

# Change the World – Mission Possible

## Abstract

Yes it is possible to change the world to the better – with a new and innovative master plan developed on a large scale by an entrepreneur and psychologist.

There are 9 areas of problems which reach from poverty (in center) , over jobs to ecology – the 9 challenges where solutions have to be found. We look for the basic sufferings. **The root cause is the human being.** This fact remains mostly unidentified, because it is easier to blame „the other“ or „the system“. **The next root causes are lack of jobs for sources of income and – education.**

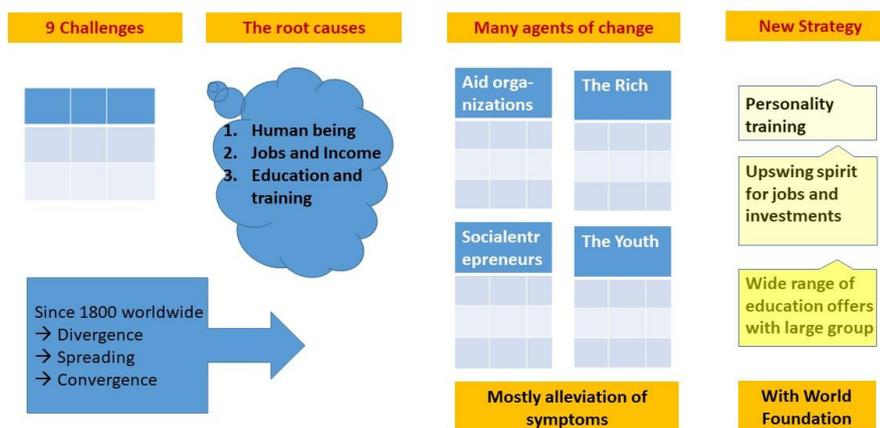
Many approaches to world improvement are proposed. Usually they refer to politicians, capitalism, money, interest, taxes, rich people, armaments, up to religion. But these all miss to address the mentioned deeper causes. The good news: Already more than a million (non-governmental and aid) organizations, rich donors, social entrepreneurs and even the youth are already engaged in creating positive change by means of foundations, associations and ...enterprises. There are real positive trends on the planet – not yet enough visible in the media which like news of horror and catastrophes. But this needs time.

To create a rapid change in the near future a combination of business and psychological training will be applied. The goal is to generate a spirit of upswing which will raise offer and demand simultaneously. This is achieved by **large group actions** with hundreds and thousands of participants – more than 10 % of the population. And this will result in start-up-ideas where founders are brought together with investors and providers of micro-credits at a large scale.

But not only material wealth (and jobs with income) will be increased, esp. in the countries which lag behind. Simultaneously education and continuing education of adults is reinforced – up to personality development, not only professional qualification.

A **World-Foundation** will be established, effecting education and social participation with equal opportunity – and initiating world-wide job and income possibilities. Funded by capital of super-rich donors – who have become wise with age and want to give something back to society – see [www.givingpledge.org](http://www.givingpledge.org) . There are many!

## The changemakers are already among us



## The 9 global Challenges

These 9 challenges are broader than the Millennium Development Goals<sup>1</sup> of the UN in no. 1, 4, 5, 8 and 9, with additionally no.2, 3, 6, 7.

## The root causes of the challenges to world-change

First we look to the divergence after 1800

between the industrial and the other countries on the planet. At that time **the material situation in Europe, Asia, Africa and America were similar**: about 70% or more of the population worked in agriculture on the fields and their standard of living differed more by the fertility of the local ground than their status (serfdom, etc).

Then came the industrial revolution with its rapid development in less than 200 years until a material factor of about 100 (divergence). Simultaneously we find an incredible spread of income and wealth in Western countries.

Today, because of globalization, we experience a race of the poorest countries to catchup. Within these countries a large part of the population still lives as the whole world did before 1800. *We witness an increasing convergence between the countries – and at the same time a spread inside of them.*

Then we come to **the root-causes of most of our sufferings in the 9 areas: the human being himself** with his many weaknesses (besides his strengths e.g. voluntary work), his dark sides and his irrationality, his propensity for corruption. Many wise men in the past have proclaimed this insight: There is one main root-cause for our problems and it is not helpful to project this cause onto other people and categories like politicians, bankers, Americans, major corporations, etc. We all bear the same characteristics as these people. - **The issue of inequality** of humans could be singled out as a topic of its own, or it can simply be part of the No.1, the human factor.

The next important factor in the systemic context of several problem-areas is **the issue of jobs**, which is constituting the **source of income** in modern society based on the division of labor. In many countries there is a lack of jobs, despite the needs of the population and the capacity (and knowledge) to produce more prosperity. This has yet to be resolved. All the while the technical progress continues, replacing human work by machines (and robots), which should serve humanity....

