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## The Creation Society What is it? and How to become a “Creatrepreneur”.

By Kevin Barrett



I published an article in the year 2000, when I was working and living in Australia. Actually, parts of the article were put together over a ten year period prior to that time. At that time Australia, had just recovered from a 9 year recession that had similar attributes to the “Recession”, we are at the start of now. Similar in that it was triggered by a collapse of the property sector, fueled by improper controls employed during the lending process. That maybe an over simplification but I think it is quite accurate.

I could go on for an entire book as to what I think caused this situation and also come up with some pretty accurate solutions, but that’s not the purpose of this article.

The purpose of this article is to give some background and hopefully some suggestions that we can use to help us really take advantage of the current market conditions.

And I think that is the real “Good News” here.

*(Also to get some additional background you may want to use this link to review the article I wrote in 2000 and again re-published in 2005, it has some very good points that are still very valid today, [“The 12 Faces of the New Millennium, Master Then Now”](#). )*

### What is the Creation Society?

Over the past 20 years we have seen very rapid changes in all areas of business. We have moved from the “*Information Society*” into what Peter Drucker called the “*Knowledge Society*”. Over twenty five years ago he coined the phrase “*Knowledge Worker*”. Large Companies are searching for ways to create an environment for “*Creating Knowledge*.” A good book on this topic is “*Knowledge Creating Companies*” by Nonaka and Takeuchi.

Maybe at this point it would be good to make a quick review of the various “Society” changes (Transitions) that we have undergone in recent times. The actual position on the “Time Line” for these various segments will vary, and the preciseness of the various positions is really not that important, since, I am only listing them out to provide a “Context” for discussion here.

### First a little background.

Let’s go back to one of the earliest “Societies” and that was what is referred to as the “Agricultural Society”.

The members of that society, to exist and function successfully, had to be adept and learn skills that were important for their existence. Now they did not have control over the natural elements, but they certainly did have to be very good at reading the Climatic Conditions. Not only being able to read the climatic conditions on an annual basis, but also having the ability to read and predict these changes over decades.

They also had to be pretty self sufficient, and they often made quick, and independent decisions, based on the concrete information they had available to them. More often than not these decisions were based on their “Gut” feelings. We call that intuition now. I have a list of 7 key characteristic’s that were required to really be successful as a member of the “Agricultural Society”.

Not too important since, we are not about to return to becoming a member of the “Agricultural Society”, any time in the fore-seeable future. However, it does become important to understand some of these characteristics as we move forward in our current society, as I will explain a bit later on.

We then moved into what is called the “Industrial Society”. The age of automation, consistency, mass production, and what I call, the “Importance of Time”. Almost everything was measured by “Time” and it became our quest to control “Time”.

The transition to the “Industrial Society” was dramatic. We had to educate a whole new society, with a new set of skills that would permit those members to successfully function in that society. In fact, our current “Educational System”, was founded during that time, and by and large still functions, to develop the skill sets that are required for us to operate in the “Industrial Society”. That’s an entirely different topic, although germane to what we are talking about, a detailed discussion is again not necessary for us to move forward.

In a sense we had to re-program people away from the characteristics that were required for them to be successful in the “Agricultural Society”, to skills that were needed to make the “Industrial Society” work, forgive the small pun here. Most of the people had to become “workers”, another term that could be used is “Human Autobots”. Independence, problem solving based on information and “Gut”, where not desirable characteristics. We did, however, need to have people trained in reading, writing, communication, mathematics and the sciences, and most importantly the effective use of “Time”.

As we moved through the “Industrial Society”, we began to realize, that we started to collect, huge amounts of data, and this data could be helpful in improving the effectiveness of the “Industrial Society”. This was actually the start of what has been called the “Information Society”. Over time we came up with more effective means to collate and store the vast amounts of data and information. It is interesting that one of the key characteristics of the “Information Society”, is the need for precision and accuracy, along with the need for speed.... “The Effective Use of Time”.

These are similar characteristics that our Current Educational System, has actually been able to adjust to, quite effectively.

Now that brief summary brings us fairly up to date to now, firmly entrenched, in what Peter Drucker called the “Knowledge Society”.

When we look at these various “Transitions”, and try to understand what took place on we “Humans”, we can begin to gain a better understanding of what is required for us to move forward.

Interestingly, some the ‘Key Characteristics” of being a successful member of the “Knowledge Society” are the same “Characteristics”, which are required for being a successful “Entrepreneur”.

Volumes of “Information” can be obtained on that topic. Notice, that I have used only the word “Information”, there is a reason for that.

