activity upon society.

The concept of inspiration economy goes consequently beyond, though not contrary to, profit-making. It is about creating an environment in which people wish to contribute to the common good in the first place. Instead of perceiving society just as a market where our products and services are being sold - normally with a profit, we look at other members of society, whose needs and interests we expect to satisfy and consequently contribute to making them happy. And when we succeed in this, it makes us fulfilled and happy as well. This further inspires us to continue with efforts to be more creative and productive in performing our activities, constantly learning from experience, and being in permanent, constructive interaction with other members of society. Constant learning, closer collaboration (beyond conventional clustering), innovation and sharing, have become the distinguishing features of modern society and economy.

This is at the same time one way of describing knowledge economy/society, which is distinctly different from the conventional market economy, being dominated by vested interests of big capital and huge corporations who care more about their PR than about principles of CSR. These corporations dominate also the political process, by influencing governments and law-makers in order to secure their maximal profits – irrespective of the negative impact on human health and the environment.

Inspiration Economy

The difference between the current economy in the information age, and the emerging inspiration economy is presented in Infographic No. 3 in Annex. It is not just in the way how economic activity is performed, it brings a complete change of socio-economic paradigm, a much more balanced society, with different values and opens a process to a more meaningful life. Inspiration is understood as a level where Human Capability, Changeability, Competency & Capacity is excited and/or developed with authentic and holistic feelings that integrate the power of the mind, spirit, heart and physical body (see Infographic No. 5). What is an “Inspiration Economy”?¹

¹ Taken from https://www.inspirationeconomy.org/about-iiie.
- It is a mix of many practices/processes leading to creative and proactive support of Socio-Economic Development.

- This mix of practices/processes includes entrepreneurship, innovation, learning, risk taking, opportunity seeking/creating; along with a focused and a change-driven mind-set.

- It is a type of economy that would be based on the abilities of our societies and organisations to discover and stimulate the potential and the capacities of human being for constructive, sustainable and socially responsible activities through various mechanisms of inspiration.

Chris Lucerne, coach to inspiration leaders, wrote (see Infographic No.2 in Annex): “The path to creating an inspiration economy business begins with a standard, yet essential are three elements required to build any successful business:

1. An inspiring vision,
2. A sound strategy that will manifest the vision, and
3. Demonstrating savvy business acumen while navigating the path.

These three elements are important, yet not enough to create an Inspiration Economy Business Environment. Mastery of the soft skills showcased in the graphic (i.e. integrity, appreciation, etc.) is ultimately what makes the difference.”

From the old business paradigms of the Industrial Economy and Information Economy, we are now moving into new, uncharted territory: the Inspiration Economy. The emerging Inspiration Economy is calling on business leaders to play a more inspired and purposeful role. With consumerism at an all-time high, and the marketplace saturated with choices, more-and-more people are purchasing ONLY those goods and services for which they have been persuaded (brain-washed) to buy (see Infographic No. 3 in Annex).

Further, the old paradigm of “the daily drudgery of work” is being replaced with the idea of “a purposeful and inspired play.” The Inspired Leader in the Inspiration Economy knows that creating wealth in all facets of life occurs when they inspire others to create wealth as well.

In the centre of the Inspiration Economy concept there is a new ethical paradigm: It is not: “I'll get mine and then see if there is anything left over to share with you.” Instead, it is “I support you to create wealth for yourself, and in doing so, I create wealth for myself.”

Exceptional heart and skill and a willingness to take the high road in all business endeavours is required from the actors of Inspiration Economy.

The new Inspiration Economy is based on the following two ideas:
1. People make purchasing decisions based on what inspires them, and
2. People create wealth (in many areas) by inspiring others.

The Inspiration Economy leaders anchor their organization by finding opportunities in the current challenges and inspire their most suitable structures (vision, strategy, business acumen) that address the emerging Inspiration Economy markets.²

The Relation between Inspiration Economy and Knowledge Economy
Without understanding the essence that brought about knowledge economy and then followed by what is known as innovation economy or creative economy, we would not realise the importance of inspiration economy. The latter depends on the currency of inspiration where the economic formula here would be extracted from the relationship of capacity vs. demand. It is much more similar to the knowledge asset

² Taken from http://chrislucerne.com/services/services/inspiration-economy.html.
and its role in creating unique capacity for the stakeholders, with high dependence on the intrinsic power, rather than the materialistic extrinsic power.

