

Make the shift. Switch the Red NO to Green *GO!*

GO!

How to Think, Speak and ACT to Make Good Things Happen

Discover
Green Light.[®]
Unleash the power
of this new universal
Language of
Possibility.



MARILYN SCHOEMAN

Praise for
GO!
How to Think, Speak and ACT
to Make Good Things Happen

“Marilyn has packed her creativity and positive attitude into this book. With the Green Light Way you are energized and ready to accomplish anything.”

- Karen Howlett, President, McSweeney Steel Company

“You made a lot of Green Light thinkers here. Thank you!”

- E. Martinson, Helsinki, Finland

“Green Light is surely a new universal mind technology that disregards borders. It is an ideology, applicable in every country and territory on the globe, big or small, in every sphere of life, whether a chimney sweep or a housemaid, a civil engineer or a classroom teacher, a child or an adult. It has impacted my life so much just as I read through this book - and will do for many more as they experience this work. I call it the ‘Greenest revolution.’

It adds up to make the fifth factor of production, in addition to land, capital, labor, and entrepreneurship. All the initial four factors will fail to produce successful products/results if the labor force and entrepreneurs fail to go the Green Light Ways, think the Green Light innovations, and to manage land and capital Greenly.

This new mind technology is most needed in Africa - especially Sub-Sahara, where time still runs slow and people still sleep a lot more than being awake to think Green innovations and going the Green Light Ways. I recommend this area for your next stop in spreading this Greenest revolution. May the good God bless every one who endeavors to walk this Greenest revolutionary path.”

- Mohamed (Sparo) Tarawalley Jr., co-founder, (non-profit) West African Youth Agenda Against Corrupt Practices (WAYAACP). <http://wayaacp.wordpress.com>

“My ohhh myyy!! Marilyn Schoeman has written the definitive guide to being the C.L.O., Chief Life Officer of your personal world, and of your attitudes, viewpoints, communications, and perceptions. She provides us with a platform for joyfully immersing ourselves in ‘Green Light Living,’ a way of living that, through its ripple

effect, profoundly changes our self-perception and thus, our perception of the world. "Marilyn, with her energetic, sparkling 'Green Language and Green Thinking,' teaches you how to magnify what has you feeling ecstatic, expansive, prosperous, resourceful, creative, and powerful, and how to 'minify' what has you feeling stressed, trapped, panicked, strained, limited, or negative.

"Imagine a thermometer filled with GREEN mercury and you'd have a Green-o-Meter! Using insightful exercises, provoking explanations, powerful analogies, humor, and creative self-reflection questions, Marilyn shares the 'nuts and bolts' of how to think, speak, and ACT as a 'Green Being,' and send the mercury to the top of your Green-o-Meter. Buckle up and get ready to reclaim your personal power, overhaul your perceptions, Green-ergize your thinking and speaking, and literally transform your life!!"

- Debrena Jackson Gandy, author of *All the Joy You Can Stand*,
www.MillionDollarMentor.net

"GO...GO GREEN...TURN ON THE GREEN LIGHT...and move with the latest book to hit the market in the challenging arena of creativity and innovation. This book not only provides some real insights into the intricate nature and beauty of the creative personality but also illustrates the full realization of this special human quality with candor and clarity. Every page is a joy to read! It is rare to come across a book that clearly sets out and then demonstrates the power and beauty of good, creative thinking. I have known the author for many years and this book brings together a lifetime of experience, reflection, and scholarship. Here is a book which all should read, if only because there is such wisdom within its covers."

- Dr. Kirpal Singh, Director, Wee Kim Wee Center, Singapore Management University, author of *Thinking Hats and Colored Turbans*

"The Green Light system creates enormous possibilities for independent film. We've intuitively worked with a Green Light approach on, We Are the Hartmans, which has instilled a unique kind of passion and commitment in our production team and actors. Investors are attracted to this energy and funding has happened quickly. This organic yet focused collaborative approach, used widely, could very well bring a renaissance of creativity, quality, and profitability to independent filmmaking."

- Cielito Pascual, co-producer

"GO! helps people flip the switch from limited to expansive thinking."

- Nancy Scholl, CFO, Wright Hotels, Inc., Seattle

“We were delighted to share your Green thinking with Westin’s directors of public relations.”

- Dashed Wham, Public Relations Manager, Westin Hotels and Resorts

“The Green Light Way leads you to dream of - and take - the right way. This book will show you how to override those nagging negative thoughts quickly, effectively, and permanently!”

- Britt Santowski, MA, and author of
The Three Strategies of the Unstoppable Woman

“For a better life, more satisfying success, better relationships, and more peace of mind, GO, the Green Light Way.”

- Patrick Snow, international best-selling author of *Creating Your Own Destiny*

“It is so easy to get bogged down with negative thoughts. Green Light really helps to keep my attitude and vision looking to a positive future.”

- Cathy Gaspar, owner, design manager, Gaspar Design and Construction

“GO! increased my ability to be positive in situations and relationships in a powerful way. The concepts are easily grasped and can be adapted to all circumstances. My conscious positive actions when using the Green Light Way are contagious for others, in both my personal and professional life!”

- Jeanette S. Voelm, OTR/L Occupational

“This application of positive psychology well serves business and organizational development. A remarkably timely approach as the many paradigms shift. (I almost made a Red Light comment to my son and caught myself and corrected it. The concept is subtle and great - and works at home too.)”

- Dr. Adam Blatner, psychiatrist and author of
Foundations of Psychodrama, The Art of Play

“Green Light is a simple and profoundly effective tool to keep ourselves in the Go, in our flow in Life. Through short questions and reflection, we can quickly identify when in a Red Light and easily move into Green. I love the element of fun and humor Marilyn brings to this effective work as well!”

- Karen Fletcher, MPH, Founder of QiDancing,
cultural anthropologist www.QiDancing.com

“Green Light thinking is helpful and can guide us in a positive direction. I’ve used it several times already. I find great value in applying these methods.”

- Franchot L. Fenske, partner, R.W. Beck Engineering, Seattle, Washington

“The material was particularly relevant given our management challenges. I, for one, will work much harder to be a consistent Green Light thinker.”

- James P. Limbaugh, President, CEO, Boatmen’s National Bank,
Cape Girardeau, Missouri

“We are quite into the terminology and concept of Green Light thinking.”

- Glenda Brock Simmons, Vice President, Student Life,
Texas Woman’s University, Denton, Texas

“Thank you! We are thinking Green to produce the best possible results in the challenges we face every day.”

- John. R. Roof, former mayor, Waterloo, Iowa

“Our people loved your presentation. The afternoon consulting and application session proved to be invaluable.”

- George Bernardo, National Association of Electrical Engineers

“Every time I hear you speak I feel revitalized! You were speaking to a tough audience, and I am honestly amazed they were so receptive. That says a lot for you and your style.”

- Teresa Spellman, Senior Conference Planner, UW Extension,
University of Washington, Seattle

“I think that ‘Green it up’ means you will be more connected to each other. Because when you are snappy to each other you can’t get very good connection energy wise.

- Kyle Laughlin, age 13

“Roll down the street of life with all Green lights. You are more powerful than anyone ever dared allow you to believe. So go ahead - give yourself the Green Light.”

- Andy Geraci, CEO, Sprint Delivery, Reno, Nevada

“Green Light changes everything.”

- Sandra Jones, President, Sandra Jones, Inc.

**Praise for Green Light® at work with BOFF-O!®
(Brain On Fast Forward card deck/game/innovation tool):**

“We loved the BOFF-O! cards. They’re great tools to help generate ideas.”

- Gary Kopacheck, team leader, Worldwide Sourcing, GE Lighting

“BOFF-O! was an instant success! It helps people do out of the box thinking.”

- Ned Herrmann, author of *The Whole Brain Business Book*

“You can do ten million things with BOFF-O!. It has structure with freedom and flexibility. People love it!”

-Lynne Krause, Naval Inventory Control/Aviation Supplies, Philadelphia

“Green Light builds confidence in my creativity. This is the proverbial low-hanging fruit that people describe - quick and easy to get.”

- Tari White, Tree of Life Project Management

BOFF-O! has also been recommended in *Total Creativity in Business and Industry* by David Tanner.

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MARILYN SCHOEMAN

GO! How to Think, Speak and ACT to Make Good Things Happen

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Honorings

GO! is dedicated to my parents, Eunice Johnston and Vernon Schoeman, who remain in my spirit and in many a heart, their *Green Light* style still strong in memory, present in actions. Dad's bright mind and entrepreneurial spirit showed its strength in countless ways, including saving his dad's family farm in Iowa from going under.

From hiring out to drive cars cross country, to selling cars, musical instruments, farm equipment and supplies to devising more effective and efficient farming methods, Dad just kept making more ways to generate income and reclaim the farm. He rented out his equipment, hired out with his corn picker, combine, baler, mower, truck, or tractors. He also served on investment boards - and a great passion of his - the New Hartford school board. His love of and valuing of education led to his dedicating long-term service to the community in that capacity.

Whatever setback he faced, his determination and focus were always on producing a good outcome. Often greeting folks with a cheery, "Howdy, gov'nr," he respectfully and playfully invited conversation of an uplifting nature.

His loving and affectionate manner with my mother was a marvel. In the midst of all the challenges of the farm and the chaos of four kids, he always managed to shower Mother with lovely gifts for special occasions - cards, perfumes, and jewelry - and chocolate-covered cherries. (He also gave her an extensive collection of "It slices, it dices, it minces, it chops," salad makers from the state fair and Cattle Congress - the ever-anticipated annual excursions.)

Mother was a bright, articulate, upbeat, and funny lady. She lived in China her first eleven years, then grew up in Los Angeles, heading to the beach every chance she got. She passed on her love of the sea and the creatures in it to all of us. As a young bride, she quickly adjusted to farm life. Whether

caring for newborn calves or piglets, driving the tractor to haul loads of corn to the local elevator, or cooking mountains of food for extra hands at harvest time, she and dad formed a strong partnership.

Her unending encouragement and unrelenting faith in me all these years is a blessing beyond expression. I feel I am illuminating the *Green Light* path that she might have done, had she been born a couple of decades later. She offered up endless words of wisdom - and business recommendations of a profound nature. In her last assignment in a compassionate, caring retirement center, she was an angel of laughter, a great giver of smiles, a loving exhibit of Christian faith in action - and in joy. I cherish memories of my visits there, seeing people seek her out for a hug, a bit of advice, a joke, some counsel. She brightened the space she was in - and the lives she touched.

The *Green Light* style my parents lived continues to spread in endless directions, now perhaps, also from you, kind reader, about to add to your Green potential packed with new possibilities.



Salutes and Gratitudes

Appreciation, fondness, and mountains of memories - they are all part of the joy I receive from my family. I especially honor my parents, Eunice and Vernon, whose optimism powered their action - and whose own actions spread love among us all.

My dear oldest brother, Paul, an energetic, larger than life kind of guy, tickled more funny bones than most comedians and lightened more loads, lifted more spirits than most elevator operators. My dear bright, creative brothers, Bruce, who blesses many by his gift of encouragement, and Dave, the award-winning inventor. I am abundantly blessed by their steadfastness.

From cousins, aunts and uncles, grandparents, and in-laws - a fine collection of life-sharers, I love you, dear family. You have each gifted me in many wondrous ways. I extend deep gratitude and appreciation to you all - Bruce and Priscilla, Tim, Karly and Matt; Dave and Barb, Angie, Scott and Niki, Maisy, Law, Feven and Ezra; Audrey, Julie and Mike, Steve and Kendra, Regan and Erica, all the Schoemans and Johnstons, and to F.I. and the Dows.

I extend my gratitude to all these and countless more who have graced my life in many ways. Thank you to my incredible friends, Charlotte Benson, long-term champion of my cause, Randi and Dale Freidig, Vanna Novak, Lou Novak, Karna Sundby, Kathleen Hosfeld; Trini Evans, Russ and Pat Dow, Ann-Marie Archer, Nadene Reichert, Lisa Auerbach, Jane Arneson, Heather Stewart and Heidi Zappone; Megan McGeowin, Marybeth Spector, Evelyn Clark, Gary Bequette; my West Side church family, the Ishayas, especially Kala, the Table of Twelve; Pete Karabotsos, Lloyd Johansen, Bill Stevens, Peggy Carnahan and creative champion, Cooper Edens; Dan Burrus, Jack Canfield, Mark Victor Hansen; my wondrous publishing team of Patrick Snow, Tyler Tichelaar, Shiloh Schroeder, and Jo Ann Deck; my invaluable assistants, Jack Gilyard, Mary Anderson, and Tari White; pals at NHHS,

UNI, TAS - especially Dave/Terri Lewis, Ann/Dean Potts, AEA-7, ESD 189, schools in Iowa, Illinois and Washington, NAGC, NSA, WBE, HIU, ACA - especially Kirpal Singh, Joyce Juntune, Bud Wurtz, Phyllis Blee, Dave Tanner, and Ann Anderson - and to countless others whose names escape me at the moment (and exist in space – where escaping computer files go) - awaiting their helpful brain jogs.