You see, when you think about it, it is a natural, logical progression; “Information” must be converted into “Knowledge” and “Knowledge” must be then used to “Create”.

It must be used to **Create something!! Create Anything!!**

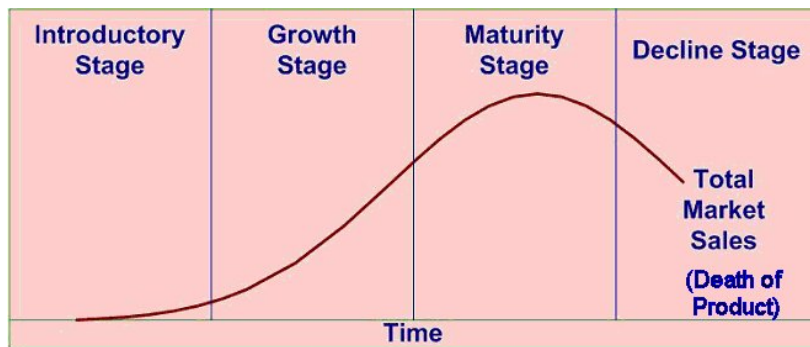
That is why I personally believe we have already passed through the “*Knowledge Society*” and are moving into the leading edge of what I have been calling the “*Creation Society*”.

We must begin to transform “Knowledge” into “Something of Value”..... Whether that “Something of Value” it is a solution, a new product, a new way to sell our products and services to the market, or to sell—**YOU**, by re-inventing ourselves in a new way.

The leading companies in the world have realized more than ever, that the greatest assets they have are their “Human” Resources. Each member of the organization must be able to gather information, convert that information to knowledge and apply that knowledge to the creative solutions that will differentiate them from their competition. In short they need to gain a “*Competitive Edge*”, or what is often called “*The Competitive Advantage*”.

However, The *Economics*, of doing business over the past 15 years has caused many of the Large Companies in the world, to cast off their greatest assets, their “Human Resources”. Many of the strategies that were employed, by the larger companies “To Do” business, were strategies that were really only designed to extend existing business. They were “Stop Gap” measures, that only had the function of letting companies “take in a few more breaths”, before they expired. This metaphor may sound harsh, but it is accurate. You only have to look at what caused the “Request for Bail-outs”.... and quite frankly, a “Bail-out”, is only an extension of that “Strategy”.

let me explain. We are all familiar with what is called the “Product Life Cycle”. Here is the Chart for a typical product life cycle.



## Product Life Cycle

When a “Product” has lived its “Natural Life Cycle”, we can do things to extend that life, but they are only techniques to give us a little bit more time. The inevitable fact of its “Death” can not be changed, just when that will happen.

“Systems” are very much the same way, as are “Societies”.

In 1918, Oswald Spengler wrote a book called the “Decline of the West”, (*Der Untergang des Abendlandes*). It was a study of the “Rise and Fall of Civilizations”. He put forth a Theory in that book that hypostasized the reason for this “Rise and Fall” of Civilizations. This theory could be translated into being called the “Challenge

Response Theory". This theory could also be viewed as a model for "Product Development"... or "Entrepreneurship".

I will paraphrase the Theory, *"all civilizations will encounter a "Challenge" at a certain point, and when this civilization meets and overcomes this "Challenge" in a beneficial manner it will grow and prosper. When a civilization stops meeting its "Challenges", in a beneficial manner for the entire "Society", that Civilization will begin to decline."*

The same process can be used for Business and for Entrepreneurism. This is outlined above in the "Product Life Cycle" chart. New products are born out of needs and challenges, and these products will grow and prosper as long as those products continue to meet the needs of the public.

At the time Spengler's Theory was viewed as very pessimistic and cynical of people and civilizations, due in part to one of his premises, and that premise was, Human's were not able to continually overcome or prevent the "Decline" part of the "Cycle". Looking at Spengler's reasoning, one could say that he viewed the world (universe) as a "Closed System", and as a "Closed System" the inevitability of "Decline" and "Death" was supported.

The world (Universe) and what it contains... Civilizations and Societies can also be viewed as an "Open System". I prefer this viewpoint, because it is a more "Optimistic" viewpoint and it affords an infinite number of future solutions. (or in this case it is spelled as SOULutions.)

Business can also be view as an "Open System". In business as in life, we reach a point, a point that, Ilya Prigogine, Nobel Laureate, calls "The Bifurcation Point". Bifurcate means "to break into two branches" – The Moment of Truth, the Tipping Point, or Decision Time.

