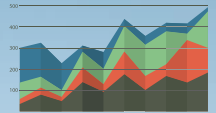
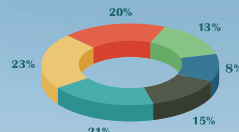
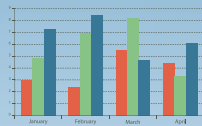
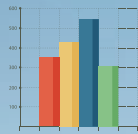
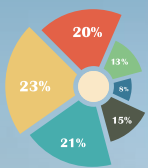


# 2019 Nordic Consciousness Report



Barrett Academy for the  
Advancement of Human Values

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# Background

The Global Consciousness Indicator (GCI)<sup>®</sup> is a barometer of consciousness for measuring the level of well-being experienced by the citizens of a nation. The GCI is based on the Barrett Seven Levels of Consciousness Model<sup>®</sup>, which in turn is based on an expanded version of Maslow's Hierarchy of Needs. Annex 1 provides a detailed explanation of the construction of the Seven Levels of Consciousness Model.

There are many types of global indicators for measuring and comparing nations: each indicator focuses on a specific aspect of societal development – such as the Health Index, Peace Index, Education Index, Democracy Index, Gender Gap – but there is nothing measuring the whole; nothing that measures the overall level of well-being in a nation. The GCI is an attempt to rectify this situation.

Most of the current global indicators look at what is happening in a nation through a single lens. Each lens represents one aspect of a level of consciousness. For example, the Health Index focuses on an aspect of the survival level of consciousness; the Peace Index focuses on an aspect of the relationship level of consciousness; the Education Index focuses on an aspect of the self-esteem level of consciousness; the Democracy Index and the Gender Gap focus on two aspects of the transformation level of consciousness; etc.

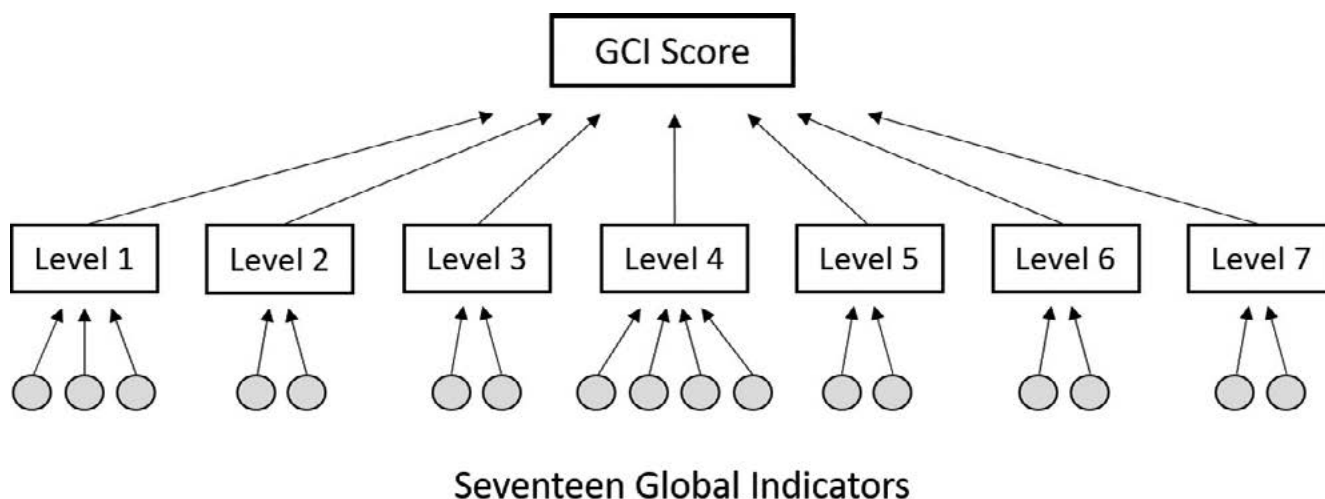
The GCI was constructed by allocating two, three or four global indicators to each of the seven levels of consciousness – 17 global indicators in all (see Figure 1).

The scores for the 17 global indicators were normalized, and the normalized scores for the indicators at each level of consciousness were averaged to obtain a score for each level of consciousness (out of 100). The average scores for the seven levels of consciousness were added together to obtain an overall GCI score (out of 700) for the nation.