I also extend my deep appreciation to all those, in the U.S. and abroad in my classes, seminars, and presentations and to my clients who have honored me with their trust - and been up for having fun while we expanded our capacities. I have grown from learning with you.

All of you – and numerous unnamed life enhancers bless me beyond description. May *Green Light* beams continue to be plentiful and easily evident in all your lives.

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GO! Get a *Green Light*[®] jump start!
See pages 22, 28, 71, 120, 181.

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Overcoming Obstacles: The Path Leading to the *Green Light Way*

It is better to light a candle than to curse the darkness.

- Proverb

Sooner or later, those who win are those who think they can.

- Richard Bach

Remember a time when you set a significant, challenging goal – and achieved it? Then you looked back on it, not only happy but surprised? At the same time, there was the sense that if you'd known how tough it would be, you'd never have taken that first step. Likely, that is one of many experiences we have in common. It is what I've always experienced along this path that has come to be called the *Green Light Way*.

Tweaking a line from one who said, "If I'd known I would live so long, I'd have taken better care of myself," if I'd known how long and challenging the road would be, I might never have started. Of course that would also mean missing the gifts of the journey. I'm certainly glad I didn't know what lay ahead when I set off.

Growing up in the 1950s on a farm in the Midwest, a few miles from a small town, shaped my view of the world. It taught me many things, including self-reliance and responsibility. In second grade, my mother had a hysterectomy, the after-effects of which left her bedridden for much of a decade.

My older brother, two younger brothers, and I grew up fast. Laughter, pranks, chasing about, and various forms of mischief kept things lively. Mostly we got along well, yet the shadow of Mother's illness clouded our daily living.

My father conducted the business of earning a livelihood as well as manag-

ing this major life change. Many household duties became mine. For awhile tuna casserole, beans and wieners, grilled cheese sandwiches and tomato soup showed up regularly as the dinner menu. Freshly laundered shirts sported ironed-in wrinkles.

Lessons for overcoming adversity were in plentiful supply. Sometimes I coped by packing a lunch and heading to the end of the cornfield or out to the pasture, often with my pal and canine confidante. Trigger, a shiny, shaggy-haired, black and white happy-faced dog, remained ever ready for an adventure. He'd spy a foxhole, spot a skunk or badger or race around the cattle or bark at the hogs.

Other times coping meant escape - hiding out in secret places in the barn or sneaking down to the creek. I would usually crouch down to enter the concrete waterway under the road, invisible to passersby. I was enchanted by this private world of tadpoles and crawdads lazing about in the clear running water. Green fuzzy grasses danced with the current.

In the solitude, faraway places with exotic names would call to me. I wondered what else was out there, what I could become, who I might be as an adult. Those moments, when I imagined exciting futures, nourished my spirit.

I look back on those times now and realize many ways my creativity helped me get through tough times, to find ways to make the best of things. Struggling to feed people fast enough, corralling cattle that broke through a fence at night and wandered down the highway, sustaining the life of a newborn calf in the midst of a deep freeze.

These and other experiences common to living on the land sometimes created fear in the moment – yet demanded urgent action. Gratitude, for minimized disasters or successful outcomes, and for growing calm and confidence in my ability to cope, came later.

.....

My third grade class photo shows how well groomed I wasn't. The prize for most free-styled hairdo would obviously be mine. It appeared to have been created by a vacuum cleaner. I wondered later why no one did anything before the shot was taken. I had one buck tooth - not even a pair.

In fourth grade, it got put in its place by braces. I often wore my brother's hand-me-down jeans. Instead of a zipper, a piece of fabric served as the fly, an unruly piece that sometimes poked out, generating laughter, but not on my part. I wore unfashionable brown high top corrective shoes to align my feet. Looking back on the financial challenges at the time, I'm extremely grateful my parents made the extra sacrifices to buy braces and corrective shoes. They certainly could have justified other choices.

Only a few families in our area had much money that wasn't in soil, so there were few Joneses to keep up with. In sixth grade, a boy from a poor family asked me why I only wore two skirts and two blouses. That's all I had, and they were mix, not match. With the various challenges connected to my mother's health, clothing seemed a low priority. That boy's question was a whap upside the head. For the first time, I can remember thinking, "Gosh, we must really be short of money." Of course, I had no understanding of the investments of land, equipment, seed, livestock and myriad other areas.

I don't recall feeling deprived. I was a good worker, strong enough to haul bales of hay, able to drive the tractor and help load and unload corn, oats, alfalfa, or soybeans. It always seemed to be hot and humid on the days when my brothers and I ground corn for livestock feed. We had to wrap a flour-sack cloth over the nose to prevent dust from getting in our lungs.

I came to believe that my value was only in what I could do, the chores I did. It could have just been anybody doing those jobs. I'd rationalize that others had it much tougher - and of course they did. Yet that didn't erase the waves of worry, pangs of fear, the sense that it's just all too much: "If I don't do my job right, Mother will die."

Once in junior high, I was distraught and feeling overwhelmed. Dad just put his arm around me, smiled compassionately and said, "Remember, you can go anywhere from here." Comforting in the moment, this became a beacon for me, an exciting, expansive, hope-filled thought. It would help spur me on to visit nearly sixty countries. My parents, both lovers of travel, would later visit me in Taiwan and Brazil.

School activities included working on the newspaper, playing saxophone and clarinet in the band, small roles in class plays, singing in chorus, and a bit of softball and girls' basketball. Mostly I had really good teachers and feel well served by my educational foundation. They, along with my parents, fed my love of language.

After looking at some test scores, one high school teacher told me that I could do anything I wanted to. This well-intended comment led me nowhere at that time, since I knew few paths a woman could take. I don't remember any female role models for careers beyond teacher, secretary or nurse. This was the beginning of exploring who I could be, not just what I could do. So who, really, could I be?

I always knew my parents loved us - and each other. That grounding knowledge fed my spirit - especially when I wondered whether I still had one. The whole family was challenged because of my mother's illness and each was affected differently. I still remember lots of happy times and family vacations, Sunday lunches after church and picnics at a lake a county away. Mother's vitality grew significantly in high school, making it easier for me to leave for college.

A favorite memory of my mother is when her creativity went to work. A little duckling managed to fall into a deep narrow tube housing a water pipe in the chicken house. We could hear it peep and see it with a flashlight, but retrieving the squirmy little softie was a challenge. Following a few failed experiments, Mother got the vacuum cleaner.

After putting an attachment on the long hose, she stuck it down the hole. Then, placing the attachment over the little yellow fluff's back, said, "Now!" With that, I turned on the switch. The attachment glommed onto the duckling. Rescue ensued, frantic feet kicking air all the way up. Success!

I turned the switch off. Release! Freed of the vacuum's clutch, the wee one, safely deposited on the straw, just sat there in collapse, gathering its little forces and ending day mares before nightfall. I was in awe of the solution, and relieved with the happy ending, all thanks to my mom's creativity.

My parents valued education highly. They both worked hard for the limited amount of college they could manage and wanted more. They also wanted more for us, preferring we all get a degree. Along the way, I got the message that only three of us should have a career.

It was never stated, just what my mind put together. It was also connected to the times. Careers for girls weren't much of a concern. Sometimes that bothered me, but mostly I didn't deal with it. It was just the way it was. I didn't see myself as able to do anything about it. Pressing day-to-day issues

took precedence anyway. I was a long way from reaching Maslow's self-actualization.

Getting B's and C's in school seemed to be good enough so that's usually what I got. I once wrote a poem for an assignment and the teacher asked where I copied it from. That was a happy clue I might have some talent, but I would have preferred a more positive hint.

To address my parents' goal, and make it easier to get into college, I took foreign languages and advanced math and science classes. A degree held a promise of new worlds, a gift greater than I knew at the time. I reveled in fantasies about what life could be after graduation - easy, fun, luxurious, with lots of travel - qualities of life, not roles in life, as those were still illusive. Having and doing are very different from being, and the being part was the smallest for me. Then came having. Doing, the actual work part, remained the biggest focus in my limited awareness.

Postponing the required Fundamentals of Speech 101 until the last semester of my senior year, I still had to face my dreaded case of fear and trembling. Public speaking was the only real personal fear I recall. For my final speech, I created a presentation honoring women. It was really good material, probably the best creative work I did in college, certainly my most heart-motivated. I quite surprised myself and am still proud of it today, especially since it was long before the women's movement began making great strides.

Shortly afterwards, my professor acknowledged me as the most improved-student in the class. It was an honor I gratefully received. Ironically, speaking became an important part of my career and opened amazing doors for me. Another way of saying that is speaking switched from a deep fear to a source of opportunity, growth, impact - and personal achievement. (I would later call it making a switch from a Red Light viewpoint to a *Green Light* one.)

Grades in college were a challenge since I wasn't highly studious or expecting to perform above average. Fortunately, that changed later, as I had almost a 4.0 for my Master's program. I hadn't intended to get an M.A., but the resulting salary increase on the teaching pay scale made it appealing so I just did it.

I thought I would teach until I was sixty-five and then just move into a retirement center. The end. Amen. No other possibilities, nor did I even realize they hadn't. There wasn't a goal, a dream, a vision last five words I think,

“YUCK! How could this be?!” It shouldn’t be that way. My intent, in writing this book, is that the *Green Light Way* will help others avoid being stuck in this unnecessary rut.

.....

In retrospect, I see creativity skills that grew without my realizing it. After graduation, I worked for a major airline, based in Chicago. Later, as a newlywed and a first-year substitute teacher, I crisscrossed the city. Assigned for a day or more to most any grade level or subject area, often with no lesson plans available, I got a quick dunk in the reality tank.

Survival 101 - flexibility, versatility, an intention to be well-prepared for whatever might be on the day’s docket - became my initial focus. I soon learned to assume I was totally on my own, so whenever there was support, it was a happy bonus. Many classes had only had a series of substitutes and these students had devised numerous ways to play, “stump the teacher.” I was full of enthusiasm and inexperience. The latter prompted me to become a faster learner.

After teaching in Iowa for a couple of years – I left to fulfill a dream since junior high, securing a position at the Taipei American School in Taiwan. Internationally known for its excellence, this superb school gave me a great lab for experimenting with human growth hormones - of the brain feeding variety.

Teaching sixth grade with thirty-three students, I quickly learned that the lack of social skills meant many small discipline challenges and conflicts to resolve throughout the day. These students were bright and creative but unguided. One day in order to build their awareness and skills, I asked them to say what they would like a friend to do and be. I filled two boards with their words: be honest, kind, friendly, funny, etc.

Then I asked them to say what they wanted a friend not to do or be. They filled two more boards: say bad things about me, cut me off the team, make fun of my mother, etc. I then gave them instructions to collect a slip of paper for every student in the class. They were to write three things on it. First, one thing they liked about the person, then one thing they would like the person to consider changing. The last item was one more thing they liked about the person.

They were instructed to be kind with their comments and specific. They placed the comments in each student's envelope, so every student would get thirty-two responses. I took the envelopes home that night and screened them, removing forty-seven strips because they were too hurtful or rude.

The next day, I commended the students for their good work and also shared examples of strips I removed, so they would learn what was acceptable. I gave all the students their envelopes to read with instructions to pay special attention to comments they received multiple times. One student got a comment that said, "I wish you'd stop stealing pencils." That one note was enough to end the problem - he hadn't known others knew it was him.

Most students were deeply touched and amazed about the good feedback they received. I re-collected the envelopes and repeated this exercise twice more. Students became increasingly skilled at giving honest compliments and constructive feedback. They regarded the envelopes as personal treasures and gratefully took them home at the end of the year.

Teaching also provided me the opportunity to participate in a project at the Singapore American School. Stops en route included Viet Nam and Borneo, stretching my mind and further expanding the desire to experience other cultures. A teaching position in Belo Horizonte, Brazil followed. There I reveled in the warmth of the Latin cultures, overflowing with energetic, affirming hugs of greeting, *embraceas*.

Travel often offers unusual experiences. I had gone to a small town for a speaking Engagement. I realized at nearly the last minute I had forgotten to pack a blouse to wear with my suit. I asked at the front desk for nearby stores and learned that only a few small shops were close by. To my dismay I discovered that the only clothing store was a maternity shop. In five minutes, I left with a beautiful white, early-stage maternity blouse – problem solved, but a different way than expected.