Prior to this "Bifurcation Point", a business will experience, an overload. Prigogine refers to this overload as "Necessary Entropy". This "Necessary Entropy", must be dissipated in an effective manner. Sooner or later, the business will reach its "Bifurcation Point", and will either cease to exist as a viable system, because of the overload or it will evolve into what Prigogine has called a "spontaneous escape into a higher order".

Our current "Knowledge Society" has reached this "Bifurcation Point", and will cease to exist, if it does not make this "Spontaneous Escape to a Higher Order". In either case the "Old Way" will no longer be valid.

The new "Creation Society" as I like to call it, requires different new skill sets. Interestingly, it requires and incorporates many of the same skills that were required to succeed in the previous societies.

The people that assimilate, and take on these past forgotten skills, will make the transition first.

Being just an "Entrepreneur" will not do it for us. It will not "Cut It"... In other words being an "Entrepreneur" is like being part of a dying profession.

That's why I prefer to use the word "Creatrepreneur", and define a "Creatrepreneur" in such a way that will allow us to DO the things that will express the businesses we want to HAVE. I am sure you have not missed the progression here, it is part of the Creative Process, Be, Do and then Have.

Being a "Creatrepreneur", takes some time, it takes the ability to be able to see the larger picture and then zoom in on the various needs and then "Create" niches and products. But these products, goods, services have an appreciation for the larger group as a "Whole". That last statement may be construed as being a "Green Statement". The solution maybe a niche solution, but it will also be a solution that has the "Whole" as its primary motivator.

Let me ask a question here. When was the last time, we had a "Fad Product" hit the market? I am sure we can come up with some, but the "Hula Hoop" and the "Pet Rocks" are product concepts of the past.

A "Creatrepreneur", will create "Things" of "Value" .... For the "Creatrepreneur" the recognizing of the natural "Bifurcation Point" is the seed for "Creation".

Now to answer the question as to when we will know, when we have reached a "Bifurcation Point"... That's easy to answer.... when we start to experience continued "Stress" from expanding our business or from any challenge for that matter.... It is a clue that we have reached the point "Moment of Truth"

It is at that point we then need to "Relax", take time and "Think".... Move and sift through our "Unconscious Data Base" of thoughts and begin to link up these to a unified Solution. This "Solution" will often be a "Quantum Leap" Solution. This is the reason I like to use my version of the spelling of Solution, which is "SOULution". Because it does take SOUL, to do this.

We may hear things like this..."I have Too Much Business already".... "I don't have time to do these things" or "I am just trying to keep my head above water". Statements, like this are statements of "Stress" and they are clues for the "Creatrepreneur", to stop and begin the process of "Thinking", realizing that we are at a point for moving to a higher order.

The previous "Society Transitions" have had at its basis or foundation, "The Importance of Time", and the effective use of time..... Usually translated into the "Need For Speed". While this is important, we need to take on an earlier attribute that our ancestors had, earlier on in our development. As "Hunter and Gatherers" and also during the "Agricultural Society", we took time to tap into the large "Cycles of Time" and use our "Gut", to solve some of the problems we faced. We were perhaps much more "Introspective".

Not being around then I can only surmise that. But, I think it is a pretty good guess, because when I tried to Model their Behavior, I find that my mind slows down, as does my body and I begin to do a lot more thinking. Well, at least a lot more "Creative Thinking".

Another thing that I find interesting, is that currently in business, we hear the words, "I don't have time, to listen t the full story, cut to the bottom line".... Or, "I have so much information coming in that I don't know what is important and which one to focus on".

***In fact, most of the people reading this will not have made it down to this point of the article.***

Most, will have missed, the significance of reviewing some of the background related to this and have been distracted by, things related to their business or life.

Now I am not saying that all of these "Distractions" are not important. Some of them are.

We are at a "Critical Juncture" for our Society and for Business. The "Best Term" to describe this point is Prigogine's term. We are at the "Bifurcation Point".

A great book on this is a book by Bill Harris of Centerpointe, called "*Thresholds of the Mind*".

He goes into great deal about this and I have found that there is a very strong parallel to this process in humans to that of Business. In fact, I use this model, when determining the "Stress Points" of a business and coming up with the "SOULutions" for that business.

One of the first things I tell people, that tell me "that they don't have time to listen", or "just get to the bottom line."

I say to them... "You are 100% correct you don't have the time.... And I am also 100% correct, you "Don't

have the Time”, NOT TO TAKE THE TIME.”

If you are going to make a decision, isn't it better to have most of the information so that you can make the best possible decision?

