

THE ALPHA BET

A SIMPLE GUIDE TO SAVE A COMPLEX WORLD

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#AlphaInfluencer #TheAlphaBet #Hindsight2020 #2020theory
#GoodLifeGoals #GameB #Esoteric #ThinkTomorrowToday

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For those generations before me who lived, loved and worked tirelessly to build the incredible world we enjoy today. And for my kids who, along with their generation, will inherit the world we are building for tomorrow.

ABOUT THE AUTHOR

Derek Morrison is co-founder of *Think Tomorrow Today*, a 501c3 nonprofit dedicated to advancing society with greater social and environmental responsibility measures. For more than a decade, Derek has also owned and operated a business that helps young children develop social skills and physical literacy. He is part owner of, *XEIA*, an artificial intelligence company designed to give 99% of profits to those in extreme poverty. And he is the creator and writer behind 2020 Theory (www.2020theory.org).

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LETTER TO THE READER

I believe you have a larger purpose than working 1/3 of your life away and worrying about money. You deserve a world in which your attention isn't monetized; a world that respects the symbiotic relationship between all of humanity and nature on this little bright green and blue rock we share within a vast universe. I dream of a world where profit alone doesn't inform decision-making. Instead, creating positive outcomes is the true driver of business and government decisions. And I think something is broken when 80% of humans on planet Earth live on less than \$5,000 per year.

Can you imagine a world with not one child suffering from disease or food insecurity? It's now possible. An entire planet with opportunity for each person to become her/his best self is possible. A future that incentivizes you to be healthy and enjoy life to the fullest actually can be the reality soon. Technology and globalization are exponentially advancing and can bring us together if we transform our ways, or tear us apart if we choose to do nothing.

I see a world of abundance and opportunity, but one that has been accidentally siloed away instead of skillfully shared. We are an advanced civilization and we can no longer operate according to rules of the past. The Alpha Bet is a proposal to rewrite the rules, starting with the ways in which you and I can affect change to improve our individual livelihood. You'll find lots of activities and thought experiments to try out in this book, so I recommend having a highlighter nearby so that you can come back to a question or an activity that

connects with you, should you not have time at the moment you first read it.

In the following pages, you will find a bit of a different writing style than you may be used to, because I want to make our exchange conversational. You'll find lots of bullet points to sum up various ideas, ellipses for dramatic pause... some CAPS to highlight what's important, plus a sprinkling of profanity and EXCLAMATION POINTS!! Consider these each separately and altogether a wake-up call to see the new world. Or, a slap to your face, if this sounds better. In any case, get ready to realize there are simple solutions to some of the problems we have created as a society. Yes, WE.

You are spending some time and money on this book, and I promise to do my best to use it wisely. The least I can do is introduce myself here. But keep in mind, what really matters is your story. Your trials and tribulation, your experiences and unique abilities are the foundation of the legacy you will further strengthen after today. I hope this book is the “holy shit moment” in your story...meaning that you take one of the actions proposed in this book and create the surprise twist in your life that sets you on a path to true happiness, wellness and balance. This can be the beginning of a brand-new chapter, a chance to shift your life toward a greater purpose, greater substance, and ultimately greater capability to demonstrate your values to the next generation.

For more than a decade, I have been the owner of a small business dedicated to teaching physical literacy and social skills to young children. Previously, I spent years barely scraping by, working tirelessly with little reward, and even had a couple businesses that failed and destroyed my life

savings. When things started to finally work out for me and my current business began to support itself, I was able to lift my head out of the paperwork and the stress to really see the big picture. That's when I realized the incredible opportunity and responsibility I have to act on what I have learned.

There has been a few moments in my life that turned my world upside down, but three in particular literally changed my behavior and my entire perception of the world: my dad passing away when I was 10, a solo backpack trip around the world when I was 23, and my children being born after I became 36. Each of those caused me to think deeply about life, purpose and our coexistence with all of humanity. Eventually, I co-founded a 501c3 nonprofit called "Think Tomorrow Today" (dba) "3T Alliance," dedicated to crafting a cultural shift in the way we live, and defining work that reduces stress and suffering, and increases happiness and health.

In preparation for this book, I did research in three academic settings: M.I.T., Singularity University, and Arizona State University. I also met with leaders of various future, technology and social responsibility organizations. Here in these pages I'll explain my findings—the full "bet"—and I hope convince you that a window of opportunity exists for just a few years right now for you, or better said, "us," to either keep operating according to "business as usual," or pause and plan to seize this moment before the window closes.

To be honest, I am not a fan of the title "author," because it shares its etymology with words such as "authority" and "authoritarian," not my favorite positions or approaches. So, let's agree that I am here as the "auctor," the Latin

precursor which itself derives from “augere,” a Latin verb meaning promote or originate.

I am not here to judge others. In fact, I’m here to absolve you of any guilt you feel. You are now exonerated of desiring to improve your way of life within the constructs and the reality we all share. Self-preservation is at the core of our being; it’s not a sin. And we are just playing by the rules of the game...but the “game” is getting revised. Now individuals have the tools to do much more than focus on survival. We now know that elevating humanity as a whole improves our personal wellbeing.

The Alpha Bet is a challenge. Are you ready?

BOOK MAP

The many changes in how we will live, work and consume during the next decade—and the power you have to guide these changes—are wide ranging. So we will cover a lot of topics in a short amount of time. Here, you have a general view of each section of the book, so that you can more easily navigate all the information and come back to certain areas when needed. For quick reference, please find a glossary of terms and an overview of the fundamental concepts at the back of the book.

THE END

The situation right now.... This is where you will find the main “Alpha Bet” and wager. We’ll broadly review how we got here and what the future may hold. There are some obvious and some not-so-obvious problems of today in our daily lives—all of which are results of outdated methodologies that will change.

WHO ARE THE ALPHAS?

This is your call to action! Spoiler alert.... You are not the Alpha, but you are the HERO of this story. The world is better because of you, and you will rise above any problems facing you now. In this chapter, we’ll examine how the traits of the next generation are our ticket to a better world.

TAKING THE ALPHA BET

Refusal of the call.... Everything may be just fine for those who choose to do nothing, but life could be exponentially better for those who do take action! Do the problems of the world sound too big for you to tackle? Is all this globalization and technobabble overwhelming? If we practice identifying the constructs in our lives that can be altered, then we can take back control of our destiny. You may find that the rules we live by may not necessarily be the rules we still need to live by. We can use the 21st century tools at our disposal to fight for the life we choose. Here you'll find a proposed new society resolution called the "Alpha Agreement."

2020 THEORY

This will be your guiding light.... As your mentor on your journey through the book, this section will provide you the foundation of the 2020 Theory, an explanation of what's happening this decade and which main pillars of society can be reexamined. Plus plenty of eye-opening information, challenges and risks. This will get you ready to start implementing a Massive Transformational Purpose (MTP) in your life before profit-driven technologies decide for us. You can also go to www.2020theory.org to follow along and participate.

PERCEPTION FLIPPING

Time to cross the threshold of your reality.... In this chapter, we take a look at the current challenges the world is facing, with emphasis on the many ways we as humans will personally be able to create opportunities in the place of

what might otherwise have been crises. It was Plato who said, “Science is nothing but perception,” and together we will change one perception after another. Find a quiet spot, get yourself comfortable and be prepared to see what you have missed, and still not miss what you have seen.

LIFE!