There was no time or transport to another shopping area. I could have resorted to using pillowcases or asked housekeepers for a scarf. If nothing else had worked, I would've worn the blouse I traveled in – even though it was a mismatch - and used it as an example of applied creativity, which was the focus of the session. Hotel napkins might have worked even better. I would have been a living audio visual aid, demonstrating resourcefulness, a vital life skill and creativity expander.

One gift of creativity is the belief there is always a solution – at some level, to some degree, for some period of time. I wasn't thinking Green at the time but several elements in this little life scenario are now incorporate into what I call a *Green Light* style.

Despite my creativity, which I didn't give myself credit for at the time, I was forty before I realized I could THINK! Before that my belief was: If I work, I matter. If I get my chores done, if I run the house okay, I matter. This was a life-changing awareness for me, an exciting discovery that pried opened all sorts of new doors in my mind. I took it to mean if I can think, I matter, so I'd better be setting some goals and get at them. This surprising and incredibly motivating viewpoint, caused me to focus intensely on helping assure that others wouldn't have to wait so long to make the same discovery.

At the time, one happy bonus of having that Master's degree was being able to work as an educational consultant for a public agency. Assigned to a wide range of projects, I was delighted that many were connected to creative thinking, including developing gifted and talented programs.

Later I served on the board of the National Association for Gifted Children NAGC. Desiring to make a significant impact through my work, my naïve intention was to create a powerful, comprehensive, supportive system to expand people's abilities to the fullest, in a quick, easy, sustainable way. If I'd any idea of the magnitude of that challenge I would have been so overwhelmed, I would have over-ruled the goal.

I started searching for products and systems that would be of great benefit. I found many that addressed one or two purposes well, but none were as complete as I was seeking. So innocence trumped knowledge, leading me on a very long journey, *to my passion*: creating ways to make it easy and natural for people to work together creatively, to produce breakthroughs quickly and to make good things happen.

An early conversation with a rather pessimistic yet supportive colleague summarized the situation succinctly. "Expand creativity? Build relationships? Increase profits? Foster team spirit? Promote optimism? For all ages? In one model? That's one audacious, bodacious goal. Good luck." Luck is always a bonus, but not a firm base to build on. I now look back on this period as persisting (often called being stubborn, until it produces) no matter whether encouragement and support were there or not.

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Many years of speaking to and working with a wide variety of groups, businesses, and organizations in the U.S. and abroad, and teaching college courses, led me to develop several products that inspire and reinforce creativity in people. My nearly 40 objectives included key essentials such as creativity collaboration, positive attitudes, and actions. Eventually, what I learned in a long and roundabout way clears a path of easier traveling for fellow life explorers.

My initial products included manuals for companies for which I presented seminar, plus *Teaching Techniques That Tantalize* and related audio and videotapes. I then presented live interactive nationally televised seminars on creative thinking and creative writing. Always the focus was to take the lid off, to free the mind to function at its highest, most, unconstrained level.

My first creative thinking product was a chart called “The Idea Generator.” It contained hundreds of versatile thought stimulators in an organized grid system, triggering new ideas instantly. I shared it with an engineer for a Fortune 500 company that produces many things including various wood products. To try out the system, I asked him to specify a problem he was working on.

He said, “We need to get rid of the cellulose dust when we manufacture disposable diapers.” Looking at the chart, my attention went to the idea generator, “Rearrange.” That made me think, *Rearrange the steps in the manufacturing process to reduce the amount of cellulose dust.* He responded by saying what they actually wanted to do was to sell the dust, which was proving to be a very different problem. This highlighted the close correlation between identifying the right problem and finding the right solution.

With this new information, I scanned a few more boxes on the grid and “Liquify” caught my attention. It made me think, *How about washing it away and retrieving it with a sieve system?* He said that if this material got wet, it was no longer marketable. With added information, I scanned a few more terms until “Make electrically charged” caused me think, *Charge the particles of cellulose dust and use a magnetic system to collect them.*

The engineer instantly became excited about this idea. It was quick, clean, environmentally friendly, inexpensive, easy to implement and it took less than five minutes for a non-expert to find this solution. This highly encouraging experience affirmed the value of what I’d been working on for so long.

Through numerous experiments, modifications, and focus groups, this brain-compatible, brain-partnering product evolved into “The Idea Activator,” an expanded thinking system produced on Rolodex-style cards. Both products worked very well with some folks and not so well with others, feeding my search for a new version serving everyone.

When I described what I was working on, the long, all-encompassing list of goals made listeners and me yawn. Suddenly, in the midst of yet another round of naming, a key simplifying, descriptive term arrived in my weary, label-seeking mind. *GREEN LIGHT!* Aha! That’s IT! Hooray! National and international audiences understood the term *Green Light* immediately – and promptly began using it. I was greatly relieved to be done with the word search.

Dr. William Glasser, author of *Positive Addiction* and other books, wrote a seven-step plan for creating a happier life. The last step was perhaps the most important: Never give up. Just make a new plan. That concept is a grand *Green Light* intention and simultaneously, an invitation to put creativity to work.

Sometimes when I was discouraged, I would look up at my Idea Generator and see, really see, what deep thinking it required - and what profound results it could produce. That was heady, high-fiber brain food for my mind.

Proof positive that I, female me, farm-girl me, could also be an expansive thinker.

This realization was a HUGE self-esteem booster. It was tangible and undeniable. In earlier times when my self-image was as high as a ladybug’s eye, I would sometimes look at my resume and declare that someone who can achieve this much has worth, has something to offer. Of course, this was done privately so no one could disagree. And, of course, I knew everyone has worth just by being alive, but that knowledge wasn’t much comfort at the time.

Further development transformed The Idea Activator into a powerful tool that works well across the board - quickly, profoundly, and reliably. The tool eventually evolved into a card deck and game, a problem solving/opportunity creating system. This deck, *BOFF-O!® Brain On Fast Forward* is described in

the creativity chapter. The only rule is to use the *Green Light* style. This was the first time the *Green Light* concept was incorporated into a product.

Soon after arriving at the label *Green Light*, I began using it in seminars and keynote addresses. To reinforce this concept, I asked people to take out a coin. Red and green sticky dots were passed out, one to go on each side of the coin. Kept in one's change, this coin would remind folks to check the color of their thoughts. People liked the idea and used it right away.

Yet what seemed like a simple idea in reality was somehow confusing. Some put only green dots on and some put only red. That was a good thing since it gave me a *Green Light* awareness. It led me to think in a way that has had great impact on the focus of *Green Light*. Skip the Red Light! There's more than enough of that around. Just focus on *Green Light* thoughts as much as possible.

So then only green dots were distributed - and quickly converted into anchors - *Green Light* away! People kept the coins until the color wore off. Then they used creative ways to restore it. Sometimes I'd meet people long after a presentation and they'd rush up to show me their coins - dots worn off, replaced by heavier paper glued on, by a green button, by a green game piece, or some other creative solution. It continued to expand their *Green Light* style.

I presented *Green Light* creativity and innovation strategies in Cairo, through ReDe/Egypt to a diverse, fun, and lively group of professionals, most in banking or petroleum fields. In one exercise, I used a formula to make a fun blob, a substance with many weird properties. It served as a basis for applying *Green Light* creativity enhancers across many fields.

A full-bearded geologist from a large petroleum corporation was so taken with the fun blob and his stellar innovative ideas derived from using/playing with it, that he would not return the it at the end of the exercise. Like a little kid with his favorite toy, developing his Green ability allowed him to function in a state of child like wonder. This was instrumental in his breakthroughs. The passion and commitment he displayed were other *Green Light* qualities that clearly serve career success.

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Deeply intrigued by and committed to creativity, I was asked by a founder of the American Creativity Association, Dr. Bill Nash, of Texas A & M Uni-

versity, to become a charter member and consider board involvement – a heart-feeding invitation. ACA became a welcome home for fellow fans of creativity. I later served as president and remain friends with many highly creative, productive members.

There were many heartfeeds and much JOY! In addition to expanding my creativity and network of creative colleagues, I got to meet - and in some cases, present creativity awards to Dr. Raymond Damadian, inventor of the MRI, Jack Kilby, inventor of the microchip, John Glenn, the first American astronaut to orbit the earth, Randy Nelson, Dean of Pixar University - representing Pixar Animation Studios, Dr. Willem Kolff, the father of artificial organs, and Dr. Stephanie Kwolek, creator of the bullet-resistant fiber, Kevlar.

I interacted with many other remarkably creative contributors including Art Fry, inventor of the 3M Post-It Note and Charlie Butland, inventor of DNA-based anti-counterfeiting technologies (including inserting DNA into the ink) used by governments, banks, manufacturers and artists.

Looking back, I can see the *Green Light Way* - weaving through most aspects of my life. Encouraging me at a choice point in my career, My mother asked of me, “Why should you do what the average person does?” This was just the right thought to nudge me forward, shifting me away from self-limiting thoughts. She was almost as eager to see this long-in-development book completed as I have been. She continued to champion my cause and career until to the end of her life.

I had the privilege of presenting workshops through Peggy Carnahan, a visionary science leader for educators in San Antonio, whose focus was expanding creative thinking skills in science courses. While there, I received a call that my father was suddenly terminally ill. After changing flight plans, I flew to the Rochester Mayo Clinic. Relieved to find him alert, I showed him my newly completed first book *Young Authors Conference: Kids Writing for Kids*. Though dad was unable to speak, his eyes communicated deep delight, then pride. When he died three weeks later, I felt deeply grateful for this gift of time together. It hugs my heart to this day and remains a source of great encouragement.

Dad, had pulled himself up by “bootstrap and sky hook” and was an upbeat man of positive action and attitude. He would readily agreed with Socrates, an unusual and mysterious man in the film, *Peaceful Warrior*. Us-

ing simple words like “Take out the trash,” he gave the gifted athlete, Dan Millman, powerful instructions for life. Trash is fears, doubts, worries and limitations: mind chatter that blocks experiencing the power of the moment. Trash puts living fully on hold. Then when a goal is realized - an honor, a job, a relationship - we expect to suddenly become happy.

I had a lot of trash to take out as an adult. One limiting belief was feeling sorry for myself for missing parts of childhood instead of realizing the gifts that came with the challenges. Taking out the trash I can see that I learned how to do many things early on, and gained confidence in my survivability and street smarts.

While presenting seminars, I could easily recognize and re-direct self-restricting thoughts in others, almost as easily as I could miss them in myself. One day there came an “Aha” moment when I realized there was a productive way to think and an unproductive way. That small spark ignited a powerful passion for living a life without trash.

Minds are amazing. They assign meaning to things - often without our realizing it. I can look back and see the value gained from facing my challenges. That doesn't mean they didn't hurt, that there aren't still twinges and tears when memories trigger emotions. That's called life.

Realizing the power of our thoughts, and the power of choosing what we focus on, led to a major breakthrough for me. A high-powered light bulb suddenly switched on – a bright green one. It became *Green Light*.

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***Green Light* is a conscious choice, a conscious intention to think, speak and ACT to make good things happen. A quantum leap beyond optimism and positive thinking, it is choosing specific language and taking conscious action. Choose to use the best (Greenest) words, ask the best (Greenest) questions, take the best (Greenest) actions to achieve the grandest (Greenest) success.**

**The *Green Light* Goal: Create the greatest good,
in the best way, for the most people, for the longest time.**

It is a bright beacon for our lives. *Green Light* is a skill. It is a new universal language. It is a transformational tool, a mind technology, a way of life, a global movement.

By using the traffic signal metaphor you can identify WHERE YOU ARE, WHERE YOU WANT TO BE AND HOW TO GET THERE. Using the *Green Light Scale* (on the back cover) of three Red Lights to three Green ones, you can *GO!* from the worst case toward the Ideal Scenario. With this new awareness you can choose the Green actions that move you forward. *Green Light* guides you to make conscious choices - specific language and actions.

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You can actually learn the *Green Light Way* in just a few minutes and put it to use just as quickly. It helps us accomplish efficiently and effectively what could be a struggle or a failure otherwise. Like any skill, the more you use it, the more skilled you become. In a focus group, a psychologist called the *Green Light Way* a synthesis of many models and methods blended into one powerful tool people can use right away.

The cover of *The Peaceful Warrior* video describes the story of one who learned to “overcome incredible odds and tap into new worlds of strength and understanding.” *Green Light* thinking is a tool for that very purpose. Since we all have challenges to face and hurdles to clear, it helps to have good tools handy.

