

## **1<sup>st</sup> Motivation: Fear**

So, let's look at first of all these six different motivations so you have a sense of them. The 1<sup>st</sup> motivation is fear. Now, you'll notice something really interesting here. On either side of these Colors we have keynotes. So for example, on either side of fear, on the left side we have communalist and on the right side we have separatist. These themes are about something that's called trajectory. I don't want to give you too many complex concepts to work with, but this is something to keep in mind. Trajectory is very important for us because it tells us, it shows us, those moments where our Personality, our mental process, is moving in the right direction.

## **Trajectory**

So, let me give you an example. Let's say that you have the 1<sup>st</sup> Color, and let's say you have the 1<sup>st</sup> Color and the 1<sup>st</sup> Color is Left, it's on the left side. What that's going to mean is that you're going to move from being a separatist to a communalist in your process. In other words, whatever you are, you start on the other side, the opposite side, and move towards what you're intended to be.

So for example if you're fear and you're on the left side so that it looks like you're supposed to be a communalist, you're not. You're starting off as a separatist first and moving towards being a communalist. In other words, this is your trajectory in the way in which you conceptualize, in the way in which you form concepts. And I'll give you actual concrete examples when I look at your individual designs.

## **Motivated by the Unknown**

So let's start with fear. What's fear all about? To be motivated by fear is to be motivated by the unknown. This is the foundation of conceptual intelligence. This is really what intelligence is about. Intelligence is, "I don't want to be afraid. So let me understand." So this is what this fear means. Don't get stuck in the sense that you're being motivated because you're afraid of something. Yes, obviously there is some component of that, that can be in that. It's not really what it's about. What you're afraid of is what you can't understand.

Remember, this is the mind. It's the foundation of the mind. Lift up every rock, look and see what's underneath. Keep on digging until you have all the information. This is the foundation of conceptualizing. So these are beings that are motivated not by what's knowable, but by what's unknown. In other words, this is about trying to

understand things. So these are natural learners. In other words, it comes very natural for them to develop a concept. They're going to have to do their research. They're going to have to dig in; all of these various things. But they're motivated to understand, to make sense of, and to know in the language of the circuits in Design.