Here we’ll bring it back to why you most probably bought this book in the first place. And, how can you talk about life, without getting deep? We’ll go down that road and take some time to think about your purpose in life. Is it your job? Will your occupation be around in 10 years? No matter what, there is much hope for a bright future. I’ll be your ally, because we’re in this together, and I will help you if you need it. Just email me at contact@3talliance.org.

BECOMING ALPHA INFLUENCERS

Approaching and practicing transformation.... You’ll find some new frameworks to practice a vision of reality that you may have been missing. After you read this, you can’t go back. You are now officially an Alpha Influencer whether you like it or not. Not to worry, it’s a good thing and you can take it as far as you like.

ALPHA A.I.

Here’s the problem.... We can plan to steer the vehicle of humanity in the right direction, but does it matter who’s at the wheel if it’s driving itself? We are playing with technologies that we do not fully understand. Artificial Intelligence (A.I.) is offering highly effective solutions to problems that

we humans don't have the capacity to understand. Humans are not prepared for what is about to happen, but we should be all right if we play our cards right.

YEAR 2030

The reward.... Year 2030 could be the beginning of a new and improved era for humanity. 2084 may seem like a lifetime away, but the action we take during the 2020s may define many decades to come. In this chapter, we'll blur the lines of science fiction and science reality; and also consider some of the promises of a world with greater Social Capital incentives.

BUILDING A NEW FUTURE

The journey to massive change.... Humans have vastly better lifestyles now than at any other time in history. But, do you feel we've reached our potential? Most businesses and governments are still using 20th century methodologies. Humans have the resources to massively transform the system toward less stress, fewer inequalities, and much more true freedom on a global scale. It's a daunting task to try and change institutions embedded in the fabric of our lives. In the past, an age of change has been marked by a period of disruption of economic and political dogmas rooted in technology advancements (such as agriculture) and expanding globalization and communication methods (such as ships that cross oceans). We are at a historic crossroads once again.

CHOOSE YOUR OWN ADVENTURE

This is the final battle... This is the moment you can start taking greater agency in the path of your own life. Fight your inner battle of denial, select a tangible Alpha Bet adventure and take action! All of us have the opportunity to physically affect our lives in positive ways that will prepare us for the potentially difficult years ahead. We have to do something, though. We have to act and experience, instead of reading about it. If you sit back and do nothing, reality could hit you with unwelcome surprises. The great news is the world is better off when you are better off, and all it takes is a few micro-actions to alter our behaviors. People and communities are slowly realizing the power they have to change the world. It's easy just to accept the way things are, but it's time we rewrite the rules.

THE BEGINNING

Time to celebrate! By now, you have the tools for greater clarity and confidence to change the world in your daily walk through life. My hope is your mind is free, and you see reality through a new lens. This chapter is a kind of conclusion designed to wrap up and reinforce the main ideas and beliefs of this book, so that as you finish reading you will get its global sense and purpose.

Two notes, before we begin:

1. Data represented in this book change from year to year, and so I have rounded numbers for simplicity and applied the most recent data as of year 2019. Check out the website for updates and to see a gauge

of our progress as a society toward the goals laid out in this book.

2. This edition is focused on USA data primarily, but much of the information can apply to the majority of communities, businesses, and governments globally.



TRANSFORM PERCEPTION

Let us discover our true inner motivations,
reach out to the future, remove the old lens of perception,
and be prepared to see from a new vantage point.



THE END

THE END OF POVERTY, SUFFERING,
DISEASE, DEBT...

THE END OF FINE PRINT, WASTE,
DECISION FATIGUE, PLANNED OBSOLESCENCE¹...

THE END OF PROFIT MOTIVES,
HIGH INTEREST RATES,
ADVERTISING, DEADLINES...

THE END OF REACTIVE FIXES, FEAR, CONTROL,
MODERN WARFARE, THE ANTHROPOCENE²...

- 1 A legal practice (in U.S.) and policy of certain businesses that produce consumer goods that rapidly become obsolete due to frequent changes in design, termination of the supply of spare parts, and the use of nondurable materials.
- 2 A period of time (2.6 million years ago to the present), characterized as the time in which the collective activities of homo sapiens began to substantially alter Earth's surface, atmosphere, oceans, and systems of nutrient cycling.

THE ALPHA BET IS THIS...

WE HAVE ENTERED A NEW ERA IN WHICH YOU HAVE GREATER POWER THAN EVER TO CHANGE THE ENTIRE WORLD. GO ALL IN, REALIZE YOUR TRUE CAPABILITIES AND TAKE ACTION.

Artificial Intelligence is learning our desires and altering its algorithms for businesses, government, and communities to adapt accordingly. We have the opportunity to code the best future possible by challenging conventional wisdom and truly behaving in a way that aligns with our values...before it's too late. Ultimately, **The Alpha Bet** predicts that the Alpha Gen will play an emergent role in designing the future. They will wield increasingly unparalleled technological powers.

THE WAGER:

If you lose the bet? Nothing new. Everyone for themselves. You continue to work to survive while inequalities and ecological problems become even larger global issues.

If you win the bet? More happiness. More health. A life of true purpose, and a dynamic, transformative mindset in greater harmony with an evolving world.



We often operate according to conventional wisdom, cultural lessons and standardized education that has helped to develop our **perceptions, finances, lifestyles, surroundings, workplaces,** and our **citizenship**. All these aid us in making sense of the world and forming routines that seem to work for everyone. We older humans are comfortable in our routine and resistant to change, but the Alpha Gen can still be molded. Most of us are going about “business as usual” and accidentally perpetuating global social and environmental problems. The Alpha Gen will also propagate the lessons and norms they see around them and will apply those principles to the constructs of tomorrow. We still have time to teach and influence the Alpha Gen to think massively differently—with a global perspective, to protect all of humanity and to build a better world. Knowingly or not, we are all Alpha Influencers in some way or another. And we must begin to augment our perceptions, finances, lifestyles, surroundings, workplaces, and our citizenship.

In a hundred years, no doubt we’ll have different problems. The data revolution happening now affords us the opportunity to do a better job at preparing for and mitigating potential problems in the future. The algorithms derived from data today can identify the difference between correlation and causation and can predict potential consequences and 2nd order consequences³ (as well as 3rd, 4th, and 5th order consequences, for that matter) of any opportunity with unforeseen costs. But we need immediately to deal with the problems of

3 (a.k.a. Second-Order Effects) Are outcomes that are different than the first desired outcome yet are directly related to the initial decision. Every decision has a consequence and each consequence has another consequence.

today. We live in a world of astonishing abundance and new capabilities, but we still operate according to old rules. We all know there are many problems in the world today, but you may not be aware of all the solutions in development now. Know this: the end (of primitive reasoning) may be near and the future is actually looking bright!

GOOD NEWS ABOUT THE APOCALYPSE

A new theory (albeit not a popular one) is that dinosaurs died from their own methane gas release. Literally, there could have been so many huge animals burping and farting methane into the stratosphere that they altered the habitable global temperatures. So, good news is we don't have to worry about that. Bad news is it's an ironic metaphor for our huge cars, cows, and coal industries expelling unnatural amounts of dangerous gases.

There have been five mass extinctions of plants and animals on Earth over the course of the last few hundred million years. It's been about 65 million years since the last one. And, we are currently under way with our sixth mass extinction⁴, evidenced by massive losses in biodiverse

4 An ongoing extinction event of species during the present Holocene epoch as a result of human activity. The included extinctions span numerous families of plants and animals. *Notably, this extinction is happening at a faster rate than all other mass extinction events before on Earth.



habitats globally on land and under the sea just in the last 100 years...not to mention climate science measuring increased levels of greenhouse gases causing atmospheric changes.