You now have an idea of the journey that led to the *Green Light Way*. This journey is where the seeds were planted way down deep in the soil. They sprouted thin pale stems, before breaking finally breaking through the ground into the Greening sunshine - the place where I am finally ready to harvest the crops nurtured so long - in my personal Green house. After all the experiments, development time, revisions, and challenges that go with major projects, the results are even more exciting and gratifying than I had ever imagined. They perfectly serve the mission that took form many years ago when I began seeking what I now know is the *Green Light Way*.

I’ve shared the path, the long and winding road, partly because it is beyond my comfort zone, which thereby expands that space (a *Green Light* goal). It’s also because people have long asked how this system came to be. It seemed a fair question, deserving of a response. My deep and sincere hope, my certainty, is that understanding *Green Light* will be of great value to you. Easing the challenges you face, it will show that you have more and better and

Greener options than you knew. It will take you to wondrous new places Red Lights might have otherwise blocked.

Your journey will be ever so much easier, grander and more direct as you Greenly follow your passions. Going Green is transformational, enhancing the quality of your life. It helps you get less of what you don't want and more of what you do. It helps you think, speak, and ACT to make good things happen. Fun and collaboration are more frequent companions. Breakthroughs occur on a more regular basis and at a more profound level.

So, with whatever challenges you face, whatever contributions you wish to make, whatever new directions you choose to take in your career or in your life, you are hereby invited to the experience the gift of traveling the *Green Light Way*. Congratulations on generating more signals to lead you along Greener roads - and to bright Green futures.

Your companion along the *Green Light Way*,

Marilyn Schoeman

At the end of our lives, we all ask,

“Did I live?”

“Did I love?” “

Did I matter?”

- Brendon Burchard, *Life's Golden Ticket*

GOing Greenly: The *Green Light* Quantum Leap

Positive emotions nourish us. Negative emotions depress us. Fear closes us up, hope opens us up. Positivity changes our biochemistry. It's not frivolous - it's an investment in your future.

- Dr. Barbara Fredrickson, *Positivity: Groundbreaking Research Reveals How to Embrace the Hidden Strength of Positive Emotions, Overcome Negativity and Thrive*

The power of optimism is often over-estimated. When faced with a challenge, we're frequently told: "Just think positive." That's a good idea, but not a great idea. Actually, it's an incomplete idea. While "Just think positive" is a good beginning, it doesn't necessarily lead to a good ending. People are often surprised that their good idea didn't go anywhere. They wonder why things didn't work. "Just think positive" is only part of the equation for success. That is why the *Green Light Way* appeared.

The power of pessimism is often under-estimated. That big downer voice spewed forth at a crucial juncture in the development of an idea often results in sudden death. An autopsy would likely indicate "cause of death unknown." Looking back you can probably identify a number of instances when that voice of doom killed a promising idea before it had the chance to see the Light of day. Pessimism is insidious, malicious and often intentional. Even when it's not intentional, the impact of pessimism is always the same. It limits, constricts, and sucks the life from everything it touches.

The *Green Light* tool is a no-longer-secret ingredient that super-charges positive thinking. Multi-dimensional and holistic, it completes the equation for success. *Green Light* style creates active optimism - the power of optimized optimism. This is optimism squared (O^2). *Green Light* ramps up optimism by a conscious choice of the specific language used and action taken. The power

of *Green Light* is nearly impossible to overestimate. It is the antidote for pessimism. Spell-check programs accept “negativity” yet “positivity” is underlined in red, indicating an error. Those who hear the word positivity at all, likely heard it from Albert Nerenberg. He used this unofficial word to promote looking on the bright side of things, even in the face of our twenty-first century challenges.

Green Light is a quantum leap into a world of possibilities, many that have yet to be imagined. *Green Light* is equivalent to the quantum leap from corded telephones to cell phones. Cell phone technology continues to generate expanding options, services, and access. Its very existence sparks numerous new applications and technologies. The impact of the cell phone continues to broaden and multiply in amazing and unpredictable ways. *Green Light* represents a similar breakthrough. *Green Light* is a new technology - a mind technology.

Technology is commonly defined as an application of knowledge for practical ends. You may have heard people lament the lack of an instruction manual for their brains, for their lives. In many ways, the *Green Light* system is that user’s manual. Except for our self-produced limitations, the mind is unlimited. *Green Light* can vaporize these limitations and replace them with ever-expanding possibilities.

I’ve had the deep delight of presenting the *Green Light Way* across the United States and in China, Egypt, Portugal, Germany, Brazil, Israel, Finland, Canada, and Australia. I’ve presented *Green Light* to professionals in a wide variety of occupations and industries, including Fortune 500 corporations, healthcare, governmental organizations, education, service providers, science, and technology.

The *Green Light* approach has helped people facing an extensive range of challenges and opportunities. It’s been shared in articles, videos, coaching sessions, seminars, and keynotes. From CEO’s to the unemployed, from pre-schoolers to the most senior of citizens, from the homeless to the wealthy - people get it, rapidly and easily.

Since the *Green Light Way* is a readily accessible mind technology, people begin using it immediately – often right in the middle of my *Green Light* introduction. It is as simple, yet as profound, as a shift from asking, “Can we achieve this goal?” to asking, “How can we achieve this goal?” *Green Light* is energizing. It changes lives quickly and sustainably.

In one situation, people trained in the *Green Light Way* had a calming effect on fellow employees during a serious strike. Their *Green Light* skills enabled them to increase collaboration. This was an essential ingredient in successfully resolving the situation, avoiding a disastrous outcome.

Maria Cordoso, a bright, gracious and amazing woman, whom I met in Canada at a thinking skills conference, invited me to speak in Portugal. This charming country captivated me the moment I arrived. The people, the sights, the spirit, the food - the port! During my presentation, I gave participants a little Green “coin” to keep in their change, as a reminder to go for the Greenest results.

Several years later, through Maria’s kind efforts, I was invited to give a keynote address at an international thinking skills conference in Brasilia. After my talk, a woman came up and greeted me warmly. Then she reached into her purse, pulled out her wallet, and plucked out that little Green coin. She excitedly told me she’d been putting *Green Light* to work ever since she’d learned it in Portugal a few years earlier. She had even kept the coin in its recommended place, where it serves as a reminder and nudges thoughts in a Green direction every time she gets into her change. She then proceeded to tell me how she’d been using *Green Light* - and how much it improved her life. She was radiant and as revved up as a child who’d just won a national spelling bee. What a soul feed for me! She certainly knew how to *dar luz verde* (give the *Green Light*).

The *Green Light* system helps you get more of what you want and less of what you don’t. The more you use it, the more you receive its many benefits. The *Green Light* approach feeds itself and expands exponentially, equipping you to do consciously, by choice, what successful others do by nature, habit, upbringing or training.

I’ve experienced the exquisite joy of witnessing thousands of people “get” it. The light bulb goes on – big time! Their faces Light up in an energized state of excitement. They literally feel the impact of what they can do with this new mind technology. Often within minutes, people identify one or more ways they will put it to use. It’s like watching a team of well-trained sled dogs tied up at the starting gate. Suddenly released from all reins, restrictions and requirements, they race away - newly unhindered and equipped to reach exciting places and revel in enticing experiences.

You will quickly gain that same freedom and opportunity by going the *Green Light Way*. People love the power of *Green Light*. It's easy to learn and easy to use so the benefits are available right from the start.

The *Green Light* concept works across the board. Certainly there are people who have various issues that may impact the degree to which they can put it into action, but nevertheless, it opens up possibilities for new directions to consider, new avenues to pursue, and it is relevant to any situation, whatever the limitations believed to exist.

Everyone gets to apply the scale on a personal basis. What seems like a major obstacle (a two Red) to an observer might be a minor obstacle (a one Red) - or to another assessor even a tremendous opportunity (a three Green). How it is viewed may vary from time to time. A Green focus is looking at the idea from the viewpoint of how it can work, who might benefit, to which situations it might apply, etc. It's about helping make better things happen.

The skeptic, the critic, and the cynic look for the exception to negate the rule. They look at the one place it might not work 100 percent of the time, and then all they can see is a Red Light, ignoring the massive numbers of places where it works 99 percent of the time. They miss the point - and miss the boat. That is hanging out on the Red end of the scale - the Red Zone. It's not a place where powerful, positive actions occur.

When looking at situations such as safety, health, or addressing regulations, finding what needs to be fixed is imperative. That's a Green intention - and an invitation to devise solutions. The creative energy of *Green Light* action makes that easier.

It's de-energizing to notice what's Red and just hang out there.

It's vital to notice what's Red - and act to Green it.

Red is the non-productive action site - the space of endless arguments and circular debates ending in stalemates (and very stale mates). It can be a place of distorted safety. There may be less risk (in the moment) when no action is being taken. In the long run, it's a place that tends to be unpleasant and unrewarding, a place where negativity, sarcasm, criticism, finger pointing, and blame dwell ad nauseam. It's also a place where people may stay because they're uncertain of how to leave such familiar territory and even less certain how to enter a more appealing, less well-known zone. The *Green Light* model shows the way out of the Red Zone into the Green Zone, the place of positive productive actions, of supportive, encouraging environments.

There are three key elements in the *Green Light* equation: Positive Intention plus the Language of Choice plus ACTION equals the *Green Light Way*. These elements are captured in the graphic below.



Positive Intention + Language of Choice + ACTION =

The *Green Light* Way

To further expand on this equation for success, the *Green Light* system encompasses nine key principles:

1. *Green Light* mind technology is a new universal language that harnesses the power of positive thought and behavior.
2. *Green Light* spirit represents goodness - in purpose, intention, and deed.
3. *Green Light* wording enlivens your success.
4. The *Green Light* secret ingredient is ACTION!
5. *Green Light* action is a choice and applies to all situations.
6. *Green Light* style starts with identifying the Ideal Scenario.
7. *Green Light* thinking elevates the art and skill of asking questions.
8. *Green Light* leadership unleashes creativity and fosters innovation.
9. *Green Light* living is its own reward, enhancing your life's journey.

Subsequent chapters describe each of these principles in depth. In the next chapter, you'll see the *Green Light* model. Here's a sneak preview to quickly expand your mind's *Green Light* power.

| What color is your style? | |
|--------------------------------------|---------------------------|
| How do you think, speak, ACT? | |
| <u>RED LIGHT</u> | <u>GREEN LIGHT</u> |
| What we don't like | What we prefer |
| Block Green goal. | Achieve Green goal. |
| Intention: I win, you lose. | Intention: We win. |
| Focused on: | Focus on: |
| Past/Regret, Future/Worry | The Present |
| Worst Case Scenario | Ideal Scenario |
| Victimhood | Victor |
| Survival | Thriving |



RED LIGHT



Inaction

Negative

Unproductive

“Can we do it?” “NO!”

“Will it work?” “NO!”

Short-term view

Drama zone

Brain brake

Fizzle

Status quo



GREEN LIGHT



ACTION!

Positive

Productive

“How can we do it?”

“How might it work?”

Short to long-term view

Drama-free zone

Brain break

Sizzle

Status? GO!

***Green Light* helps turn lemons into lemon meringue pie.**

| | |
|---|--|
| <p><u>RED LIGHT*</u></p> <p>Magnify the bad stuff. Minify the good stuff. What we don't have What we don't want What we want less of What makes us scowl What makes us angry</p> <p><i>* Doing something constructive could make it Green.</i></p> | <p><u>GREEN LIGHT*</u></p> <p>Magnify the good stuff. Minify the bad stuff. What we have What we want What we want more of What makes us smile What makes us excited</p> <p><i>* Doing something destructive could make it Red.</i></p> |
| <p>The tougher the Red Light challenge, the greater the need for <i>Green Light</i> solutions.</p> | |

Greening a Company

Galt Alloys, is a producer of ferro-titanium and other alloys for industrial uses. The company had developed a strong program for growing their employees through education. Invited to give a seminar on the *Green Light Way*, I went a day early to tour the plant. I noticed several large circles drawn on the wall of the processing area in the plant. When I asked Nick Fath, the plant manager, what was their purpose, he said he'd tell me after my seminar the next day.

What I didn't know was that during the seminar, the circles were being painted GREEN! Almost anywhere you looked, there was a great big *Green Light!* I absolutely LOVED it!

(Big circles might also be filled in by everyone adding a few strokes - Greening it together.) A constant reminder to *GO Green*, the giant green dot were ever on duty. Even subconsciously, at some level, it registers. That was one *Green Light* manager! He put the idea to work as soon as he heard it.

Another action that followed was his almost instant implementation of a key component of the training session. The manager held a staff meeting and told employees to take out their change. If they had the Green "coin" I'd given them to carry with the change in their pocket or wallet, as I'd recommended in the presentation, he would take them to lunch!