The influence of knowledge economy is very clear on ‘Breaking the Shield’; specifically, in chapters six and chapters twelve, where the authors give different examples of the role of knowledge in building entrepreneurial and innovative culture; finally leading towards intelligent society and culture.

The Inspiration Engineering Philosophy

The phenomenon of inspiration has been around since beginning of time, however it has never been well studied in history of mankind, as an important currency that can be used to develop the socio-economies, or engineered and developed to trigger positive change in our communities. As demonstrated in the bibliography, it has attracted lately quite a lot of attention in the academic community.

The book Breaking the Shield - Introduction to inspiration engineering philosophy, practices and success stories of inspiration labs, shows with evidence in history that the level of success of future developments depends on our ability to design and engineer inspiration. The Inspiration Engineering is presented here to break the myths and the shield that cover our mind-sets and to see how we can develop and increase the capacity of our societies with less resources.

In the book Breaking the Shield the authors Dr. Mohamed Buheji and Dr. Dunya Ahmed explore their innovative concept “Inspiration Engineering” to show how organisations, governments, and particularly leaders of change can create and manage inspiration in ways never discussed before. The authors discuss how to use inspiration to ‘influence change without power’ or ‘with minimal resources’, or how to approach problems or challenges - including failures and losses - to create from them ‘sources of inspiration’ in the communities. This book ‘breaks the shield’ in many hidden spots and help us to explore new, unseen opportunities through different case studies.

The book helps us discover how people, organizations, and societies can tap hidden powers, bolster their influence, and reach new levels of achievements by laying the foundation for an inspiration economy. The book is very useful for decision-makers, youth leaders, resilience advocates and inspirational leaders, who are serious and determined about change and legacy. It targets to change the mind-set facilitating management of all types of serious challenges and finding opportunities within each and every problem. It is a multi-discipline book and highly recommended for those who work on innovation, creativity and social development.

The book introduces new tools in management science, differential diagnostic methodologies and problem solving methods, the nature of the non-capital currency industry (as the currency of inspiration), and the creation of intelligent, inspiring enterprises in the future.

The authors have set a roadmap how to make an impact through specific practices, supported by 12-case studies on many applications that can be used to make the needed impact. This 470-page book is now available at all major global libraries as well as on global websites (printed and electronically on Kindle).

Lessons Learned from ‘Breaking the Shield’ Case Studies

The case studies demonstrate how much we need to get involved as scientists and practitioners with chronic socio-economic cases, and how easy certain problem solving could be. They are called ‘Inspiration Engineering Techniques’ and could create much better ‘quality of life’ outcomes. Exploration of the cases using multi-disciplinary approaches helps the reader to gain a mind-set that can appreciate the power of inspiration currency and hence inspiration labs and inspiration economy.

Each of the twelve chapters carries officially one main case study in the most important sectors that influence the quality of life and make society flourish. Besides these cases, the book is introducing more than forty other original examples spread throughout the different chapters. Most of these case studies were executed under ‘Inspiration Labs’. For example, we learn from the first two case studies which are relevant to the education and social development programmes, the importance of proper diagnosis
starting from the collection of knowledge that flip from stages of observation to absorption and realisation of the problem.

The transformation and the maturity of realising the socio-economic problem help us to manage the mind-set, as well as the business model. This helps us to overcome the assumptions that control the paradigms and to undertake unlearning and then go for a new learning process about the problems outcome, through a technique called ‘visualisation’. This can be seen, for example, in the case of emphasising capacity of the early detection of non-communicable diseases of the primary care and family medicine in health centres.

Finally, one could see that all the cases focus on delivering one lesson learned: that is the importance of believing in the capacity of ‘Influencing without Power’ as a concept, which is unfortunately still rarely used in management today. Inspiring the total lead time for emergency beds and easing admissions in hospitals, based on the level of urgency of the respective cases, is one of the many examples in challenging issues in healthcare institutions that could be solved by this universal approach.

**Closing Thoughts**

In line with the rather recent “discovery” of economists that human happiness counts more than the whole GDP, the concept of “inspiration economy” reminds us about the very purpose of our economic activity. This approach helps us to escape from the futile intellectual “hamster's turning wheel” – in the sense of confusing the purpose with the means of human activity. It is becoming increasingly evident, that our biggest challenge in the 21st century is neither technology, not choosing the proper management systems, but to reintroduce more ethics and rationality into economic processes. The latter are societal processes in the first place, and could be – for analytical purposes -- observed also from their economic-technical aspects.