ENVIRONMENTALLY, the good news is we know dinosaurs weren't smart enough to fix their gas problems. We know that humans are now on Earth during this epoch, and we are pretty damn smart. We have the capability and the tools to work together and fix problems to ensure our survival. Granted, it is widely believed the sixth mass extinction has been accelerated due to human activity, but for the most part, humans have gone through the early stages of change, starting with denial, and now we're at the point of acceptance and ready for action.

SOCIALLY, many studies have found that violent crime and also mortality from disease or crime are all at the lowest they have ever been (per capita) since the beginning of time.

So, let's talk about the world getting better. Our minds are 10 times more likely to pay attention to bad news than good news. This is the formula that news agencies use to keep the money coming in...to keep your attention in a competitive landscape.

What else?

Decreased extreme poverty rates globally; near exponential growth of the number of charity organization being founded; hundreds of major cities across the globe creating sustainable infrastructure, many under the aegis of the United Nations Sustainable Development Goals

(UN SDGs)⁵; large investments from the wealthiest people in the world to tackle the world's problems; and businesses refocusing from shareholder needs to ESGs (Environmental - Social - Governance) needs including mandating sustainable suppliers and hiring for Corporate Stewardship roles.

There are amazing innovations happening daily. Nanotech and enzymes that can eat ocean plastics, better and cheaper electric car batteries, electrolysis to desalinate ocean water for consumption, solar panels that can store power and also pull potable water out of the air, A.I. that can help build more efficient cities, drones that can plant more carbon-eating, oxygen-breathing trees and healthy foliage along coastal lines...the list goes on.

We're going to be all right. The apocalypse on Earth may hold off until the sun dies out in a few billion years—at which time we will probably have figured out galactic travel. Work is being done to mitigate or solve all other existential threats to our existence that we know about. And—if not—then why bother worrying about it? Don't worry about everything going to hell. Worry about what you can do to give your life more substance and meaning—then DO IT—and if, after a while, you don't like it, no problem. Do something else. Do something different every year of your life if you want. So long as you've been **respectful** of others, **learned** something new, and increased your **network**, then you have just added substance and more meaning to your life and ultimately to the world. So enjoy the journey. If

5 The 17 Sustainable Development Goals (SDGs) developed in 2015 and adopted by all United Nations Member States, are a call for action by all countries to promote prosperity while protecting the environment.



everyone does that, and they do it through the eyes of the Alpha lens—conscious of what is truly good for them—then the world will continue to improve.

THE END OF “BUSINESS AS USUAL”

Government and businesses are most effective when the populace fears an existing problem that needs to be dealt with. Whether it is resource scarcity, lack of jobs, economic crisis, climate change, epidemics...it's an accidental model for success—a construct, not a conspiracy. It can be changed.

Don't feel ashamed if you haven't been living the way you want to. It's just a symptom of modern society. The Alpha Bet aims to diagnose the underlying conditions so that we can all do our part in treating the causes that lead to despair, inequalities, human rights abuses, and ecological destruction.

You are just following the script we've been provided. Study hard, then work hard; play hard; when you can, pay bills. Then someday when you're old and retired, you can live free from work and do what you please. We can now change the script. During this transitional period between 2020 and 2030, governments, businesses and the Alpha Gen will be observing our behaviors. We want them to know that humanity wants to thrive, to be healthy, and motivated to bring progress to all of humanity and its caretaker, the Earth. We are not meant to have our labor be so undervalued, or

to lead a life filled with drudgery between the hours of 9:00 AM and 5:00 PM, Monday through Friday.

And so, we do need to voice our opinions and act according to our true values. We should take a monthly (or annual) pause to consider if the things we buy and trash truly make us happy: is an attitude focused on self-preservation bringing me joy, or am I just following “the script” half the time?

With the advent of advanced technologies, governments and businesses are again unknowingly and accidentally using those advances to perpetuate a traditional (and traditionally winning) algorithm that can be illustrated this way:

REACTIVE ACTION + CONTROL + FEAR
= MONETARY PROFITS

The landscape of government and business has changed though, and the old way does not work. Technology has advanced so much that we as individuals have access to an immense pool of information. The more information we get, the more say we have about the outcomes. Profit can no longer be a ubiquitous gauge for success. The new way is:

PROACTIVE ACTION + COLLABORATION + RESPECT
= SOCIETAL PROGRESS



This is the way forward for the majority of humans to continue to survive on Earth. The old way is broken and has reached its end. You and your community can protect each other and demand change using your consumer purchasing power and online feedback, your vote, and your individual and collaborative actions—all expressions of your aspirations.

You have the power to hold businesses and governments accountable. Never before have societies been this informed, this aware. Never before have societies felt this much power.

Change is a given. We will not get better without it. We will not learn without it.

Here are three arguments about the impending societal changes that require forward thinking.

1. **You and your community need to be ready for a transformation in work.**

Many jobs can easily be replaced by Robotic Process Automations (RPA) or other types of technology (software) soon. What does this mean?

- Multiple studies indicate nearly half of all job types globally are at risk of being replaced or at least augmented by technology before the year 2030.
- This could lead to more desperation and more crime.
- One way to mitigate this in your neighborhood is to spend more time and money strengthening your local philanthropies, learning about Community Foundations and Community

Development Financial Institutions (CDFI), and also supporting alternate forms of income such as crowdsourcing, freelancing and other “Gig Economy” jobs.

2. **Businesses that survive the coming decade need to transform now.**

The coming years will likely be very challenging for most businesses. Business operations will need to shift toward more transparency and greater attention to stakeholder needs. Plus customers are beginning to call out businesses that only quantify profit bottom lines rather than triple bottom lines (TBL)⁶ such as measuring the business impact on PEOPLE (improvements in society and employees’ wellness), PLANET (environmental protection and regeneration of resources), and PROFIT (economic strength to leverage business capabilities).

- Behemoths like Amazon and other large corporations are merging to create online oligopolies⁷, thus rapidly making the current concept of “small business” something from the past.

6 An accounting framework with three parts: social, ecological, and financial. Some organizations have adopted the TBL framework to evaluate their performance in a broader perspective to create greater business sustainability and value.

7 A market in which control over the supply of a commodity is in the hands of a small number of producers.



- There may even be more currencies to consider such as Social Capital⁸, cryptocurrencies, personal data, or even foreign currency.
- More than three billion people will gain reliable Internet access for the first time in the coming decade...so, your business could potentially cater to an entirely new market somewhere else in the world.
- Ultimately, the rising businesses of the near future will deal in relationships and network-building rather than focus on profits. This means that creating more and more stuff, using hard selling and manipulative advertising, squeezing human labor for maximum efficiency at lowest cost, and using planetary resources without replenishing the resource will all be faux pas. Consumers will celebrate the businesses that are worthy of their trust. They will also want the power to customize their experience if they choose, and to connect with other people who share their passions and values.

3. **Governments need to adapt to a more connected, globalized society.**

The script is flipping. People across the world are realizing they have more power than their governments do. Together, the exponential increase in most

⁸ Any activity considered good for society. Often refers to a form of measuring levels of trust, cooperation, sharing, volunteering, and relationship building.

technologies and rising ecological problems have reached an inflection point where progress will move even quicker. Consumers and businesses are taking actions to bypass traditional economic and political frameworks. Governments will have to speed up, become more dynamic, and act accordingly. Changes in employment (and employment conditions) will affect tax revenue and distribution. What will these changes trigger?