What a VERY Green action! He told me that about forty percent of the folks had the green coin in their change. Another thirty percent said it was at their work stations. The rest were in various other locations. He said, with a bright Green smile, “Good. Those who have it in their change, come along. I’m taking you to lunch!” Everyone had a good chuckle - and got the message. The manager made his Green point in a clear, yet light-hearted way. He probably repeated this offer another time or two, giving the whole team another chance to enjoy a free Green lunch.

Sarah Ross, the Human Resources manager, was eager to apply *Green Light* further - in the company’s newsletter. We explored having a section to salute *Green Light* actions. Months later, an East Coast facility had a labor dispute, quite a nasty one. Employees worked in a lockout situation - for safety reasons, and they needed some of the Ohio team to help them remain open. The manager said if they had not had *Green Light* tool, he didn’t think his team would have even considered going there. He also stated it made a huge difference in how his team operated in that very challenging situation.

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RED LIGHT

- Lose the advantage of momentum.
- Let Green ideas die a quick death.
- Just go through the motions.
- Direct by Red mandates.
- Use a “Do as I say” style.
- Individuals solo-ing.



GREEN LIGHT

- Take advantage of momentum.
 - Put Green ideas to work at the right time.
 - Take the Green actions.
 - Lead by Green example.
 - Use a “Let’s do this together” style.
 - Partners teaming.
-

The *Green Light* language and concept is universal. The specific applications, examples, and perspective work across the board. Of course, they will sometimes require modifications to accommodate cultures, life experiences, and viewpoints. Just keep focused on the general idea of the *Green Light Way*. Simply use it as a beacon to illuminate whichever path you choose to walk in the present moment.

*Liberate yourself from the world of Red Light.
Dwell in Green Land.*

GO the Green Light® Way!

***Green Light:* Make good things happen.**



**Aim for the greatest good, in the best way,
for the most people, for the longest time.**



Below are some examples of *Green Light* qualities and behaviors.
Enjoy expanding your repertoire – Greenly.

***Green Light* Descriptors**

- ACTION! • Accountable • Anticipator • Appreciative • Bold • Boundary breaker
- Can do/will do • Collaborator • Communicator • Community builder
- Compassionate • Confident • Connector • Creative • Curious • Discreet
- Enthusiastic • Exuberant • Flexible • Forgiver • Fun-lover • Futurist
- Good humor • Goodness • Grateful • Healer • Idealist • Innocence
- Innovative • Integrity • Leader • Learner • No-limit style • Open minded
- Opportunity expander • Opportunity maker • Opportunity seeker
- Optimistic • Option-maker • Passionate • Persistent • Positive expectancy
- Precedent setter • Problem finder • Problem minimizer • Problem solver
- Problem preventer • Questioner • Realist • Reliable • Resourceful
- Results-oriented • Risk-taker • Sharing • Strategic • Spiritual
- Team player • Trustworthy • Visionary • Win/winner • Zealous

Green Light: How might I apply and adapt this wisdom?

Taking the High Road: *GOing the Green Light Way*

"You never change things by fighting the existing reality.

*To change something, build a NEW model
that makes the existing model obsolete."*

- Buckminster Fuller

Green Light's power is illuminated by the following *Green Light* Model. It summarizes the major elements. For the sake of comparison, the chart also describes the opposite of *Green Light* – the Red Light way – as well as an in-between style called the "Greenish" way. The chart is followed by a description of each element.

**The *Green Light*[®] Model (A new universal language,
a mind technology, a transformational tool, a culture.)**

| | <u>THE RED LIGHT WAY</u> | <u>THE GREENISH WAY</u> | <u>THE GREEN LIGHT WAY</u> |
|---------------------------|--|--|---|
| | Think, speak, act negatively. — (“Uh-oh.”) | Think, speak, act positively. + (“Hmmm.”) | Think, speak, ACT with positive intent, specific language, specific style. ++ (“Aha!”) |
| 1 Style | General Negativity. Pessimism. The low road. Barrier building. Status quo. Fight or flight. The STOP stuff. | General Positivity. Passive Optimism. The middle road. Barrier accepting. Status? Moveable. Survive. | Positivity Plus. ACTIVE Optimism. The high road. Barrier busting. Status? GO! Thrive! The GO power. |
| 2 Values | Me first and only. Bulldozing. Deny accountability. Resist change. | Peacemaking. Compromising. Fuzzy accountability. Change tolerant. | Greatest good. Committed/action. Stewardship. Creativity. Innovation. |
| 3 Focus | Focus and energy is on obstacles. Short-term view. Narrow focus. Can we do this? NO. Failure/Inaction | Focus and energy is on optimism. Short-term view. Open point of view. Maybe we can do this. Hope the plan works. | Energy: Objective + ACTION Short/long-term view. Panoramic. How might we do this? Take the next step/s. |
| 4 Goals | Negative scenarios. Lowest common denominator. | Positive scenarios. Average common denominator. | Green/Ideal Scenarios. Highest uncommon motivator. |
| 5 Choices | Red intentions, goals, language, questions and actions. | Greenish intentions, goals, language, questions and actions | Green intentions, goals, language, questions and actions. |
| 6 State of Mind | Generally unconscious, automatic, reflex actions. | Often unconscious, automatic, reflex actions. | Conscious intention, conscious choices, conscious actions. |
| 7 State of Emotion | Cynical/Critical/Upset Down/Fear/Vulnerable Dividing | Supportive/Pleasant Up/Hopeful/Detached Connecting | Excited/Enthused Joyful/Loving/Invested Uniting/Co-creating |

| | | | |
|------------------|--|--|---|
| 8 Impact | Counter-productive. Hurtful. Impedes momentum. Stress inducing/ de-energizing. Blocks creativity/ innovation. | Probably productive. Helpful. Supports momentum. Stress reducing/ positive energy. Supports creativity/ innovation. | Highly productive. Builds momentum/ teams, leaders. Mobilizing/ energizing. Powers creativity/ innovation. |
| 9 Results | Possible short-term gain. Probable long-term loss. Happiness elusive. Failure, alienation likely. | Possible short-term gain. Possible long-term gain. Happiness likely. Success, collaboration possible. | Probable optimal, short-term gain. Probable strategic, long-term gain. Fulfillment. Happiness. Passion. Synergy. Dynamic SUCCESS! |
| 10 Model | What not to do. React. Language of habit and conditioning. | What to do. Possible action. Language of positive habit & conditioning. | What to do/How to. How to do it. ACT! Language and style of CHOICE. Green Light! GO!!! |

Positive Intention + Language of Choice + ACTION = *Green Light Way*
 (Spirit) ⇨ (Mind) ⇨ (Body) ⇨ *Green Light Way*

What follows is an explanation of each *Green Light* element in the model.

1. *Green Light Style*

- Positivity Plus.
- ACTIVE Optimism.
- The high road.
- Barrier busting.
- Status? **GO!**
- Thrive! **The GO power.**

When you travel in *Green Light* style, you are traveling first class along the high road of life. This point of the journey is where the positive picks up power and becomes Positivity Plus. *Green Light* style is the power of ACTIVE optimism, the power of Optimized Optimism - what I call Optimism Squared (O²), which is also the symbol for oxygen - that essential element required to sustain life. Optimism Squared (O²) is definitely a life-

giving force and an essential ingredient of *Green Light*.

When optimism is energized with action, barriers begin to fall and extraordinary results become possible. *Green Light* style incorporates enthusiasm, support, encouragement, creativity, suggestions, commitment, confidence, and determination. “Aha!” is a frequent experience here. *Green Light* behaviors include observing potential problems and addressing them as well as creating opportunities and expanding them. *Green Light* style is the place of positive ACTION. It is the *GO*-power in business and in life where people and organizations thrive!

In contrast, Red Light style builds barriers and often stops forward motion. This is the low road, filled with general negativity and pessimism. Red Light behaviors make people cringe as they mutter a dread-filled, “Uh-oh,” under their breaths. These behaviors include sarcasm, put-downs, closed-mindedness, criticism, bullying, domination, and hostility. In this space, people are often in fight or flight mode. Red Light style is counter-productive and tends to promote the status quo. It creates conflict, stifles creativity, and discourages others from contributing their best.

Far superior to Red Light, Greenish style is more upbeat and constructive. This style is generally positive, pleasant, non-confrontational, and a comfortable place to be. “Hmmm,” is commonly heard here. This is where the spectator dwells. Passive optimism and a tendency to accept barriers are commonplace. Behaviors include incessant smiling, compromising, and pacifying. People in this space are open to movement, but tend to play it safe, focusing on middle of the road solutions and survival. It is often characterized by indecision and inaction.

2. *Green Light* Values

Greatest good.

Committed/action.

Stewardship.

Creativity. Innovation.

Thrive-ability exemplifies *Green Light* values. It all starts by focusing on the greatest common good - what a wondrous place to begin any goal setting. And, what an uncommon place in today’s world. *Green Light* values revolve around stewardship, seeking to identify the best outcome for the most people

in the best way for the longest time. From this grand vision flows shared commitment, action, creativity, and innovation. When people work with *Green Light* values, they experience enthusiasm, deep delight, momentum, and ownership. They embrace change and become invested in both short-term success and sustained success.

Using Red Light values, a typical scenario focuses on ME - my ideas, my wants, and my needs. My vision is restricted to immediate gratification. I bulldoze my way through life and let the chips fall where they may, regardless of the consequences. I do not build things; I destroy things. I resist change. And I deny any and all accountability for my actions.

In the Greenish zone, peacemaking is a top priority, sometimes peace at any price. Compromising - a form of selling yourself short - is also very common, settling for mediocrity when excellence is an option. There is fuzziness around accountability. Change is tolerated, but rarely welcomed. The emphasis is on surviving long enough to make it safely through another day.

3. Green Light Focus

Energy: Objective + ACTION

Panoramic.

Short- to long-term.

How might we do this?

Take the next step/s.

A *Green Light* focus channels energy toward achieving the objective and planning appropriate action. There is considerable discussion about “How might we do this?” Using an expansive viewpoint of panoramic style, the focus includes the immediate, the mid-term, the long-term, and the spaces in between. There is a strong sense of confidence and an expectation of success paired with ACTION. Here is where goals and action combine to make magic - producing profits, happy customers, positive impact, expansions, and excitement.

With Red Light, the focus is on obstacles. This is the place of resistance, blockage, and a persistent dialogue about why things won't work. There is a tendency here to be in a defensive mode. Conversations often revolve around initiatives that failed in the past, who was at fault, and why we shouldn't proceed regardless. This mentality often results in the group taking no action.

When action is taken, it tends to be limited to a narrowly defined scope and a short-term view.

The focus in the Greenish world allows more room for guarded optimism with a sense that “Maybe we can do this.” People in this space are generally open to a variety of viewpoints, but they still have a tendency to limit their thinking to the short-term view. There is much more hope than confidence here.

4. Green Light Goals

Green/Ideal Scenarios.

Highest uncommon motivator.

Green Light goals emerge from a place far beyond the best case. They start with the Ideal Scenario. Forget about thinking outside the box. With *Green Light* goals, there is no box! The *Green Light* approach is all about paradigm busting. It generates new, bold, rare, groundbreaking goals and ideas. Innovation! *Green Light* goals and Ideal Scenarios make the quantum leap into a powerful world of possibilities yet to be imagined.

Green Light goals are juicy goals because they focus on the highest uncommon motivator. Having a good cause and an open invitation to address it without barrier - and with support - is among the highest uncommon motivators. Prior to applying *Green Light*, this type of motivation was rare. Using the *Green Light* approach, it becomes a frequent experience, and a cause for celebration. As Ideal Scenarios become reality, they generate high-octane fuel for continuing on to the next Grand Green Ideal Scenario - and the next.

Red Light goals generally begin as a defense against the worst case - the lowest common denominator. In this common default style, the worst case is often presented as though it is the most probable case. This approach squanders precious time, energy, and creativity. It is a destructive approach. Discouragement, defeat, and impossibility thinking are frequent companions here.

Greenish goals are behind the door marked “Open to Possibilities.” Unfortunately, in an environment that focuses on playing it safe, Greenish goals tend to be lackluster, average solutions. While discouraging words are rare,

so are encouraging words. Opposition here is unlikely, as is promotion of a concept.

5. Green Light Choices

Green intentions, goals,
language, questions, and actions.