There are numerous signs that this “re-humanising of economic processes” is gradually happening. When observed from a broader perspective, it does not reduce even their micro-economic efficiency. In fact a more organic balance tends to get established between the “micro” and “macro” economic perspective. Is it so difficult to understand that allowing gains at micro level from disrespect of environmental balance, hits us back very quickly at the macro level – in terms of global warming at planetary level – and with huge damages and expenses! We seem to understand it better and better lately, after having to face the very high price we are paying for lack of responsibility. In the Nordic countries they have a very educational saying: "We did not inherit our environment from our fathers and grand fathers, but we borrowed it from our children and grand children!" One should only wish that this common sense perspective would spread with more speed and intensity, as well as geographical coverage.

This book and the activities of the International Institute of Inspirational Economy are making an important contribution in this direction.

**About the Authors of the Book**

The two Bahraini authors are academics and researchers in the field of socio-economies and are among leading international experts in the field of Inspiration Economy, Resilience and Youth Economy. The two authors have developed these concepts. Dr. Mohamed Buheji has 18 books on the subject and has been recognised by CEEMAN with the world best researcher award on management subjects for 2017. He is also the Winner of the Best Researcher Award 2017, and received the Fellowship of World Academy of Productivity Science. Dr. Dunya Ahmed works as the expert of National Plan of Woman Empowerment in Bahrain, besides being a teaching professor at Bahrain University.

**Prepared by:** Prof. dr. Mohamed Buheji and the KEN Secretariat Prof. dr. Boris Cizelj and prof. dr. Ajda Fošner

**Sources used:**

Other suggested readings:

Infographic No. 1: Breaking the Shield

Source: https://www.amazon.fr/Breaking-Shield-Introduction-Inspiration-Engineering/dp/1480848069

Infographic No. 2: Inspiration Economy Business
Infographic No. 3: Inspiration Economy Business

<table>
<thead>
<tr>
<th>Information Age (Current Economy)</th>
<th>Inspiration Economy (Emerging Economy)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hard Work is Everywhere.</strong> We have been conditioned to believe that our worth is directly related to “how hard we work” and that the only way to succeed is through “hard work.”</td>
<td><strong>Inspired Play is the Way.</strong> When we are grounded in life purpose and see deep meaning in our contribution, we are naturally motivated and innovative. Our contribution becomes fun and engaging.</td>
</tr>
<tr>
<td><strong>Competing and Achieving the Goal is the Only Focus.</strong> With this comes stress, which compromises our health, demolishes our relationships (especially our relationship with ourselves), and sacrifices a happy life.</td>
<td><strong>Adding Value and Inspiring People Creates Meaning.</strong> Aligned with purpose and play, the notion of scarcity and competition is replaced with collaboration. Vitality, creativity, and motivation are experienced by all.</td>
</tr>
<tr>
<td><strong>Earning Money is Most Important.</strong> Unhealthy relationships with money and a distorted view regarding the importance of money abound.</td>
<td><strong>Wealth is for Everyone.</strong> As we support others to create wealth in all aspects of life (including money) we simultaneously create wealth for ourselves.</td>
</tr>
<tr>
<td><strong>Rampant Consuming Tries to Relieve Stress.</strong> Spending gives temporary relief from stress (i.e. entertainment, gadgets, diversions, addictions, etc.). And then more spending is required to “feel good” once again.</td>
<td><strong>Healthy Abundance is Experienced By All.</strong> Gratitude and healthy abundance is enjoyed equally in all facets of life (career, finances, relationships, health - physical, emotional, spiritual, etc.).</td>
</tr>
<tr>
<td><strong>The Life Taking Cycle Repeats.</strong> This unconscious vicious cycle never ends, until and unless we wake up to a different way.</td>
<td><strong>The Life Giving Cycle Repeats.</strong> This conscious ongoing cycle deepens and ripples play, purpose, inspiration, and wealth out into the world.</td>
</tr>
</tbody>
</table>

Source: [http://chrislucerne.com/services/services/leaders/inspiration-economy-business-model.html](http://chrislucerne.com/services/services/leaders/inspiration-economy-business-model.html)

Infographic No. 4: Inspiration Economy Enablers

Source: [http://chrislucerne.com/services/services/leaders/inspiration-economy-business-model.html](http://chrislucerne.com/services/services/leaders/inspiration-economy-business-model.html)
Infographic No. 5: Inspiration Economy

Source: https://www.inspirationeconomy.org/about-iiie