- Innovative ways for your local and national governments to make money, such as through a technology tax⁹.
- Wider acceptance of alternate currencies such as Ethereum and Bitcoin.
- More and more exclusive online economies and “virtual nations¹⁰” popping up with various citizenship benefits and rights earned in exchange for a fee or personal data.

If only a few people demonstrate change, and everyone else conducts “business as usual,” then we truly may be on a path to planetary devastation.

9 A fee that a government imposes on any company that replaces a significant number of human workers with technology, such as machine learning software or robotic process automation (RPA).

10 Online (or Extended Reality) communities that spend money, time, volunteering, data, or social capital cryptotokens in exchange for citizenry. Citizenship can include an array of benefits such as cybersecurity, education, transportation partnerships, guaranteed highest quality products, food and water security, crime and property insurance, no interest loans, and emergency safe havens like micronations or bunkers.



We won't know for sure before it's too late, due to the Overshoot and Collapse¹¹ process. A Sustainability Strategy professor at M.I.T. (affectionately nicknamed "Dr. Doom" by his students) wouldn't offer an exact prediction, but reluctantly told me some of his colleagues are convinced the year 2050 is the point of no return if things don't *drastically* change during the 2020s.

To express the idea as a standardized amount, **humans need to double their efforts if we are going to create a flourishing planet for generations to come.** Those humans in the most economically developed countries (MEDCs)¹² need to lead this change. It is imperative to reduce carbon output by at least 50% and spend twice as much time on socially responsible activities by year 2030. Anything less could skate our species to the edge of extinction and will almost certainly cause increased stress and decreased "happiness set-points" globally.

Countless businesses are taking a "stakeholder orientation" approach, which is a big step in the right direction to strengthen communities with social responsibility measures rather than perpetuating the old notion that business must be oriented toward increased profit margins. For example, when the issue is carbon and other greenhouse gases, there are lots of governments and businesses not only dedicated to reducing the gas output, but also offsetting it with advanced

11 (similar to "Malthusian catastrophe") occurs when a population's demand on an ecosystem exceeds the capacity of that ecosystem to regenerate the resources. One example is the ecological collapse of the original inhabitants on Easter Island.

12 "most economically developed countries," which are sovereign states that have a developed economy and advanced technological infrastructure.

innovations like skyscrapers that filter air as it passes through as well as much simpler solutions like planting trees.

The key for all this to work and get to the level of sustainability we really need as a species is simple participation from society. The more people who share these ideas, purchase only from responsible businesses, and advocate for systems that preserve and strengthen our humanity as their primary purpose, the more innovations will develop to ensure greater planetary harmony for us all to enjoy.

YOU AND I HAVE THE POWER NOW TO
SHIFT THE POTENTIAL NEGATIVES INTO A
FAVORABLE FUTURE FOR US ALL. WE ARE THE
CONSUMERS TO WHICH GOVERNMENT AND
BUSINESSES RESPOND. THEY ADAPT TO OUR
CHOICES, NOT THE OTHER WAY AROUND.

A shift in mindset is all it takes. Shift your primary purpose and motivation for success from “Accumulation and Profit” to “Altruism and People.” This means we need to immediately:

Become Alpha Influencers for social change and ensure our employers have an officer or committee dedicated to imbedding societal and environmental elevation into the DNA of the business. Net Impact (www.netimpact.org) and Conscious Capitalism (www.consciouscapitalism.org) are two organizations that can help you form a committee at work.



Use consumer purchasing power to support companies that spend *at least* 1% of their total revenue on philanthropy. A full 1% of total revenue spent on philanthropy is scarcer than you think in business. Even 1% of net revenue is uncommon in business. One place to find those that do go above and beyond can be found within any of the numerous Corporate Social Responsibility (CSR) indices. An example is the Benefit Corporation Directory.

Prepare to vote for politicians and local authorities who will reduce waste and support the Sharing Economy¹³ and Social Capital innovations. This part ensures that, at a governmental level, policies and actions are aimed at improving social standards, living conditions and quality of life for all.

This will be the defining decade in our human history. There are many ways to achieve these objectives including the actions and adventures you'll find in this book, such as taking the "Alpha Bet" and applying the "2020 Theory" in your life.

"Business as usual," conformed routines, manipulative marketing, inefficient politics, and financial/legal complexities have all distorted our present vision. You are one of only a few who know about The Alpha Bet and the 2020 Theory now. This is your formal invitation to become a *mindful* Alpha Influencer with us. Machines and algorithms are substantially influencing the Alphas as well, and so to clarify some, we are "Human Alpha Influencers." Live in the blur or

13 An economic model defined as a peer-to-peer (P2P) based activity of acquiring, providing, or sharing access to goods and services that is often facilitated by a community-based online platform.

begin to see with 20/20 clarity. It's up to you now. **Together we can change the outdated rules.**

Some things to consider as you proceed through the book and think about the script, the rules and constructs we live by:

Economic tipping points may be near as indicated by the extreme financial inequality of the 1% vs 99% scenario. How will the creation of more alternate currencies, such as cryptocurrencies, play into this and can you see yourself purchasing crypto-anything?

Societal issues like social media addiction and an increase in General Anxiety Disorders could be affecting you in more ways than you know. Plus with deepfakes¹⁴ on the rise, will society be even more easily manipulated? And how will increasing human displacement due to war and natural disasters affect you?

Environmental tipping points may be near and becoming more and more obvious (irreversible biodiversity loss and nitrogen levels, for example, along with a possible overshoot and collapse day on the horizon). Have you noticed or been impacted by the changing climate yet?

Technological advancements, such as A.I., automation, and robotics, are improving exponentially, making the world more efficient and creating new opportunities; but also taking jobs at a faster clip than we can retrain workers and learn new income opportunities. How will this affect people

14 A technique for human image synthesis based on artificial intelligence. It is used to combine and superimpose existing images and videos onto source images or videos with a high potential to deceive.



in your community, and how will your neighborhood and nearby businesses adapt?

Globalization trends bring to anyone with a phone instant awareness of issues anywhere in the world (and also create new job markets and expanded customer opportunities). Consider the fact that between 2020 and 2030 nearly **THREE BILLION** more people will gain Internet access, creating billions more products and the clutter they bring, but also billions more potential customers for your talents. Are you going to focus your energy on connecting with those in your immediate vicinity or reach out to a global audience regarding subjects such as information, education, and personal income and expenses? (There's really no right or wrong answer; it's a personal preference).

Enterprise/capitalism is changing with more and more oligopolies gobbling up mid-size businesses and small businesses struggling to stay afloat. To succeed, new business models are quickly updating to be more transparent, sustainable, agile, and network-focused. How will this affect your place of work?

- **Profit** may (very arguably) be responsible for the massive inequalities of today, which could mean it will be replaced as the primary success metric. What should the purpose of businesses be, and what metrics can be used to measure progress?
- **Advertising** has exploded in recent times. It is sophisticated and uses psychology to manipulate us into buying lots of stuff that becomes useless shortly after purchase. It's also causing

societal issues like decision fatigue¹⁵, clutter, and decreased mental bandwidth. How can we combat this?