Green Light is all about choice. Every moment of every day, we are making choices. And, we always have the option to make *Green Light* choices through our intentions, goals, language, questions, and actions. *Green Light* intentions represent what is widely considered to be the highest and best good. These are the hopes and dreams and all the good things that we love to look back on with pride. *Green Light* goals seek to achieve the best outcome for the most people in the best way for the longest time. They specifically identify what you want to create, not what you don't want. These goals are bold, bodacious, and audacious.

Green Light language supports the achievement of these good goals and intentions. This is the language of the positive, the upbeat, the creative, the can-do, and will-do. *Green Light* questions focus on possibility; they reveal discoveries. They ask "How" and "When" and "Who" and "Which." These open-ended, opportunity-inviting, success-expecting questions pull the desired results closer and closer.

ACTION! The *Green Light* process inspires - and requires - action. The implementation phase is the fun part! Here you get to see things coming to fruition. This involves timely, wise, targeted moves. *Green Light* action is always taken while visualizing successful completion. One action follows another and another and another - whatever is needed to reach the Green goal line.

Red Light intentions are often self-serving with little regard for their impact. These are the intentions that we generally hide from other people, sometimes even from ourselves. Red Light intentions can be blatantly dishonest, unethical, and irresponsible. They can be more subtle things - like making yourself look good at someone else's expense or withholding vital information. Red Light goals are often focused on "me-first and only" outcomes. Red Light language is harsh and diminishing. It is designed to intimidate and discredit people as well as ideas. "What makes you think you know anything about this?!" is a Red Light question. The purpose of Red Light questions is to entrap, block, de-rail, deflect, or destroy. Red actions include calculated

interruptions, presenting the erroneous as the factual, and pursuing a hidden agenda.

Greenish intentions are positive in nature, yet usually focused on a limited scale. Greenish goals tend to be very modest and sometimes hazy. As a result, there is often a lack of commitment to achieving them. Greenish style is generally pleasant, non-controversial, non-authority questioning, and compromising. Greenish questions tend to be phrased in such a way as to invite a “No” response or other door closers. They often give away power so someone else decides, and someone else is responsible. An example would be, “Do you think we should do anything about this or should we just let it go?” Greenish actions tend to be half-hearted and usually stay within the clear confines of the box.

6. Green Light State of Mind

Conscious intention,
conscious choices,
conscious actions.

The *Green Light* state of mind is filled with clarity and awareness regarding intentions, choices, and actions. It throws off the blinders and awakens us to new possibilities. One major benefit of choosing to be conscious of our intentions, choices, and actions is that such awareness increases the likelihood that we can repeat successful behaviors in the future. Living from a conscious place helps ensure that the decisions we make, the actions we take, and the focus we maintain are all aligned with what we truly desire. From this place, we not only make better choices, we also gain confidence in our ability to do so. There is great freedom in living consciously.

The Red Light state of mind is often unconscious, operating largely from a place of habit. These intentions, choices, and actions are on auto-pilot. Sometimes this unconscious state of mind is a clever way of abdicating responsibility. Many times people don't recognize that their intentions, choices, and actions are Red because that's the only way they know how to respond in a particular situation. The Red Light state of mind is in reflex mode, rather than conscious thought mode.

Greenish intentions, choices, and actions tend to be good-natured. However, they are still largely unconscious and habitual. At best, they reflect some level of conscious thinking, yet the blinders are still mostly on.

7. Green Light State of Emotion

Excited/Enthused

Joyful/Loving/Invested

Uniting/Co-creating

The *Green Light* world is such a grand place to live! It's full of what makes life exciting and rewarding and intriguing. The enthusiastic energy of *Green Light* emotions pulls us forward into achieving our goals and wondering what else is possible. Here is where joyful people love their work and are invested in the successful outcome of their endeavors. In a team setting, *Green Light* emotions unite people as they co-create innovative ideas and implement solutions, which is the essence of peak performance. Others have described this phenomenon as the "state of flow" and "high-performing teams."

We've probably all worked, and maybe lived, in places where the driving state of emotion is Red. This is a hard place to live, a hard place for humans to exist - yet we so often tolerate it. Cynical attitudes pierce the hearts of people and possibilities, leaving lasting wounds. This critical and destructive approach is divisive and promotes fear - effectively sabotaging productive outcomes and destroying relationships, careers, and individuals. The ultimate result? Everyone loses. Curiously, this approach is often tolerated and given great power in group settings, even when it is only being used by a single person or a small minority of group members.

In the Greenish zone, the emotional environment tends to be pleasant and supportive. Hoping for the best is a common condition. It's where support is available, where people are interacting positively, yet they are often a bit detached, not fully vested in the outcome, sometimes just going through the motions.

8. Green Light Impact

Highly productive.

Builds momentum/teams, leaders.

Mobilizing/ energizing.

Powers creativity/innovation.

IMPACT! *Green Light* impact is profound and far-reaching. In the *Green Light* environment, teams are unleashed to grow and develop in unexpected ways that tap each individual's talents and strengths. As a result, productivity, creativity, and innovation expand exponentially. People are energized as they mobilize their full range of talents in service to reaching the collective goal, achieving it in the best and highest way possible.

Teams function as one unit, moving forward with smoothness, speed, and continuous progress. Leadership evolves and is often provided by multiple team members, based on their areas of expertise and interest. People love living and working in this space. It becomes the center of activity where achievement, solutions, and opportunities are created, magnified, and maximized.

While it is possible that some Red Light actions and behaviors are motivated by good intentions, the impact is always the same - limiting, constricting, stress-inducing, and counter-productive. Essentially, Red Light sucks the life from everything it touches. This force destroys spirit and sabotages momentum. It's a virus - a contagious virus - which often goes un-diagnosed - and untreated. It kills creativity.

The Greenish territory is a feel-good place that fosters some productivity and momentum. However, it can have the "go along to get along" style to such a degree that impact is minimized. And, while not much happens here, not much is done about it either. People in the Greenish zone stay pleasant and often produce far below their capability, unknowingly limiting and diminishing themselves.

9. *Green Light* Results

Probable optimal, short-term gain.

Probable strategic, long-term gain.

Fulfillment.

Happiness. Passion. Synergy.

Dynamic SUCCESS!

Part of the incentive to put *Green Light* strategies into action is that they work! They work quickly, reliably, and predictably. *Green Light* results will almost always be superior to what would have been produced without the *Green Light* approach. *Green Light* results draw their success from both optimal short-term gains and strategic long-term gains. Additionally, the *Green Light* process brings out the best in people, harnessing individual and collective passion and synergy that translates into higher success rates.

All too often, Red Light results are narrowly focused. They may be limited to what works for one department at the expense of another. Another

characteristic of Red Light results is that they are often derived by exploiting the short-term gain without much consideration for the long-term impact. Plus in a Red Light environment, people are often working for their own agendas rather than supporting the group's stated goals. In today's business world, there are numerous glaring examples of large companies that focused on the short-term to their own detriment. In these situations, great good was sacrificed for the payment of ego gratification, greed, and lack of integrity. In short, people have sold their souls and in the process they have sold out their customers, their employees, their communities - and many futures.

Greenish results can include gains in the near term and occasionally in the longer term as well. But overall, results in the Greenish zone tend to be lackluster.

10. Green Light Model

What to do/How to.

ACT!

Language and style of Choice.

Green Light! GO!!!

Originating from a *Green Light* intention - a desire to make something good happen - the *Green Light* model adds the language of choice and action. This model is built on choice - conscious choice - choosing your Green intention, choosing your Green language, choosing your Green action to produce the desired Green result. The *Green Light Way* is part of the equation for success that has been missing...until now. Living, working, and playing the *Green Light Way* is where we are meant to be. It is where we want to be; it is what we gravitate toward and what feeds our hearts and our souls. The *Green Light Way* is where the goodies are!

Using the Chart

The *Green Light Way* is a positive, empowering language and action style. It works - profoundly - for individuals, couples, families, work groups, organizations, and communities. In a team setting, it provides many powerful benefits: a common language, a common communication system, and support for a common vision.

Use the chart as a reference tool. Refer to it for information, clarity, terminology, accountability, and to stay on track. Post the chart where it can be easily seen - meeting rooms, lounges, offices, hallways, refrigerator doors, and even bathrooms!

When Red is happening, check the chart for help identifying and nam-

ing it. Rather than saying, “You’re Redding all over this” say something like, “That seems like cynicism and criticism. Using the information you’re currently sharing, how might we Green it up? How might it support our purpose?” Clearly, the goal is to establish a group norm where dialogue and action is as Green as possible. However, even moving a Red Light comment to a Greenish comment is a good start. In other words, pick your victories and build from there.

The more the same language and concepts are used, the more powerful they become. Teams benefit from enhanced communication that is focused, reinforced, anticipated, and expanded. The more the chart is used, the more the *Green Light Way* becomes the usual way. It becomes the standard - the gold standard, which is the Green standard, which leads to less Red and more Green.

Identify Red Light actions promptly. TAP THE TABLE. That signals “Red Light.” (You can also say, “Tap.”) Team members help each other stay on the Green track by giving a light table tap when the discussion takes a Red turn. This Green action reminds and invites everyone to re-focus on the Green. This helps create a Green environment. Colleagues feel safe and supported. People thrive in a Green space.



A *Green Light* culture is wholistic, magnetic, enticing, gratifying, affirming, expansive, life-enhancing, innovative, and highly productive.

● *GO the Green Light® Way!* ●

GREEN LIGHT: Make Good Things Happen.

**Aim for the greatest good, in the best way,
for the most people, for the longest time.**



Below are some examples of *Green Light* qualities and behaviors.

Enjoy your experiences with these and countless others.

Notice when they show up in you – and commend yourself.

Enjoy growing in more and more of them.

Green Light Actions

- Foster integrity. • Acknowledge contributions. • Seek diverse thoughts and viewpoints. • Have FUN! Share it. • Create Green surprises. • Use multiple viewpoints. • Explore the possible, probable, and preferable; go for the Ideal Scenario. • View the goal as attained. See how you got there. Take a step in that direction. • Celebrate what's accomplished. • Anticipate what you get to do next.
- Give a compliment for a *Green Light* action. • Offer a touch of Green humor.
- When someone or something seems to be un-Greening, explore how you might shift that and return it to Green. • Take a giggle break. • When it's time to shift, Redirect your energies and make a new plan. • Skip regrets and coulda-shoulda's.
- Send a Green email, saluting someone's Green service. • Green up your body with good self-care: Green food, exercise, and sleep. • Meditate. • Pray. • Take a shower and do the Red-Stuff Sluff. Feel the day's Reds disappear down the drain. • Step out and into your fresh Greenness. • Avoid hanging out in the past. • Be Greenly present. • Keep a Green eye to the future. • Take a peek in a periscope and see the Greens around the corner. • Envision some long-term views. Focus your telescope on the Greenest scenarios there. • Collect *Green Light* friends. • Seek *Green Light* organizations to support. • Celebrate this moment. WHOOP! Have mint ice cream. • Treat yourself. Give your mirror a *Green Light* grin. Grow it Greener. • Green someone's day. Pay it forward by secretly buying that person a cup of Green tea. • Treat ideas kindly. Get the "goods" on them first so you can capture their Green elements. • Get your official *Green Light* coin. (For now, use a Green button.) Keep it in your change as a reminder to Go Green. • When people ask about your Green coin, tell them about it. Give them a Green compliment on their curiosity. • Find the *Green Lights* all around you. They are just waiting to be uncovered, recovered, discovered. • Add your favorite *Green Light* actions to these - and do them! • Let the Green drops reign on your parade. • Go Greenly. • The world needs your royal Greenness. •

*No pessimist ever discovered the secret of the stars or sailed to an uncharted land,
or opened a new doorway for the human spirit.*

- Helen Keller

Green Light: How might I apply and adapt this wisdom?

Principle 1: *Green Light* mind technology is a new universal language to harness the power of positive thought and behavior.

Go to the place of greatest potential.

- Dewitt Jones, world acclaimed photographer, *National Geographic*

A key path to success is relayed in Dewitt Jones' quote above. The *Green Light Way* takes you to the places of life's greatest potential. Every moment of every day we make choices. We often make them for many subconscious reasons. Every one of those choices involves language. Language makes up our life.

Imagine being given a bright, shiny, new lush plush Rolls Royce - but no key. That greatly limits what you can do with it. In many ways, that's how we live our lives - keyless - options restricted. We have lots of abilities and not enough instruction about the best ways to use them.

Green Light thinking is deceptively simple, surprisingly challenging, profoundly powerful. Quick and easy to grasp, it's also quick and (usually) easy to apply. It's a vital status-quo shifter - and a force for shaping a better life - in all areas.

Here are two different ways of saying the same thing:

- You need to change the way you do things.
- Let's shift the way we do some things.