From a business standpoint, we need to be able to allow more time to be channeled towards the “Creative Process”. In a large business environment, over the years, they have employed systems to make more effective use of time for increase productivity. The vast majority of these large companies focused on productivity and more sales.

There were a few large companies however, that focused in on “Creativity and Innovation”. One of those companies was 3M. How did a large company create a platform for “Creativity and Innovation”. Well, when you examine how 3M was structured, you will find that it was actually made up of “Small Business Units” that were very independent and autonomous. They still had to comply with “Corporate Targets”, but these units, were a “Hot Bed” creativity and communications. They were prolific, in their search for solutions.

Most large corporations have lost this ability to “Communicate” within the organization. To continue with the metaphor of Prigogine, Most large companies operate as a “Closed System”, where as a company like 3M that had structured itself as “Small Business Units”, operated as an “Open System”.

“Closed Systems” has at its end the, eventual death. An “Open Systems” has the potential for a higher order of existences.

As I mentioned earlier, large businesses are having trouble surviving, people are being laid off, made redundant. Where are these people going to go? They are going to move into the “Small Business Sector”, with the “Most Precious” commodity they could possibly own, their own “Knowledge”. “Knowledge” gleaned and garnered from the very companies that they have left.

Now for the real *GOOD NEWS*, the “*Creation Cycle*” for new products and solutions will stay with the people that have left and not with the companies. This can and will be used to accelerate the growth of **OUR** “*Creation Society*”. We have become the benefactors of this Revolutionary Change.

How can we take advantage of this exciting Change? Easy! By being and becoming “Creatrepreneurs”.

We have seen a little bit of the impact of this change over the last 10 years. We have seen the growth of the “Internet Marketer”, home based businesses. And while the growth of these businesses will continue to impact us, in the near future, it is only the first stage of the development.

These “Small Businesses”, must begin to break the mold of not learning and trying to find the quickest possible solution for their predicament. This mind set was the mind set of Large Businesses and while it worked for awhile, we are now seeing that those strategies will not work in the long run.

### **So, “What is the Small Business Creatrepreneur to do?”**

Let me share with you how some Small Business Professionals are doing for this “Transition”. In fact, this is taking place right through companies both large and small. Whether, they are on the manufacturing floor, in the Chief Executives Office, or the Sole Proprietor. People are beginning to take the time to learn as much as possible about all aspects of business and translating that into “Knowledge”.... The fact is that “*Everyone*” must become better at Sales, better at Management, better at Marketing, better at Communications, for businesses to survive let alone grow.

A few people are now looking at the areas of their business and personal life that they need to master in order

to become the leader in their field. As they examine each one, they realized that there are no shortcuts when you're striving to be the best. As they are making their way to the top, they are optimistic and looking forward to the challenges they will face.

Let me present to you a "Vision" for you to become a leader, one of the leaders of the 21st century.

Having a "Vision" for the future is one of the key components for achieving your goals. Rating closely behind a "Vision" is "Purpose" and "Values". Purpose is your reason for being and values are the way in which you do business. When your "Purpose", "Values" and a clear "Vision" for the future are all aligned, it makes putting into place and acting upon your "Goals" much easier.

From that it is very easy to arrive at the "Strategies" for achieving those "Goals".

Achieving goals in turn gives added clarity of "Purpose". A "Success Cycle" is then reinforced and it becomes stronger. Our daily "Actions" are then aligned giving them added focus and strength.

We need to be able to "Manage our Time", to give us "More Time" to develop "Creative SOULutions".

To do that we need "Systems in Place"....

The system I use called ["Infusionsoft"](#).... with Infusionsoft, I can manage and "Automate" most of the "Key Aspects" of my business, so that I can focus on the real important parts of life and business.

In short, it gives me "TIME" to BE a "Creatrepreneur".

The "Choice" is now yours.

Are you at your "Bifurcation Point"?

Are you at the point, where you "Don't have Time, NOT to take the Time", to move to the next level?

If you are, let us know how we can help.

(This article is part of chapter for a book, related to "Developing Creative Business SOULutions", which is currently in progress, by Kevin Barrett. Kevin Barrett, is a Business & Training Consultant, with KJ Barrett & Associates and likes to refer to himself as a "Creatrepreneur". He is also a practitioner of N.L.P. and Time Line Therapy, trained in Eriksonian Hypnosis, and trained as a Silva Method Lecturer by Jose Silva. Kevin is also a ["Certified Marketing Automation Consultant" for Infusionsoft](#) and can be contacted at [www.kjbarrettcrm.com](http://www.kjbarrettcrm.com) for your business needs.)