Political extremes that engender greater divides won't be bringing humanity together in a global kumbaya anytime soon. How do we use technology to keep the peace, maintain the natural order of positive and negative forces, and customize governance to the individual to create a more connected and more virtual world?

THE END OF 20TH CENTURY THINKING

There is a wave of change coming, with automation at work, bioengineering of living things, driverless vehicles, drone deliveries, virtual reality social media, being only the most obvious examples. To me, and I'd bet to you, this can sound overwhelming. Yes, you can choose to just go with the flow, and all will probably be fine. The primary message of this book is that you have the opportunity to be more than just "fine." The key is how to identify the changes that will directly and indirectly affect your life. Your actions during the 2020s decade will determine the life you live in

15 The deteriorating quality of decisions made by an individual when faced with too many choices.



the 2030s. For example, A.I. is monitoring your behavior online and will be feeding you advertisements that align with your behaviors. Do you want advertisements that direct you toward spending money on products that offer little to zero long-term happiness? Or can you trick online search engine and marketing algorithms into suggesting products, processes and services that will result in lasting changes to your life and the world for the better? (The answer is “yes” you can trick the algorithms).

Imagine a world where you have the time, the health, and the resources to enjoy life to the fullest, to learn anything you want, and to discover your highest potentials. A world where helping others is valued more highly than personal wealth. A world of fewer advertisements and more mental clarity, less paperwork, fewer lawsuits, and more common sense. In fewer than 10 years, you could be working no more than three or four days per week and have all this among healthier and happier people and on a planet that tracks that health and happiness growth.

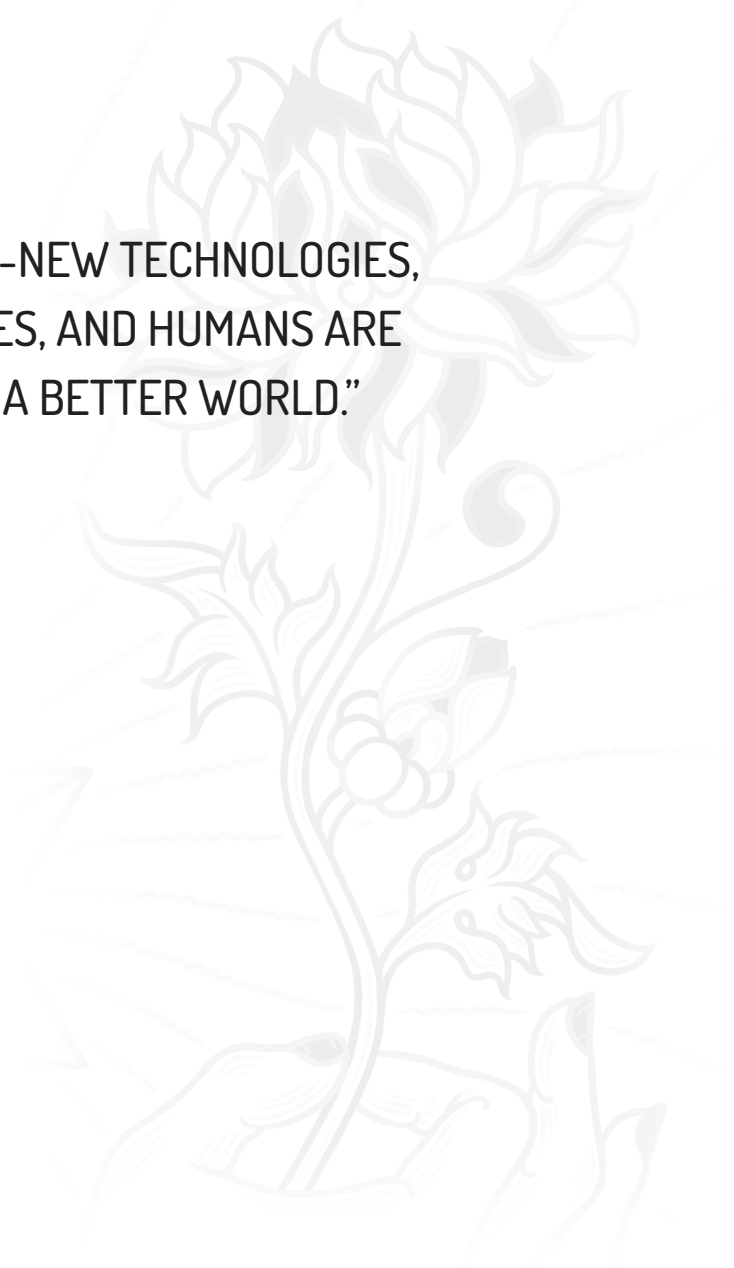
The Alpha Gen is already learning how to end problems of the 20th century and to perpetuate a new, better lifestyle for humanity as early as year 2030. We just need more people to influence the Alphas to follow through and exponentiate our values into the way we operate individually and as a global society.



CHAPTER II

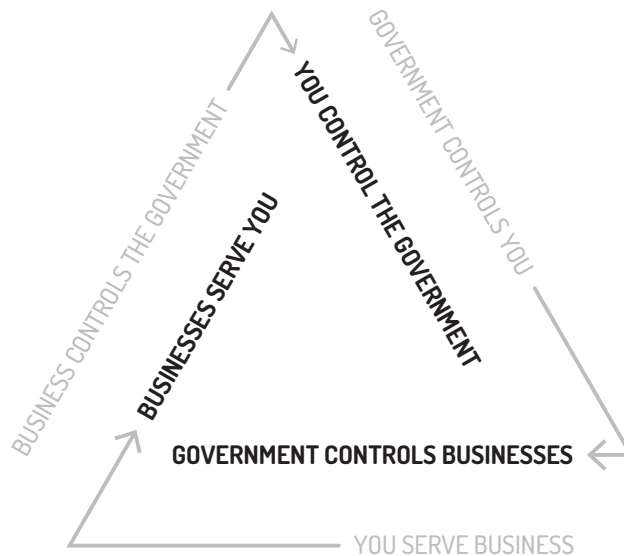
WHO ARE THE ALPHAS?

“THESE BRAND-NEW TECHNOLOGIES,
METHODOLOGIES, AND HUMANS ARE
THE TICKET TO A BETTER WORLD.”



VISION FLIP

Out with the old FIXED MINDSET.
In with the new GROWTH MINDSET.



Alphas are not necessarily dominant, highest ranking, or top dogs. Alphas in this book refer to the FIRST IN A SERIES. We are experiencing a lot of newness and “alphas” in the world today, as humanity embarks upon a new beginning. It is true that change is uncomfortable if not downright scary to lots of folks, but we need to spread the word that these brand-new technologies, methodologies, and humans are the ticket to a better world.