Which one would you rather hear? Although the apparent message is the same, the wording makes them distinctly different. In the first, someone has judged that you are doing something the wrong way - and you need to change. In the second, an invitation is extended to explore another way of doing something. No right/wrong, no judge, no demand. The first one is Red Light, the second *Green Light*. The Red one sets off the ego. It creates resistance and conflict between two people. The Green one engages the mind. It

opens the door to exploring alternatives, with the relationship intact, perhaps enhanced.

Recognizing and using the language of *Green Light* provides a profound power-assist for more rewarding lifestyles. We gain a new realization of previously-unseen forces at work in our lives - often working against us - with our unwitting assistance. Now with the knowledge that helps us see what's Red Light - and a good alternative to it, we can make wise new shifts by using by our new language choice. The labels we use determine the view we see. Change the label and we change the experience. How powerful is that?! A three-Green choice: Use that Green thought!

- **Changing your thoughts changes your words.**
- **Changing your words changes your experience.**
- **Changing your experiences changes your life.**



Green Light goals aim for what is positive, good, kind, ethical, helpful, legal, respectful, and life-enhancing. They makes it clear what is supportive and productive - and what is not. Accountability and integrity are essential elements in *Green Light* actions.

Green Light language enhances communication by realizing and rewarding what's constructive - and identifying and removing the pay-offs for what's destructive. This increases the quality of actions, interactions, decisions, and outcomes. It produces tangible, replicable, sustainable, positive impact. *Green Light* style fosters innovation and creativity, raises morale and productivity. It promotes more rewarding relationships at home, at work and in the community.

What's the pay-off for Red Light? You get attention, sympathy, get to make the other person/idea/cause wrong or ridiculous, get to feel righteous, to feel victimized, get angry, indignant, feel superior, and feel control.

What's the pay-back for *Green Light*? You get to feel good, to be happy, to feel you are contributing, to feel you're doing the right thing, to be proud of yourself, to receive compliments, to smile, sleep well, and feel content.

Some attention is better than no attention. How might you provide positive attention to those learning Red Light to ease their transition to Green?

Green Light is magnetic, contagious, infectious, enticing, appealing. It has so much positive, motivating energy - sometimes subtle, sometimes blatant. The more people see it, hear it, and experience it, the more they move in its direction.

Conventional wisdom isn't always wise. Sometimes it's just conventional. Conventional wisdom says it's nice to think positively. That's a good thought. Worthy of being labeled wisdom? Yes - when you add the missing element of action: It's powerfully good to think and act positively. This wiser view becomes the new conventional wisdom about optimism.

Harnessing the power of positive thought and behavior is the key intention of the system. Screens on doors block at least 20 percent of our view. You've probably noticed how much darker the scene is through screened windows and doors. Our own personal screens have the same effect. We view people, situations, and circumstances through our own filters.

Usually we do this unconsciously. As we Green ourselves up, we become more conscious of that limitation. We realize our view - and our ability to shift it. We can take off the filters - and decide what we want to see. Sometimes, with a Three Red point of view, the triple blockage means the filters limit at least 60 percent of the view. Then we believe - and act - as if this restricted, constricted view is 100 percent accurate. See the collision coming?!

Experts in many areas recognize the power of the word - especially in media, advertising, fundraising, and political campaigning. They choose words with the same care that a surgeon selects her instruments.

“Positive emotions nourish us. Negative emotions depress us. Fear closes us up, hope opens us up. Positivity changes our biochemistry. Positivity is not frivolous.

It's an investment in your future.”

- Dr. Barbara Fredrickson,

Positivity: Groundbreaking Research Reveals how to Embrace the Hidden Strength of Positive Emotions, Overcome Negativity and Thrive

We're born Green. As babies, as long as we're fed, dry, warm, and not fearing a fall, we're naturally Green.

We're busy going, grinning, and giggling. For that, we are well-rewarded. How did we get so far away from that? Why reflect Red when we have a Green heart? Focusing our energy on an intention returns us to our natural state of Green. Green brings to mind calm, abundance, nature, peace, fresh, positive thoughts.

*The thoughts we choose, the words we use,
all work to sculpt the life we fuse.*

Red is the color of danger. Red stop signs and Red traffic lights demand that we stop all forward movement. Red is a powerful color. Recent research reveals that the color Red has a negative impact on performance. Researchers at the University of Rochester found that test takers who were exposed to just a flash of Red prior to being tested had significantly lower test scores. (Elliott, Andrew J. *Journal of Experimental Psychology*, 28-Feb-2007). The implication is that people have such a strong association between mistakes and failures with the color Red that their results can be negatively impacted by the mere suggestion of the color, often without people even realizing it.

Red Light intentions, language, and actions also have a dramatically negative impact on forward momentum and desired results. Sometimes Little Suzy Sunshine's smile is a defense mechanism. It can indicate an unwillingness or inability to address what is really there. It can also be an attempt just to smile through everything and hope things get better because it's too painful, scary, or risky otherwise.

Red Lights flashing frequently and darkly can lead to learned helplessness. *Green Light* language and actions can lead to learned helpfulness, which shows up as optimized optimism - learned, used, and developed as a skill - and a conscious choice.

Film and television star Michael J. Fox is unusually open about his Parkinson's battle. In his second book, *Always Looking Up - The Adventures of an Incurable Optimist*, his action-oriented style takes his optimism and applies it

to his causes, including advocating for and funding research for Parkinson's disease. Parkinson's could easily be seen as a Red Light, but Michael J. Fox is clearly a *Green Light* guy.

Fox writes of being genetically optimistic - and overcoming your genes if they're of a different sort. *Green Light* thoughts, words, and actions provide a genetic implant of sorts. They inject Green genes into every receptive body. The really good news is that the body not only won't reject it - the body welcomes it. A *Green Light* gene pool - limitless and forever expanding - makes a body happy. Fox refers to optimism as not only being a way of life for him - it's also a forceful weapon (Greened: powerful tool) supporting his health focus.

When asked what helps make him optimistic, the first thing Fox says is, "Kids! They're the fount of optimism." He follows with the thought, "You can wish for a lighter burden or for broader shoulders to absorb the added weight. I see a lot of people working on their shoulders."

Fox's comments demonstrate how wording can be optimistic as reflected in the *Green Light Way*.

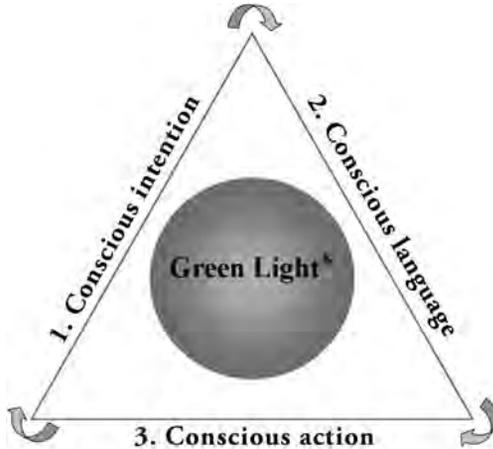
Putting *Green Light* wording to use:

- Enhances communication by recognizing and rewarding what's constructive - and removing the pay-offs for what's destructive.
- Increases the quality of actions, interactions, decisions, and results.
- Produces tangible, replicable, sustainable, positive impact.
- Fosters innovation and creativity, raises morale, and productivity.
- Promotes more rewarding relationships at home, at work, and in the community.

It's easier to sit on the bench or in the stadium and ridicule those playing the game than to be the one who works at it, trains, and makes sacrifices to achieve their goals. Participants and spectators, actives and lethargics, doers and downers - lots of labels come to mind. The point is *Green Light* offers a powerful new language, an incredible tool for making good things happen -

and for making the best of whatever happens. Living in the Green End Zone is living life to the fullest.

By living the *Green Light Way*, you will be conscious of how language is impacting you and then be able consciously to choose how Green you want to go and to choose the best actions to support that goal.



Green Light Style in Action

Green Light is contagious. Pass it on!

*The human mind, once stretched to a new idea,
never goes back to its original dimensions.*

- Oliver Wendell Holmes

*Reflect back to where you were when you first picked up this book.
Then notice how you are adding to your understanding of what it is
to think, speak and act Green.*

Green Light: How might I apply and adapt this wisdom?

**GOing for the Grandest: Principle 2: *Green Light*
spirit represents goodness - in purpose, intention, and deed.**

Love, and do what you will.
- St. Augustine

Love is Green. The heart, the symbol of love, as represented in the chakras, is depicted as Green in color. Begin with an intention that is Green, and then do what you will. *Green Light* action is goodness in motion. It is about making good things happen – the greatest good, in the best way, for the most people for the longest time. Follow with the last sentence, “Consider the steps you might take to make a difference this day, this decade.

Expand your options; empower your actions. Begin with a goal of goodness and what follows will be goodness. The *Green Light Way* is a magnet, pulling us up to and along the high road. Give it all the Green YES-power you’ve got. Green crusades arise from the heart of *Green Light* living - goodness personified.

At the Seymour (See more!) Botanical Conservatory in Tacoma, Washington, one can inhale a bouquet of tropical fragrances and be transported to gardens afar and jungle climes from foreign lands. In this Victorian-styled Conservatory, luscious plants silently shout their brilliant array of colors, causing your heart to say, “Ahhhhhhmen.”

In this scene, Green serves as the back-up color rather than the obvious in-your-eye shade. It appears to be secondary, yet in a vital way it remains primary. Without the base support of Green, there are no wondrous blossoms of stunning colors. Green sustains their life, feeds their blossoming, and fuels their palette.

In a similar way, beyond the world of thriving elegant and soul-feeding flowerings, the Greens may appear in the background - in a supportive, behind the scenes role. While the focus is on something else, the Green feeds the

life, the growth, and the creativity that exists in the forefront. In this case, the Greens took the form of visionaries and supporters who have fed and fertilized this celebratory showcase of botany's beauties for a hundred years.

Dale Chihuly, an internationally known glass artist whose work helped bring glass art into the forefront and to a grand prominence in the art world, grew up in Tacoma. As a child, his mother took him to visit and experience the Seymour Botanical Conservatory, which fed his sensory and artistic hungers. Decades later, in honor of its centennial, the Conservatory featured a most magical wonder of Chihuly's fascinating almost other-worldly forms. C.R. Roberts writes of Chihuly's "spheres, spikes and freeform whimsies shining beside flowers and plants lit by the sky through a thousand clear panes above."

An artist, author, entrepreneur, teacher, visionary, and passionate advocate for the arts, Chihuly frequently appears on PBS programs. His installations delight internationally. Over a million visitors viewed his stunning ice creation in Jerusalem in 2000. He serves up a smorgasbord of eye candy.

Chihuly came to view art as a team effort, unconfined by art as a sole, solitary, and secluded production. His use of collaborative teams and division of labor within the creative process led to producing complex multi-part sculptures and large scale contemporary installations.

No doubt, many Red Lights flashed along the way. You can readily imagine most of them - funding; that's not how it's done; it won't work here; it'll never sell; people won't pay serious money for this; yada yada yada. Yet the Green team prevailed - and unveiled breakthrough after breakthrough. We are the richer for it.

An awe-filled visitor, upon leaving the Conservatory, was barely able to contain her delight. Looking back, she said, "When I get home I'm going to sit in a chair and re-dream this."

Art, in its many Green forms, can delight and inspire. For a small town in Japan, Inakadate, population 8,700, it turned a dream into reality. In 1993, a village committee's concept for local revitalization transformed its rice fields into a canvas for living art. Now, every May, hundreds of volunteers and locals plant four varieties of different colored rice plants. Vivid intricate designs, featuring various cultural elements, soon emerge. Every summer over 150,000 fans visit.

Clearly a *Green Light* project, this living art combines multiple Green elements - a Green intention, a collaborative effort, and a very Green solution to a significant challenge. The local community has blended goodness and beauty to produce an economic benefit. It has even inspired other communities to apply its new concept.

This result is the opposite of a new word I just met - micropsia: a defect of vision. Objects appear smaller than normal. This recent A.Word.A.Day selection made me think of a Reddish circumstance. People see the current/small vision as normal and settle for it. The next thought was that the opposite must be macropsia, a vision in which objects appear larger than normal. For Greening scenarios, macropsia is a highly desirable view - and a helpful step toward goodness - seeing the ideal and aiming for it.

- **A step toward Green is a step away from Red.**
- **A step away from Red is a step toward Green.**

Goodness is a simple positive term readily understood. Dictionary definitions of positive include at least thirty entries. Many note qualities that are laudable, hopeful, or to the good; constructive, practical, proceeding in a direction assumed beneficial, progressive, or auspicious.