It should be recognized that the GCI model does not provide a perfect measure of every level of consciousness. Some levels are better represented than others. However, overall it is a reasonably good representation, and has the advantage of providing a single score that represents the level of well-being of the people of a nation.

The focus of each level of consciousness and the number and types of indicators used at each level of consciousness are shown in Table 1 on the next page.

FIGURE 1: The construction of the GCI for a nation



**TABLE 1: The number and types of indicators at each level of consciousness**

Focus of national level of consciousness		Types and (number) of indicators
7	Satisfying citizens' needs for stability, well-being and happiness.	Strength, stability and legitimacy of the State, and level of happiness of the people. (2)
6	Satisfying citizens' needs for environmental quality and environmental preservation.	Health and quality of the natural environment, and quality of preservation efforts. (2)
5	Satisfying citizens' needs for inclusion, fairness, openness, tolerance and transparency.	Strength of personal relationships, social network support and civic participation (social cohesion), and foundations and opportunities for social progress. (2)
4	Satisfying citizens' needs for freedom, equality and accountability.	Legal rights, individual freedoms and social tolerance, level of democracy, press freedom, and gender equality. (4)
3	Satisfying citizens' needs for education and a supportive business environment.	Access to and quality of education, and business infrastructure, support to entrepreneurs and labour market flexibility. (2)
2	Satisfying citizens' needs for safety, protection and peace.	Societal safety and security, and the level of militarization and peace/violence. (2)
1	Satisfying citizens' needs for health care and economic performance.	Level of corruption, physical and mental health infrastructure, and economic performance. (3)

# The evolution of consciousness in the Nordic nations

The highest levels of consciousness in the world are found in the Nordic nations. Table 2 shows the GCI scores for Denmark, Finland, Iceland, Norway and Sweden in 2014, 2016 and 2018 and the changes that occurred between 2014 and 2018.

*Norway is the only country in the Nordic region to show a consistent increase in consciousness between 2014 and 2016, and between 2016 and 2018.*

Norway, with an overall increase of 13 points (2%), is the only nation to show an increase in consciousness in both two-year periods. Denmark and Norway are the only nations to have increased their level of consciousness between 2016 and 2018. All the other nations showed a decrease in consciousness between 2016 and 2018.

Sweden is the only Nordic nation to show a decrease in consciousness between 2014 and 2016, and between 2016 and 2018. Finland and Iceland both showed a decrease in consciousness between 2016 and 2018 but showed an overall improvement between 2014 and 2018.

*Sweden is the only country in the Nordic region to show a consistent decrease in consciousness between 2014 and 2016, and between 2016 and 2018.*

## Changes in consciousness between 2014, 2016 and 2018

The GCI scores by level of consciousness for Denmark, Finland, Iceland, Norway and Sweden in 2014, 2016 and 2018 and global rankings for each level of consciousness are shown in Tables 3, 4, 5, 6 and 7.<sup>1</sup>

### Denmark

In 2018 Denmark ranked #4 in consciousness in the world.

### Significant improvements and decreases in consciousness

The largest improvement (+6.68 points) in Denmark between 2014 and 2018 was at Level 6 consciousness – satisfying citizens’ needs for environmental quality and preservation.

### Strengths

The main strength of Denmark is its commitment to satisfying citizens’ needs for stability, well-being and happiness (Level 7 consciousness). In 2014 it ranked #3 in the world for Level 7; in 2016 it ranked #4, and in 2018 it again ranked #3.

TABLE 2: Evolution of GCI scores in Nordic nations 2014, 2016 and 2018

Nation	2014	2016	2018	Change	%
Denmark	648	648	652	+4	0.6%
Finland	646	657	654	+8	1.2%
Iceland	639	649	645	+6	0.9%
Norway	646	650	659	+13	2.0%
Sweden	643	642	638	-5	-0.8%

<sup>1</sup> Some of these tables are subject to minor rounding errors.