I like to think the Greek letter Alpha represents Abundance. Is the future going to just be an abundance of stuff, advertising and profit? Or, are we at the beginning of a new world—one that will be abundant in individual health,

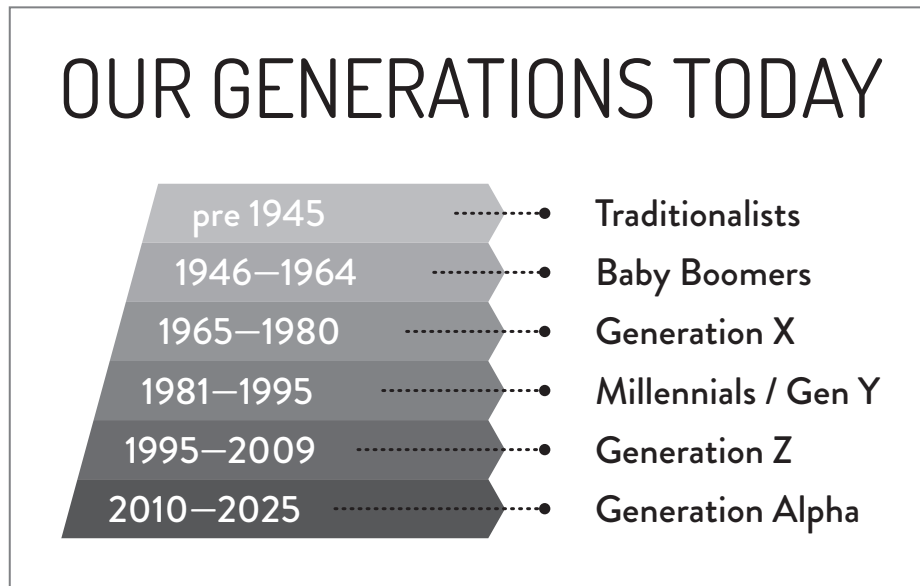


purpose, belonging, and harmony? It's up to you to think with a fresh outlook, which I like to call "Alpha Vision"; or, in other words, remove any boundaries in your thinking and challenge the 20th century mindset.

Learning the **alphabet** was a fundamental start to the way you communicate today. Similarly, all of humanity is learning a fundamentally new way to operate, thanks to alpha technologies. There has been a great awakening of issues economically, culturally, and environmentally on a global scale. Humans are more connected than ever before and are evolving with help and augmentation from Emerging Technologies (EmTech)¹. This is an incredible time of innovation and collaboration powered by these technologies, until now only dreamt about.

Appropriately, the alpha generation humans are in their own right proprietors of great power, global perspective and socially responsible tendencies inherited from their mostly Millennial parents. People **born between 2010 and 2025** are generation alpha. Their predecessors, generation Z (a.k.a. Zoomers) are entering the workforce now, and we are learning how the dynamic and fast pace technology advancements during their upbringing affected their behaviors and mindset today.

1 21st century technologies reshaping life as we know it. Examples include: quantum computing, Artificial Intelligence (AI), Extended Reality (XR), Robotic Process Automation (RPA), drones, 3D printing, smart sensors, smart contracts, autonomous vehicles (AV), alternative fuel, biometric ID, synthetic biology, bioprinting, Voice-user Interface (VUI), Brain-computer Interface (BCI), and MUCH more. *Notably includes new tech industries: PropTech (property), FinTech (financial), EdTech (education), FemTech (female), MadTech (Marketing), InsurTech (insurance), WealthTech, LegalTech, FoodTech, AgeTech...you get the trend.



Alpha Gen is just now beginning to join our race and just beginning to learn from us all. Your actions this decade will help determine their future behaviors and beliefs as their intellects develop.

Regardless—this book is about the opportunity for you to influence the direction of massive change in the world by simply thinking differently and changing some of your own habits. This book is not about children. This is your story. You are living in a time of unprecedented transformation—and you can design the future you want.

This book is about **YOU**.

You hold great power. You can and will influence many Alphas by your example. Synchronously, you've got a decade to make your values a reality before the markets shift and provide for the needs, desires, and incomes generated by the Alpha Gen. In 2030, your place of work and your mindset may be left in the dust if you don't adapt to their ways.



I have been on a journey to learn about what is really behind all this simultaneous transformation in business, sustainability, environment, and society. The big answer (from a 10,000 foot view) is exponential technological advancements. This has led me to join some future forecasting groups such as the World Future Society to help identify the trends that will have the greatest impact in our lives. I believe if you can see change coming, you can better prepare to take control of what it will do to your life. And if you want to show others, then you must demonstrate a new way forward by being the “doer.” It is virtually impossible to change someone’s mind by just telling. Just do it!

TECHNOLOGY AND THE ALPHA GEN

Since at least 2010, all of us have been using some of these exponential technologies transforming our world. I have gone so far as investing in an Artificial Intelligence company in its infancy. This company, called “XEIA,” is the first ever A.I. company registered as a Benefit Corporation. I use XEIA at my primary place of work to improve our administrative processes. Since 2010, I’ve owned a business dedicated to teaching children age 15 months and older the fundamentals of both physical motor skills and social skills. Having A.I. to manage many of our backend processes allows us to improve

the quality of our classes, because we can spend much more time out on the frontlines with the customers.

That experience has taught me that Alpha Gen youth are highly intelligent for their age. They are better at making decisions than many adults. The oldest of the Alpha Gen (birthed in early 2010s) understand world societal and environment problems better than some adults. The whole generation has grown up with more advanced educational and emotional learning tools than any before them.

They are generally good at sharing, have impressive coordination, and at an early stage in development, they are beginning to show a drive for meaning and purpose. Consider this: the great wealth transfer² will mean many Alphas will have anything they need without a focus on money. And, their guardians are teaching them the difference between what they “NEED” and what they “WANT.”

Even at age 10, these juveniles are influencing others in social media and they are developing some amazing and entertaining content. They don't need to start businesses or even be involved in large corporations; they already are comfortable participating in the sharing economy.

Alpha Gen has been trained from day one to be lifelong learners...and they are hungry to learn more. They are at once surprisingly independent and learning that when they collaborate with others (especially others who are not like them) they get even better results. They seem fearless and are being taught to always be creative in problem-solving.

2 The period of time between 2020 and 2040 during which 45 million U.S. Baby Boomers are presumed to transfer more than \$60 trillion of wealth (collectively) to their children.



Money is not sacred to Alpha Gen yet. To most of them, expensive toys are no different from the boxes they come in. The Alpha Gen does well with cool new tech, but ultimately, they prefer their guardians get off the phone and play with them.

Agile and comfortable with change within a set of boundaries or structured rules, they seem to speak the truth with little filter; and it's awesome. Yes, they are still young as I write this, but they are being taught to be aware of the world of deepfakes and misinformation in which they —and we— live. They are keen bullshit detectors, and it will be interesting what this means 20 years from now.

They've got it right. The Alpha Vision mindset requires experiential learning and real life practice, but it works. Experience has taught me it can take only a few weeks of consciously identifying the limitations we set on the world around us to begin integrating a new way of thinking that, in turn, introduces a new mode of operation that works within (and gradually alters) the existing systems.

The **Beta Generation**, born around year 2026 to 2040, may be super intelligent, but their knowledge will be based on the world we are starting to create today.

EVOLVING HUMANS

In addition to environmental changes, gene editing (including biohacking³) and globalization are affecting physical human evolution. The way we process information is evolving too.

Picture the days when you were young. Take a couple of minutes to scan through your memories as far back as you can all the way through high school. What were the weekends like growing up? What games did you play with friends during the week? Did you do any after-school activities? What was your favorite part of school? What was your least favorite?

Children and teens are playing, learning and maturing in an entirely new world...or worlds, for that matter. With Extended Reality (XR)⁴ worlds as well as video game worlds, young minds may soon have trouble separating the physical from the virtual. If you haven't played a Virtual Reality (VR)⁵ game in the last couple years, you should try it out! The technology has improved significantly, and it feels very real. Forms of Extended Reality can be used for pure entertainment, or for good, or for bad—as I'm sure you can imagine.