**Lack of education is the next cause on our list.** This lack is also systemically connected to challenge 1, poverty. Rich societies can spend more for education. Was not the big jump of the industrial countries due to compulsory schooling? Before, in all countries and cultures only



<sup>1</sup> [www.un.org/millenniumgoals/](http://www.un.org/millenniumgoals/)

1% of the population received an education – the elite! Education therefore is the source of prosperity, and likely also for better health. And education can help to overcome our human weaknesses. By more awareness of our problems, by democracy, participation of the citizen – to the matters of discrimination & gender, up to ecology and our habits in the use of waste and plastics. Education is also an approach to reducing population growth, which in some countries offsets all efforts to increase prosperity and health care.

Of course there are more causes which do not correspond to those 3 mentioned above. There is the danger of climate change, which shall be solved technically. A look at the **trends and changes on the planet** will elucidate more. In the center is the fact that most of the problems cannot be solved nationally anymore (climate, water, taxes, data security, regulations, etc). There are more: technology, digitalization, explosion of knowledge, and the merging of all people and nations by population growth, the exchange of goods and services, tourism, and refugees. Furthermore there is progress in health care, including the costs, together with rising life expectancy and its demographic impact. And: we can find a constant **decrease of violence** on the planet in relation to the population!

There are **obstacles to tackling** many important causes, e.g. when states are too weak or too poor. When corruption is prevalent, or even leads to organized criminality. Not to forget the issues of power, elites and the establishment. The situation is aggravated by the fact that there is a **prominent distrust in humans** of rescuers from above or from outside, as well as the issue of justice and equality in connection with some cultural problems.

## **Players – change makers**

Countless agents are already among us, certainly more than a million all over the world. They are involved in targeting our 9 areas of global challenges – but mostly not the root causes (alleviation of symptoms).

Then there are rich people. Many of them are already involved with foundations and Charity, starting with Bill Gates and his movement [www.givingpledge.org](http://www.givingpledge.org).

Many social entrepreneurs are active, interested in the society's welfare rather than their personal gain.

And the youth too is to be mentioned. There are plenty of examples.

## **The new world foundation**

I anticipate the world-wide aid-organizations to come together to form a new umbrella foundation which offers grants to all aid-organizations in addition to their own revenues from donors. A federal structure is available, where each organization stays true to their original founder's purpose.

The umbrella organization would play an important role in public relation - e.g. when addressing countries with problems - coming from a united purpose. Thus trusted, it could offer logistic aid when crises occur. This would be a totally new way for intervention for peace and economic spirit.

How can this be started? The key for this is in the hands of the wealthy people who signed the giving pledge. This new strategy follows exactly the goals described in their letters published [www.world-project.vision](http://www.world-project.vision) in 7 pages

on their website. This „network“ constitutes therefore the ideal nucleus. A concentration of 100 billion minimum out of the wallet of the super-rich shall give the umbrella-organization a powerful voice.

My master plan builds on such a global organization leading commercial sub-companies with hundreds of thousands of employees all over the world. They support local activities and constitute a role model in strategy, human esteem and trust. At the board of the foundation there are people with high morals, e.g. winners of nobel peace price. Like the „Elders“ of Richard Branson.<sup>2</sup>

## New Approach

The existing concepts to improve conditions in the world, e.g., changing capitalism, all miss the deeper causes of the 9 world challenges. Here are the essentials of a new approach:

Increase the material wealth (esp. in the under-developed countries) by investors and job creation– and **simultaneously** reinforce education and continuing education of adults via large group activities for millions of people. Including significant personality development.

**Job creation and education are key drivers** and should be implemented simultaneously, especially in countries behind in welfare. The example below of Africa makes clear how this combination in the long run reduces migration by creating perspectives within the country. The above mentioned principles and the proposals of Transparency International offer solutions to tackle corruption as well. At the same time these new strategies improve **equality of opportunities** within societies.

## The New master plan of self-help

1. **Self-help** – by enabling people to improve their situation by their own efforts.
2. **The remedy for the human weakness: continuing education, personal empowerment, personality development**, personal value-work, raising self esteem and confidence; while generating higher confidence toward other people at the same time.
3. But we need more: Poverty and Hunger require more economical growth in most countries – for more material, social and medical welfare. To achieve this **we have to increase productivity and jobs – each country has to work for its own prosperity.**  
The action: create an atmosphere of upswing spirit – spirit of optimism, support investments from outside and inside the country.
4. For each poor country **lighthouse-projects are created**, which can be started quickly with more or less untrained workers, like projects in building and infrastructure. *Where work can be started simultaneously at many locations and people can see instant progress.*
5. The workers of the lighthouse-projects learn and work 4 hours a day respectively. After 1 year they are replaced by new workers. This way, **after a few years about 10 % of the population will have participated.**

6. **The learning curriculum** offers:

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<sup>2</sup> <https://theelders.org/>

a) Reading and writing b) Calculation c) Finances and economics in the world of division of labour and providing added value to customers	d) Technology, based on physics and chemistry e) Health, hygiene including nutrition, care of water and plants. Medical care f) Communication and conduct including values and moral intelligence
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7. In most cases it will be useful to **start with a central conference with domestic donors**. Either simultaneously or later, future search conferences<sup>3</sup> will follow at several cities where everybody interested can participate. Result: interest, participation, activity, common goals, optimism, confidence, spirit of upswing.