**TABLE 3: Denmark: GCI scores by level of consciousness in 2014, 2016 and 2018, and global rankings in 2018**

	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Overall
2014	93.20	99.28	89.84	90.35	96.39	81.33	97.77	648
2016	93.42	97.28	90.55	86.33	92.72	88.98	98.51	648
2018	94.24	93.16	91.79	88.88	98.46	88.01	97.84	652
Change	+1.04	<b>-6.12</b>	+1.95	-1.47	+2.07	<b>+6.68</b>	+0.07	+4
Rank	5	9	10	8	5	6	3	4

### Things that are improving but need attention

The focus on improving environmental quality and preservation (Level 6 consciousness) needs to be sustained. There was a significant improvement between 2014 and 2016 (+7.65) and then a slight drop between 2016 and 2018 (-0.97). In 2014 Denmark ranked #14 in the world at Level 6 consciousness, and in 2018 it ranked #6.

### Things that are worsening and need attention

The most pressing need in Denmark is to focus on satisfying citizens' needs for safety, protection, peace and harmony (Level 2 consciousness). The situation has been progressively worsening since 2014. In 2014 and 2016 Denmark ranked #2 in the world for Level 2; in 2018 it ranked #9. The key issue is to improve the level of personal safety.

## Finland

In 2018 Finland ranked #3 in consciousness in the world.

### Significant improvements and decreases in consciousness

The largest improvement (+5.81) in Finland between 2014 and 2018 was at Level 6 consciousness – satisfying citizens' needs for environmental quality and preservation.

*The main strength of Denmark and Finland is their commitment to satisfying citizen's needs for stability, well-being and happiness.*

### Strengths

The main strength of Finland is its commitment to satisfying citizens' needs for stability, well-being and happiness (Level 7 consciousness). The situation has been steadily improving since 2014. In 2014 it ranked # 4 in the world for Level 7 consciousness. It 2018 it ranked #1.

### Things that are improving but need attention

The focus on improving environmental quality and preservation (Level 6 consciousness) needs to be sustained. There was a significant improvement between 2014 and 2016 (+9.61) and then a drop between 2016 and 2018 (-3.80). In 2014 Finland ranked #11 in the world at Level 6 consciousness, and in 2018 it ranked #4.

### Things that are worsening and need attention

The most pressing need in Finland is to focus on satisfying citizens' needs for safety, protection, peace and harmony (Level 2 consciousness). The situation has been progressively worsening since 2014. In 2014 Finland ranked #8 in the world for Level 2 consciousness; in 2016 it ranked #14, and in 2018 it ranked #18. The key issues are to improve the level of personal safety and reduce the level of violence.

**TABLE 4: Finland: GCI scores by level of consciousness in 2014, 2016 and 2018, and global rankings in 2018**

	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Overall
2014	91.36	95.14	94.81	92.03	92.22	84.08	96.80	646
2016	92.01	91.95	95.10	94.32	91.12	93.69	98.78	657
2018	91.81	89.69	95.65	93.48	93.55	89.89	100.00	654
Change	+0.45	<b>-5.45</b>	+0.84	+1.45	+1.33	<b>+5.81</b>	+3.20	+8
Rank	10	18	3	5	11	4	1	3

**TABLE 5: Iceland: GCI scores by level of consciousness in 2014, 2016 and 2018, and global rankings in 2018**

	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Overall
2014	90.59	97.84	82.36	97.81	97.30	81.06	92.53	639
2016	90.82	99.34	82.39	98.08	94.11	86.58	97.71	649
2018	91.94	98.18	82.74	97.46	98.82	78.76	97.05	645
Change	+1.35	+0.34	+0.38	-0.35	+1.52	<b>-2.30</b>	<b>+4.52</b>	+6
Rank	9	2	17	1	3	17	5	6

## Iceland

In 2018 Iceland ranked #6 in consciousness in the world.

### Significant improvements and decreases in consciousness

The largest improvement (+4.52) in Iceland between 2014 and 2018 was at Level 7 consciousness – satisfying citizens' needs for stability, well-being and happiness.

### Strengths

The main strength of Iceland is its commitment to satisfying its citizens' needs for freedom, equality and accountability (Level 4 consciousness). It ranked #1 in the world for Level 4 consciousness in 2014, 2016 and 2018.