- 3 Biological experimentation (as by gene editing or the use of drugs or implants) done to improve the qualities or capabilities of living organisms especially by individuals working outside a traditional medical research environment.
- 4 (a.k.a. cross reality) Is an all-encompassing term for technologies that bring digital objects or sensations into the physical world (Real Reality - RR) or vice versa. Examples include Mixed Reality, Virtual Reality, Cinematic Reality and Augmented Reality, Cyborg Intelligence, wearables and sensory interface technologies.
- 5 A fully immersive computer-generated experience using purely real-world content (360 Video), purely synthetic content (Computer Generated), or a hybrid of both typically viewed through special VR goggles along with wearable technology.



Some time ago a story circulated about a dad who hired an online assassin to kill his son's video game avatar and thereby curb the boy's game addiction. The question arises: Are video games an addiction similar to adults' addictions to their job? Kids can actually earn a lot of money gaming, but it takes time, practice and dedication to make it to the top—just as it is difficult for professional athletes to achieve their status. Esports for example is a billion-dollar global industry where people earn big money for playing video games. If you don't know about this yet, you will soon.

Recent (2019) research has found semantic memory (general knowledge about the world), episodic memory (recalling details of specific experiences), and specific skill specialization seem to be on the rise. On the other hand, crystalized knowledge (arithmetic and vocabulary, for example), certain types of critical thinking (i.e. analytical thinking), and broad skill capabilities seem to be declining.

Maybe our brains are just making room for a new kind of intelligence since we don't have to rely on memorizing many things from the simple (a friend's phone number) to the complex (Planck's Constant). This can be seen as good or bad—but overall it's potentially an evolution of our mental constructs. There is a known phenomenon happening now called the "Google Effect" (a.k.a. digital amnesia). It happens when you forget certain information that can easily be accessed online. Chances are that forgetting stuff isn't an indication of getting dumber, just an indication of thinking differently.

So you can use that concept next time you forget your keys or forget to do a chore...“I didn’t forget; my thinking is just evolving.”

Consider: will humans ever get to a point where no person knows how things actually work? For example, important mathematical theorems and scientific formulas fundamental to the operation of everything from your microwave to pharmaceuticals to transportation can easily be found and explained online. Say someday humans lose electricity and have no understanding of math and science fundamentals. It would be difficult to ascertain all the knowledge of today from books—assuming those are still around.

Our human curiosity and drive to explore and progress typically lead us to test out anything we can think up. If the good guys don’t do it, then the bad guys will gladly figure a way to serve their own self-interest and profit. To ensure that any idea (1) will be positive for all people and the planet and (2) has long-term viability is to give children the mindset and the methodology to make it happen.

THE FUTURE OF EDUCATION

Educators know their system needs an overhaul to properly prepare kids for tomorrow, especially considering the technologies of today. High school, for example, is an important time in brain development, but often a huge



missed opportunity. It was for me. I just wanted to fit in like many high school kids do, and made lots of bad decisions. Imagine what the teenagers today go through with their lives on social display, plus the amount of distractions and digital manipulations they face. Obviously there's work to be done to address the current issues of depression, violence, and increased suicide rates in American high schools.

It is now scientifically proven that experiential learning is *the* best way to learn. We also know that kids build stronger cerebral connections when their brains produce “happy chemicals⁶” from a variety of movements such as the ABCs of Physical Literacy (Agility, Balance, Coordination, and Speed). We know that the old ways of forcing kids to get up too early for their age-related circadian rhythm, feeding them an unhealthy lunch, and having them sit in classrooms most of the day listening to lectures is not the most conducive environment for learning. We have always known that all kids are different; we now realize that affects appropriate choices in how we deliver learning that lasts. The 20th century methods are slowly morphing toward a more customized solution for each individual child.

In the near future, the most effective educational methods will no doubt focus on developing different skills. Why memorize something that can easily be found online? Important skills of the 21st century may instead include: active listening and focus, self-actualization and creativity,

6 The four neurotransmitters in our brains most often associated with feelings of happiness: Dopamine, Oxytocin, Serotonin and Endorphins (DOSE).

long-term thinking, emotional intelligence, biomimicry⁷, learning how to learn, exploration, serving others, compassion, simplicity, systems thinking⁸, and collaboration.

Today's world is rich with countless pioneers, both institutions and individuals, forging a new way to think about education. On the organizational front, these three are a good beginning:

- The Collaborative for Academic and Social and Emotional Learning (CASEL)
- The Equity Project, LLC
- Synapse School of California.

Some of my personal favorite people in education right now are:

- Co-founder of Socos Labs Vivienne Ming PhD researches the use of A.I. to develop an endogenous motivation to learn and live happily without the need for incentives and rewards (like money) to succeed. She calls this practice "Incentive Insensitivity⁹." (And the current title she gives herself on LinkedIn is "professional mad scientist.")
- Educational Consultant Kayla Dornfeld MEd works to improve EdTech, redesign classrooms

7 The science of applying nature-inspired designs in human engineering and invention to solve human problems.

8 The opposite of "binary thinking." It involves several iterations of an idea and considers the way that a system's components interrelate, over time, and within a larger system. One example is "human centered design thinking."

9 Coined by Dr. Vivienne Ming, it is a form of internal motivation to act regardless of external factors like money or reward. It is a necessary component for successful athletes to "get in the Zone."



for flexible seating, and set up situations in which students are leaders and teachers are students (a.k.a. reverse mentoring).

- Pediatrician Laura Jana MD focuses on developing “Qi skills” during toddler years to prepare children for life skills such as self-control, reading body language, being a lifelong learner, determination, taking action, learning from failure, and imagination.
- Professor of Psychology at Stanford Carol Dweck PhD researches brain plasticity and how we can train ourselves to live with a growth mindset (open to criticism and learning) rather than a fixed mindset (believing your talents are limited).
- Founder of JR Storytellers Jason D’Rocha writes children stories designed to teach human creativity, critical thinking, mindfulness, adaptability, collaboration, awareness, intention, empathy and compassion.

ALPHAS MUST BE GUIDED TO LOVE HUMANITY

What really matters is life and love. I’ve come to realize that LIFE happens when you’re off the computer and spending time with friends and family. Life happens when you’re playing, traveling and experiencing new things...

not when you're at a desk working. Not when social media shoots you up with a hit of dopamine every time someone likes your photos. Life happens when you use your talents to help others and elevate humanity. I believe this so much (and wanted to engrain it in my memory) that I tattooed a representation of all this along the right side of my body. Alas, a good life today typically is inadvertently played out as doing what everyone else is doing, working exhaustively and making as much money as you can. The questions the Alpha Bet aims to "solve for" is this:

How do we individually take control of the paradigm?

How can we decouple our concept of happiness from money?

And how can we live a life of greater purpose?

The paradigm of the way we live, work and consume is up for debate and will be changing as we begin this new alpha world. Things are already changing, right? Do you see it? Research suggests the **2020s decade** will be a major pivotal moment in human existence. An "Age of Transformation."