8. **Large group methods play an important role** in the process of world-improvement. 75 % of the time consist of discussion in small groups – from which common ideas and projects result, identification and motivation is created. „Future Search“ is the most known format for such large groups. Still more participation and attention is possible utilizing the internet.

9. After the initial conferences and parallel to phases 4-6 there will be large group actions from half a day up to 5 days with thousands or millions of participants which will lead to new start-ups (about 1 % of the population) – creating jobs and increasing gross domestic product.

10. **All these activities and projects are organized and coordinated by new Foundations** within the countries under a world umbrella foundation; including the learning- and large group events. The financial means come from wealthy people and other donors, who want to contribute to society. At the head of the Foundation there will be people of the highest standards in honesty and ethical conduct.

*An improved world serves everybody: Welfare, peace and freedom.* More detailed concepts including cost estimation, are already elaborated for Refugee integration, Greece, Youth unemployment, Speed reforms in Europe by politics – and Africa.

## Model Strategy for Africa

We look for a country with no more than 5 million inhabitants to demonstrate actions and results which serve as examples for other countries and continents.

Initial Requirements	Goals
<ul style="list-style-type: none"> <li>○ A network for the organization</li> <li>○ Financing, public and private is ready</li> <li>○ Choice of bigger start-ups for meeting with investors (Phase 1)</li> <li>○ Large group facilitators are trained</li> <li>○ Contact with local group of Transparency International</li> </ul>	<ul style="list-style-type: none"> <li>• Create upswing spirit</li> <li>• Organization and participation only by people of the country</li> <li>• To involve up to 10 % of the population by large group technology</li> <li>• Extensive education action for more self-help in job creation and development of personality</li> </ul>

<sup>3</sup> [www.futuresearch.net](http://www.futuresearch.net)

## African pilot-country, population < 5 mio.



### Actions involving many people

Duration: Phase 0 - 6 months, Phase 1 and resulting lighthouse projects last 5 years. Phases 2-4 only 1 year. Phase 5 will run during the whole time.

- Phase 0 - countrywide large groups lasting 4 hrs. Leading to the real kick-off with 100.000 people. To inform them about the overall project and it's goals.
- Phase 1 - Kick-Off with Future Search conference (with the 4th day meeting of investors and bigger start-ups) reaching perhaps 1.000 direct participants plus internet.
- Lighthouse-Projects signed at the end of kick-off by investors create 100.000 permanent jobs in infrastructure by a new holding company. During 5 years the staff changes yearly. They work 50% and learn 50 % of time. A special plan for agricultural progress is established (in the countryside, with 70 % of population).
- Phase 2 – more future search conferences, lasting 3 days, are permanently held at different places, aiming to reach about 500.000 participants within a year.
- Phase 3 - 250.000 participants from phase 2 meet one week in camps of 500 people, developing their own personal strategies, to start a career or to become a founder.
- Phase 4 - start-up offensive: Half of the people from the prior phase (120.000) after some weeks of market studies and research continue their start-up project for one week. At the end they will meet with financing people (banks, micro-credits).
- Phase 5- wide range of education offers with voucher and public apps for mobile learning.

In the second year special youth camps (500 participants) as large group event can be examined for job orientation. In many countries of Africa the percentage of population under 20 years approaches 50 %.

## Cost planning and outcome

More than 1 mio. people shall be involved. The lighthouse projects create 100.000 permanent jobs phase 4 about 200.000. Fueled by the upswing spirit job creation will be high and growth of GDP nearly 10 % each year.

Number of facilitators/teachers to be trained: about 600 for Phases 2-4. Number of locations needed: 50, where phases 2-4 run permanently in parallel. The estimated costs, are a one time \$5 mio. The cost for education of the 100.000 workers of the lighthouse projects (50 % of their involvement for 6 months) amounts to \$40 mio. per year (the agricultural sector not yet considered).

## About the author

Rudolf Müller is initiator of this new analysis and approach

- Doctorat of economics, Master of Psychology
- 20 years managing director of family owned enterprise, international marketing
- 20 years of consultant and organizational developer (organizations and individuals), coach, therapist.
- Hobbies: learning and large groups



Institut für Unternehmensentwicklung , Mühlenstraße 27 , D – 83098 Brannenburg, Germany, +49-8034-707 825 [www.sunternehmensentwicklung.de](http://www.sunternehmensentwicklung.de), [www.weltrettung-vision.de](http://www.weltrettung-vision.de) (both German) and [www.world-project.vision.in.English](http://www.world-project.vision.in.English).