### Things that are improving but need attention

The focus on stability, well-being and happiness (Level 7 consciousness) needs to be sustained. There was a significant improvement between 2014 and 2016 (+5.18) and then a slight drop between 2016 and 2018 (-0.66). In 2014 Iceland ranked #8 in the world at Level 7 consciousness, and in 2016 and 2018 it ranked #5.

*The main strength of Iceland and Sweden is their commitment to satisfying citizen's needs for freedom, equality and accountability.*

### Things that are worsening and need attention

There are two pressing needs in Iceland: to focus on satisfying citizens' needs for education and a supportive business environment (Level 3 consciousness), and to focus on citizens' needs for environmental quality and preservation (Level 6 consciousness). The situation regarding Level 3 consciousness changed little between 2014 and 2018, but Iceland's current world ranking of #17 gives cause for concern. As far as Level 6 consciousness is concerned Iceland saw a significant improvement between 2014 and 2016 (+5.52) and then a significant drop between 2016 and 2018 (-7.82). Iceland's current ranking of #17 gives rise for concern.

## Norway

In 2018 Norway ranked #1 in consciousness in the world.

### Significant improvements and decreases in consciousness

The largest improvement (+4.62) in Norway between 2014 and 2018 was at Level 5 – satisfying citizens' needs for inclusion, fairness, openness, tolerance and transparency.

**Table 6: Norway: GCI scores by level of consciousness in 2014, 2016 and 2018, and global rankings in 2018**

	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Overall
2014	91.61	91.02	90.97	95.49	94.79	85.26	97.26	646
2016	93.16	89.68	90.68	95.80	94.02	87.96	98.74	650
2018	93.25	91.50	92.52	97.10	99.41	86.00	99.03	659
Change	+1.64	+0.48	+1.55	+1.61	<b>+4.62</b>	+0.74	+1.77	+13
Rank	6	13	5	2	1	10	2	1

## Strengths

The main strength of Norway is its all-round positive performance; between 2014 and 2018, every level of consciousness improved. It currently ranks #1 at Level 5 consciousness; in 2014 it ranked #8 and in 2016 it ranked #5. It currently ranks #2 in the world at satisfying citizens' needs for stability, well-being and happiness (Level 7 consciousness), and satisfying citizens' needs for freedom, equality and accountability (Level 4 consciousness).

## Things that need attention

There were no levels of consciousness that experienced a decrease in consciousness between 2014 and 2018. Norway currently ranks in the top ten at every level of consciousness except Level 2 – satisfying citizens' needs for safety, protection, peace and harmony, where it ranks #13.

## Sweden

In 2018 Sweden ranked #7 in consciousness in the world.

### Significant improvements in consciousness

The largest improvement (+2.22) in Sweden between 2014 and 2018 was at Level 6 consciousness – satisfying citizens' needs for environmental quality and preservation.

## Strengths

The main strength of Sweden is its commitment to satisfying its citizens' needs for freedom, equality and accountability (Level 4 consciousness) and satisfying citizens' needs for health care and economic performance (Level 1 consciousness). It currently ranks #3 at Level 4, and #4 at Level 1. In 2014 it also ranked #3 at Level 4, and it ranked #3 at Level 1.

## Things that are improving but need attention

The focus on environmental quality and preservation (Level 6 consciousness) needs to be sustained. There was a significant improvement between 2014 and 2016 (+6.03) and then a drop between 2016 and 2018 (–3.81). In 2014 Sweden ranked #10 in the world at Level 6 consciousness, in 2016 it ranked #5, and in 2018 it ranked #9.

## Things that are worsening and need attention

The most pressing need in Sweden is to focus on satisfying citizens' needs for safety, protection, peace and harmony (Level 2 consciousness). There has been a steady decline in this level of consciousness since 2014. In 2014 Sweden ranked #10 in the world, in 2016 it ranked #11, and in 2018 it ranked #17. The key issues are to improve the level of personal safety and reduce the level of violence. Both these indicators have been in a sustained decline from 2014 to 2018.

Another important need is to focus on satisfying citizens' needs for inclusion, fairness, openness, tolerance and transparency (Level 5 consciousness). In 2014 Sweden ranked #16, in 2016 it ranked #14 and in 2018 it ranked #18. The key issue is to improve the level of social cohesion – strength of personal relationships, social network support and civic participation. This has been an ongoing problem for several years.