In these pages, I'll offer you a new version of reality you can choose to accept, or not—then it's up to you to live according to the old pre-alpha principles we live in today... or to embrace and help guide the principles we're already learning from Alphas in this new world. Repairing our individual viewpoints, thinking globally, and taking action to change our programmed modes of operation will help accelerate big societal changes. I just ask you stay open to new ideas as we progress through this book, and the new



ideas taking hold right now in society around you. Some of the more **controversial big picture topics** I'll touch on is:

- **Individual income caps:** Capping individual income at 100 times the annual median *household* income (a voluntary pledge at first, then eventually normalized)...but grandfathering in those who exceed that amount already.
- **Giving more:** Every person giving at least 100 hours of *time* per year to virtual or in-person volunteering...but making four-day work weeks the new normal (with the goal of achieving two-day work weeks and reconceiving philanthropies after year 2030).
- **Business marketing reduction:** Spending 50% less on advertising...but increasing brand awareness via community support and increased philanthropy.
- **Business profit ceilings:** Starting with a consumer demanded 20% reduction in profits with a goal of capping profits at 5% as a standard ethos across all nations...and distributing the excess among low level employees, low income communities, or philanthropies at the discretion of the business.
- **Government military reduction:** Spending 10% less on military mostly by eliminating outdated 20th century technologies...but spending more on local and global health, education, and housing infrastructures.
- **Guaranteed Basic Needs:** Introducing a new currency called "Social Capital"...but it can only

be earned and used with services deemed good for society, such as services that provide for health, education, shelter, clean water, and healthy food. Think of it as “Good Money.”

These aren’t entirely new ideas. We just haven’t been able to accomplish these concepts because societies haven’t had the power to mobilize like we do today—combined with the amount of accessible resources and technology in the world at this moment in time. We just need more people to see and experience that “what is good for the WORLD is best for ME.”

There will always be a fight between good and evil. For example, **everyday** there are hundreds of content moderators working to block thousands of disturbing images of terrorism, rape, murder, suicide, and child exploitation on sites like Google, Facebook, and YouTube. It’s so bad that some of the moderators have developed PTSD. There are now A.I.s like “Clearview” that have the capability to search millions of profiles to automatically search, destroy and possibly convict online platform violators. Regardless, these defenses can only temporarily deter the bad guys. Likely, there will be bad actors who create similar technology to seek and destroy, or vilify, good social media profiles.

The Alpha Gen is no different. The resources and technologies we have now and that of the future can be used for more good than bad; but we must embrace it, be personally protective, and be especially proactive against those who will use it for evil. Our relationship with the Alpha Gen is a symbiotic one. We depend on them to make the right



choices in the near future, but they are not a scapegoat for how the world turns out after this pivotal moment has passed. You and I are responsible for engineering the foundational principles the Alpha Gen will perpetuate.



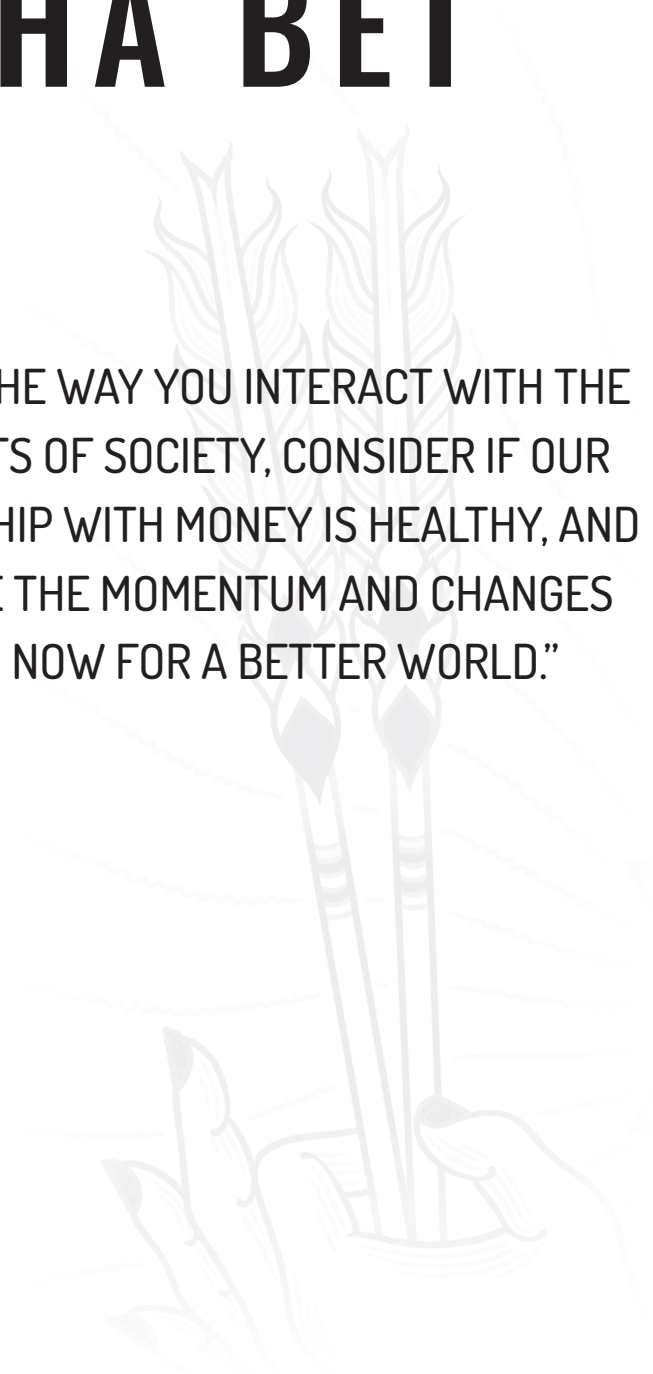
TRANSFORM FINANCES

Time and attention are the most valuable currency. Use it to find balance in life, and beauty in the world around you. Let us thoughtfully plan for success to bloom an enriched life. A life that targets actions that are good for the world and not just good for us individually.



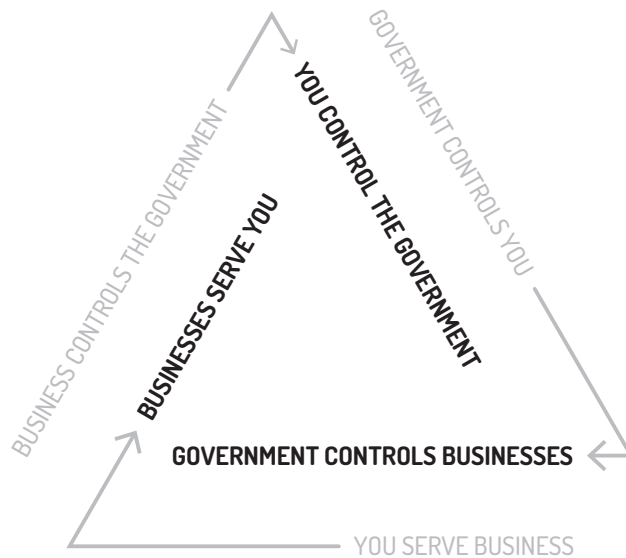
TAKING THE ALPHA BET

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VISION FLIP

Out with the old FIXED MINDSET.
In with the new GROWTH MINDSET.



The way in which we live, work and consume will look different as we enter the next decade. The transformation occurring now is called **Globalization 4.0**¹. If you choose to take The Alpha Bet, it's a matter of accepting that things are changing and then changing your personal frame of mind during the 2020s decade. Rethink the way you interact with the constructs of society, consider if our relationship with money is healthy, and help drive the momentum for a better world.

1 Term coined at the World Economic Forum Davos 2019 summit describing the complete digitization of the social, the political, and the economic—changing the way that individuals relate to one another and to the world at large.