In 2014 Sweden ranked #20 for social cohesion, in 2016 it ranked #19 and in 2018 it ranked #22. Although Sweden improved by 3.78 points between 2016 and 2018, it fell in the global rankings. The issues Sweden is experiencing at Level 5 consciousness are linked to the issues it is experiencing at Level 2 consciousness.

Sweden also has a relatively low ranking at Level 3 consciousness – satisfying citizens' needs for education and a supportive business environment, for which

TABLE 7: Sweden: GCI scores by level of consciousness in 2014, 2016 and 2018, and global rankings in 2018

	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Overall
2014	95.58	95.00	88.48	94.14	88.99	84.28	96.29	643
2016	95.13	92.24	88.28	92.86	87.69	90.31	95.65	642
2018	94.89	89.76	88.25	94.56	89.47	86.50	94.88	638
Change	-0.69	<b>-5.24</b>	-0.23	+0.42	+0.48	<b>+2.22</b>	-1.41	-5
Rank	4	17	14	3	18	9	8	7



TABLE 8: Comparison of GCI scores in Norway and Sweden in 2014, 2016 and 2018

Nation	2014	2016	2018	Change
Norway	646	650	659	+13
Sweden	643	642	638	-5
Difference	-3	-8	-21	-18

it ranked #14 in 2014, 2016 and 2018. The key issue is creating a more supportive and efficient business environment.

## Overview

Among the five Nordic nations, Norway has been the most consistent improver and Sweden has been the most consistent decliner. Denmark, Iceland and Finland have a good record of maintaining their overall level of consciousness.

The largest improvement in Denmark, Finland and Sweden between 2014 and 2018 has been in satisfying citizens' needs for environmental quality and preservation (Level 6 consciousness). The largest improvement in Norway has been in satisfying citizens' needs for inclusion, fairness, openness, tolerance and transparency (Level 5 consciousness). The largest improvement in Iceland has been satisfying citizens' needs for stability, well-being and happiness (Level 7 consciousness).

*Denmark, Finland and Sweden have had the largest improvements in Level 6 consciousness and the largest decreases in Level 2 consciousness.*

The largest decreases in consciousness in Denmark, Finland and Sweden have been in satisfying citizens' needs for safety, protection, peace and harmony (Level 2 consciousness): the level of personal safety has reduced, and the level of violence has increased. The largest decrease in consciousness in Iceland has been in satisfying citizens' needs for environmental quality and

preservation (Level 6 consciousness). There have been no decreases at any level of consciousness in Norway.

Denmark, Finland and Sweden are the most similar. They have shown the largest improvements in Level 6 consciousness and the largest decreases in Level 2 consciousness.

## Comparison of Norway and Sweden

The most conscious nation in the Nordic region in 2018 was Norway, and the least conscious nation was Sweden. In 2014 Norway and Sweden had roughly the same GCI score – Norway was 3 points higher than Sweden. In 2018 there was a 21-point difference (see Table 8).

Table 9 compares the GCI scores and rankings for Norway and Sweden in 2018 for each level of consciousness. The main differences are at Level 5 consciousness – satisfying citizens' needs for inclusion, fairness, openness, tolerance and transparency – a difference of 9.94 points, Level 3 consciousness – satisfying citizens' needs for education and a supportive business environment – a difference of 4.27 points, and Level 7 consciousness – satisfying citizens' needs for stability, well-being and happiness – a difference of 4.15 points.

In 2018 Norway ranked #1 in the world at Level 5 consciousness and Sweden ranked #18. The biggest difference in the two Level 5 indicators was in the level of social cohesion where Norway ranked #3 in the world and Sweden ranked #22. In 2018 Norway ranked #8 in

TABLE 9: Comparison of GCI scores and rankings by level of consciousness for Norway and Sweden in 2018

Nation		Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Overall
Norway	Score	93.25	91.50	92.52	97.10	99.41	86.00	99.03	659
Sweden	Score	94.89	89.76	88.25	94.56	89.47	86.50	94.88	638
	Difference	+1.64	-1.74	-4.27	-2.54	<b>-9.94</b>	+0.50	-4.15	-21
Norway	Rank	6	13	8	2	1	10	2	1
Sweden	Rank	4	17	14	3	18	9	8	7
	Difference	+2	-4	-6	-1	-17	+1	-6	-6

the world at Level 3 consciousness and Sweden ranked #14. The biggest difference in the two Level 3 indicators was in the level of education where Norway ranked #4 and Sweden ranked #16.

*The biggest difference between Norway and Sweden in 2018 was at the level of social cohesion.*

In 2018 Norway ranked #2 in the world at Level 7 consciousness and Sweden ranked #8. The biggest

difference in the two Level 7 indicators was in the level of happiness of the people. In 2018 Norway ranked #2 in the world and Sweden ranked #9.

While Norway has been advancing in consciousness from a GCI score of 646 in 2014 to 659 in 2018, Sweden has been decreasing in consciousness from a GCI score of 643 in 2014 to 638 in 2018.

# Further information

## For more information

**The World Atlas of Consciousness:** An interactive map of the world showing the GCI scores and percentage changes between 2016 and 2018.

**GCI Scores for 145 Nations:** An interactive spreadsheet showing the GCI scores for 145 nations in 2014, 2016 and 2018.

## Further reading

**The 2019 Global Consciousness Report:** A detailed analysis of the evolution of consciousness in 145 of the world's nations from 2014 to 2016 and 2016 to 2018.

**The 2019 Consciousness Report for the European Union:** A comparison of the evolution of consciousness in the member nations of the European Union.

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# Annex 1: Description of the Seven Levels of Consciousness Model<sup>®</sup> by Richard Barrett

From 1995 to 1996, I worked on simplifying and expanding Maslow's Hierarchy of Needs to use it as a tool for measuring consciousness. I made three changes:

- A shift in focus from needs to consciousness.
- An expansion of the concept of self-actualization.
- Relabelling the basic needs.

## Changing from needs to consciousness

It was evident to me that when people have underlying fear-based beliefs about being able to meet their deficiency needs, their subconscious mind will stay focused on finding ways to satisfy these needs.

### Survival consciousness

For example, when a person has a subconscious fear-based belief at the survival level of consciousness, no matter how much money they earn, they will always want more. For them enough is never enough. Because

of their early experiences they feel they cannot trust the universe to provide for them. Therefore, they must stay vigilant, earn as much as they can and watch every penny they spend. Such people can remain focused at the survival level of consciousness all their lives, even though compared with others they are financially well-off.

### Relationship consciousness

When a person has a subconscious fear-based belief at the love and belonging level of consciousness, no matter how much love and affection they get, they will always want more. They cannot get enough. They want to experience the love and affection that was not accorded to them in their childhood. Such people can remain focused at the love and belonging level of consciousness all their lives, even though they may be in a loving relationship.

### Self-esteem consciousness

When a person has a subconscious fear-based belief at the self-esteem level of consciousness, no matter how much praise or accolades they get, they will always want more. They cannot get enough. They want to experience the respect and recognition that was not accorded to them in their teenage years. Such people can remain focused at the self-esteem level of consciousness all their lives, even though their accomplishments are frequently acknowledged by the people around them.

These three considerations led me to recognize that the fear-based beliefs that we use to interpret our reality strongly influence the levels of consciousness we operate from during our adult years; they keep us focused on our deficiency needs, not allowing us to explore our growth needs.

## Expanding the concept of self-actualization

The second change I made was to give more definition to Maslow's concept of self-actualization. I achieved this by integrating the concepts of Vedic philosophy into Maslow's model and expanding self-actualization from one level to three.

According to Vedic philosophy we can experience seven states of consciousness. The first three – waking, dreaming and deep sleep – are part of everyone's daily

experience. The next four are dependent on the level of self-actualization we reach.

In the fourth state of consciousness, we recognize we are more than an ego in a physical body. By contemplating the question Who am I? we begin to recognize that we are also a soul.

In the fifth state of consciousness, we learn to fully identify with the motivations of our soul. We give more focus to exploring our natural gifts and talents and we begin to experience a fear-free state of psychological functioning.

In the sixth state of consciousness, we become aware of the deep level of connection we have to other people. We realize that there are no 'others' because at a deeper level of being we are all energetically connected.

In the seventh state of consciousness, we become one with all there is. The self fuses with every other aspect of creation in a state of oneness. There is no separation between the knower and the object of knowing.

The frequency of our experiences of these higher states of consciousness depends on the degree to which we have released the fear-based beliefs we learned during our childhood and teenage years. As we make progress in releasing our fears and mastering our deficiency needs, we gain more access to the higher states of consciousness. We begin at the transformation level and from there we go through three stages of self-actualization.

## Transformation

The fourth state of consciousness corresponds to Carl Jung's concept of *individuation*. I call this level of consciousness *transformation*. Transformation occurs when we find the freedom and autonomy to be who we are: when we begin to inquire into our true nature. We learn to make our own choices; to develop our own voice, independent of our parental and cultural conditioning, and thereby become the author of our own life. This is an important preliminary step before we enter the first level of self-actualization.

## The first level of self-actualization

The fifth state of consciousness in Vedic philosophy corresponds to the first level of self-actualization. I refer

to this level of consciousness as *internal cohesion*. At this level of consciousness, our ego motivations merge with our soul motivations. We want to identify our unique gifts and talents and find our personal transcendent purpose – our calling or vocation in life. We become a soul-infused personality wanting to lead a values-driven and purpose-driven life.

## The second level of self-actualization

The sixth state of consciousness in Vedic philosophy corresponds to the second level of self-actualization. I refer to this level of consciousness as *making a difference*. At this level of consciousness, we begin to feel a sense of empathy towards the disadvantaged; we want to use our unique gifts and talents to support and help them; we want to improve the world. We learn that we can make a bigger difference if we connect and collaborate with others who share the same values and the same sense of purpose.

## The third level of self-actualization

The seventh state of consciousness in Vedic philosophy corresponds to the third level of self-actualization. I refer to this level of consciousness as *service*. We arrive at this level of consciousness when our pursuit of making a difference becomes a way of life. We begin to feel a sense of compassion for the world. Wherever we are, we want to be of service to others – we just want to help in any way we can. At this level of consciousness, we learn to show love and kindness in all situations; we learn to be at ease with uncertainty and tap into the deepest source of our wisdom.

Whilst I fully realize the correlations I have made between Vedic philosophy and Maslow's concept of self-actualization are not exact, they are sufficiently close to provide insights into the motivations and underlying spiritual significance of the process of self-actualization.

## Relabelling the lower levels of consciousness

The last change I made to Maslow's Hierarchy of Needs was to combine Maslow's physiological and safety levels into a single *survival* level, and rename the love/belonging level *relationship consciousness*. Since the fundamental biological purpose of developing strong relationship bonds is to feel protected and safe, I often refer to the relationship level of consciousness as the safety level.

Although I left the self-esteem level unchanged, I frequently refer to this level of consciousness as the security level because our self-esteem and the level of confidence we feel are usually related to the respect and recognition we get from others: we feel more secure when we are held in high regard by our peers.

## The Seven Levels Model

This is how I created the Seven Levels Model. The first three levels focus on our deficiency needs – survival, relationship (safety) and self-esteem (security); the last three levels focus on our growth needs – internal cohesion, making a difference and service.

Bridging the gap between our deficiency needs and our growth needs is the transformation level of consciousness. This is where we begin to release the limiting fear-based beliefs we learned during our formative years and start to align our ego motivations with our soul motivations. Figure A.1 shows the Seven Levels of Consciousness Model.

It is important to understand that when people or groups operate from the first three levels of consciousness, their sense of well-being will always be linked to the gratification of their deficiency needs. Only when they have learned how to satisfy and master these needs are their minds free to focus on the gratification of their transformation and growth needs.

We achieve well-being at the transformation level when we find freedom and autonomy to be who we really are. We achieve well-being in the upper levels of consciousness when we find a meaning and purpose to our lives; when we feel we can make a difference in the lives of others; and when we can be of service to our family, community, country or the well-being of the Earth. The joy we experience from gratifying our growth needs makes us want to do more.

In order to achieve full spectrum well-being, we must learn to satisfy our deficiency needs, our transformation needs and our growth needs.

FIGURE A.1: The Seven Levels of Consciousness Model