Positivity. Negativity. Related terms, but remember, only negativity is in the spell checker. When I talk to people about positivity, they often ask, “Is that a word?” When I ask if they’ve heard the word “negativity,” they always say, “Yes.” Interesting.

The thoughts we think the most create the deepest, strongest pathways - the interstate highways of our brain’s neural network. An expert refers to this process as, “Neurons that fire together wire together.”

Our thoughts take us to Red or Green destinations - with Red or Green feelings. As you read this book, you will become more aware of the color of your thoughts in the moment. When Red, you will be able to shift more quickly to Greener ones.

When you switch from traveling the Red roads to heading for the Green superhighways, you redirect the traffic flow. The old, no-longer-useful Red roads become detours, country lanes, then road-closed areas. Imagine them overgrown with weeds, abandoned, and deserted.

Simultaneously, when you continue to think Greener thoughts, imagine them resurfacing, upgrading your interstate highway. That makes it ever easier, more natural for your thoughts to whiz on by the old detours and disappearing paths to speed on down the *Green Light Way* - toward goodness.

*If prayer is an intention that we announce to the universe in order to create a desired outcome, then our every thought is a prayer.
This includes thoughts of worry as well as of hope.*

- DailyOM

Johnny Carson, a gifted and humorous entertainer had many vehicles for his comedy. One was telling about something that was really “bad.” The audience was primed to ask, “How bad was it?” His clever retorts always produced laughter.

I wonder how it would work if the scenario were switched to something good and the closing question was, “How good was it?” At first thought, it may be deemed unfunny. Contemplate, though, just for a moment, humor that is funny and uplifting. Some comedians manage it. Would it sell?

“How Green was it? How Green is it? How Green could it be?” These questions, while not likely to appear in a comedy routine, can, in fact, serve as mood shifters, as thought shifters - and prompt Greener conversations, Greener outcomes.

*The irony of commitment is that it's deeply liberating - in work, in play, in love.
The act frees you from the tyranny of your internal critic, from the fear that likes to dress itself up and parade around as rational hesitation. To commit is to remove your head as the barrier to your life.*

- Anne Morriss, Boston Starbucks customer, “*The Way I See It*” #76

In her powerful and helpful book, *Negaholics: How to Overcome Negativity and Turn Your Life Around*, Dr. Cherie Carter-Scott refers to the negativity syndrome as an addiction. (See www.negaholics.com.) She identifies four forms, which include several types, sampled below.

- Attitudinal: perfectionist, the never-good-enough
- Behavioral: procrastinator, pattern repeater
- Mental: constant critic, retroactive fault finder
- Verbal: constant complainer, herald of disasters

She states negaholics are likely to come from dysfunctional families that exhibit three or more of seven identified conditions, and that negaholic compulsiveness is often triggered by stress. Many factors are involved in who we are and how we behave, yet people who practice *Green Light* actions create new neurons that will have a positive effect.

Maya Angelou, poet and speaker extraordinaire, is noted for her insistence that guests in her home speak positively. Before the success of the film *The Secret*, which featured scientists providing verification of positive thinking, Angelou called thoughts things - things that have energy and hang around. Guests who spoke ill, made fun of others or made disparaging remarks were asked to leave - and take their negative thoughts with them. Some people, graced with this knowledge in advance, were spared the embarrassment of being issued an exit visa, effective immediately.

Thoughts showed up in a different powerful way for Wendell Potter. A former twenty-year executive in a healthcare-related industry, he experienced a mind shift. (The field is unspecified here, for Green reasons. It is to avoid pointing fingers at perceived offenders and instead to be pointing attention to lessons learned.)

In 2007, after seeing Michael Moore's film *Sicko*, Potter switched from his plan to counter its content to finding agreement with much of it. Nicholas D. Kristof writes about Potter's conscience - how it got to him and caused a seismic shift - in his life and his industry.

In 2008, he left his lucrative corporate position. In 2009, he testified to a Senate committee investigating abuses in his industry. That change was the "scariest thing I have ever done in my life. But it was the right thing to do," he said. The feeling at the time may have had Red tints, yet the action - and the looking-back view - was Green.

Referring to his former colleagues and bosses, Potter said he liked and respected them, but they were removed from the consequences of their decisions, and they were obsessed with sustaining the company's stock price. This powerful statement identifies two essential elements of Greenness. The consequences of actions must be anticipated - and must be addressed, with appropriate adjustments made prior to implementation. Amelioration, after the fact - as a strategy - is Red.

Examples abound of choices made - in business and in life - where the means were declared as justification for the ends. The cost of doing the right thing - even if only a minute amount - unacceptably impacted the net gain. Another key element was misplaced priorities. The obsession with stock prices - and the resulting Red impacts - have become more prevalent in recent years, to the detriment of ethics, the environment, long-term success - and the lives of countless people.

By contrast, *Green Light* cultures in organizations keep them flourishing longer-term. Multiple extra benefits accrue from increased self-esteem, commitment, and satisfaction.

Here are five key thought-stimulators to foster *Green Light* cultures in organizations.

How might I/we:

1. Model good business practices?
2. Model responsible corporate policies?
3. Demonstrate concern for employees as people and as citizens?
4. Make the community better off by our being here?
5. Maximize the impact of our organization here - and around the globe?

Just reading these questions plants Green seeds. The harvest may take many shapes. Actually asking these questions shifts things. It increases the odds that Greener outcomes - across the corporate culture - will occur because of the Green energy that drives that culture.

We need to worry a lot less about how to communicate our actions and much more about what our actions communicate.

That's the essence of having good communication:

Having the right intent upfront and letting our actions speak for themselves.

- Admiral Mike Mullen, Chairman of the Joint Chiefs of Staff

Mullen's assessment of government communication efforts in strategic geographical areas was quoted in a *New York Times* article by Thom Shanker. It's not about how to spin the Red stuff. The principle conveyed speaks of the requirement to begin with a *Green Light* intention and follow it up with *Green Light* action.

Goodness shows up all around us - when we look for it. People helping a stranger, sharing with those less fortunate, contributing to worthy causes, volunteering in thousands of ways for a myriad of organizations. Even in small yet important ways, its presence surrounds us. We see it when we look for it.

I walk three miles a day several times a week, along a wondrous beach in Seattle. It's like a mini-United Nations, with many languages, cultures, and styles mingling in mutual enjoyment. I used to see - and be disturbed by - quite a few who seem to be careless, thoughtless dog owners, exhibiting unkindness in multiple ways. Trailing a tired, thirsty dog on a short tight chain struggling to keep up, they cruised by on skateboards or bicycles.

- **Awareness creates opportunity.**
- **Green options appear on previously-Red radar.**

It finally dawned on me that I was putting my attention on Red. Now I make a better choice - to intend to see the Green scenes. So I find folks conveying compassion in many ways - to each other and to animals. Most people I now see with canine housemates walk their dogs - Greenly. The leash, serving its purpose without creating discomfort, is loose. The dog is out in front, happily being a dog, sniffing and exploring whatever captures its attention.

- **We tend to see what we expect to see.**
- **We tend not to see what we're not looking for.**

"Happiness is contagious," says Garfield's owner. Jim Davis' cartoon cat, wearing a look of practiced sullenness replies, "I'm immune." That may be the initial response, at least mentally, of those who have, for whatever reason, been so enmeshed in Red that it's hard to allow in the Green. Yet, over time, in a *Green Light* environment, that attitude tends to shift - sometimes slowly, other times with an abrupt Light-bulb moment.

Garfield exhibits lots of Red. Richelle Mead writes of a different example of Red in *Blood Promise: A Vampire Academy Novel*, the fourth book of her series. She includes elements from Romanian folklore. In a review, Mary Ann Guinn writes of Mead's use of different sorts of vampires. *Strigoi* refers to those on the evil side, *moroi* to those on the side of good, and *dhamphir* to half-human, half-vampire mixtures who live between the two worlds.

The Red and the Green types are obvious. In life, the third category might refer to those open to transitioning from Red to Green. With time - and

Green experiences - they make the shift. Since vampires have become a fascination again for many, let us assume the Green vampires' role is to suck the Red out - without shedding blood!

My lively, funny friend, Earl, frequently gets into sticky situations - sometimes called Earls. Once, on a beach in Taiwan, where we worked at the time, four of us walked side by side after a storm, to gather Green glass floats broken free from fish nets. We found a couple. Earl's feet found something else - black, gooey tar. He managed to be the only one to step into the sand-covered ship discharges.

We watched - and heard him - trying to scrape off the strong, oozy globs - with nothing but broken seashells to help. I confess we howled with laughter until we nearly ran out of breath. Midway through his tough, slow-going job, Earl, with a loud burst of frustration, hollered (paraphrasing), "Dog doo's a pleasure compared to this!" We've since had occasions to use this line a number of times - but no one does it as well as Earl. Recalling it now, I laugh all over again - and realize it was one of the Greener ways he could have dealt with his Red black tar challenge.

Another time, cruising to a Greek isle, Earl was at the bow of the boat as we approached the dock. CRASH! We hit it! People tumbled about. All sorts of chaotic activity ensued. The dock was damaged, and the ship took on a new wrinkle. Earl, at the most forward portion of the boat, watched the accident happen - silently. Braced for impact, he had no injuries. One man on board later told of his hopefully-unique experience - suddenly flipped upside down in the urinal. It gave him great fodder at storytelling time - especially for one-upmanship challenges. Often providing fodder for laughter, Earl, with more lives than a herd of cats, stars in many of my favorite overseas adventures. Humor remains an invaluable Green tool to get the Red out.

Earl came to mind when I read a recent headline, "Ferry hits Seattle dock; ship and slip damaged." In the *Seattle Times* article about the incident, Jake Ludington wrote, "The ferry gave five short blasts on the horn to indicate imminent collision."

Wouldn't it be wonderful if a fairy could give five-short-blasts as a warning signal when a collision is imminent - in a meeting, a relationship, a nation? Even more wonderful would be for those hearing it to pause, notice the Reds, go for goodness, and Green up their actions. The headline might then read,

“Fairy sounds warning; people and relationship avert damage.” This warning would be a form of personal capacity building.

The World Customs Organization (WCO) defines capacity building as “activities which strengthen the knowledge, abilities, skills and behavior of individuals and improve institutional structures and processes such that the organization can efficiently meet its mission and goals in a sustainable way.” The *Green Light Way* supports capacity building by its very essence - on land as well as sea.

As given above, *Green Light* goals are ethical, helpful, kind, legal, and respectful. They serve the greater good - for the individuals, the organization, and the affected others. It may be challenging in the moment, yet when we look back, we experience the satisfaction - and sometimes the relief of being grateful that we took the Greener action, especially if there were a strong desire to do Red in the moment.

Being honest is Green. Brutally honest is Red. Born of a Red intention, it is usually unnecessary and inappropriate. The Greener the intention and action, the less words to eat, the less mess to clean up. Green goals also replace inaction or inappropriate opposition. Bonus? Greener results, Greener reputations.

Russ and Pat, dear long time friends, share their adorable grandchildren with me. Shelby is a bright, vivacious five-year old I've had the fun of caring for a few times. She provided a light-hearted opportunity to spread the *Green Light* style. After a brief struggle trying to open a yogurt container, Shelby said, “I can't do this.” I laughed, made a face, and gave her a goofy, very nasal, mocking sound and said, “I can't! I can't! I can't! Red Light! Red Light! Red Light!” She grinned. Then I smiled, laughed and said, “I can! I can! I can! *Green Light! Green Light! Green Light!*” With a bigger grin, Shelby took another tug on the top and popped it off and said, “I can. I can. I can.”

Later, I asked Shelby to give me an example of something that would be Red Light when playing with a friend. Rather quickly, she said, “I don't know.” I gave her the same facial expression and goofy voice, saying, “I don't know! I don't know! I don't know! Red Light! Red Light! Red Light!” followed by “Let me think! Let me think! Let me think! *Green Light! Green Light! Green Light!*” She promptly gave a good answer: “If you bonk 'em on the head, that's Red Light.” Clearly she got it.

Her smart, book-loving brother, Hunter, a couple of years older, is a quick learner, too. At school, some girls were being cruel to another girl, rudely cutting her out of the group. Hunter, who'd learned *Green Light* earlier said, "Stop it. That's mean. That's Red Light." Then he invited the isolated girl to join his group of friends - a kind Green act.

Kids catch on to the *Green Light Way* almost immediately. In another situation, I asked a four-year old, "What is a *Green Light* thing to do for a friend?" and she said, "If they're crying, give 'em a hug." Ageless wisdom from the young.

***Perform Green Light acts of goodness,
beautiful deeds of love.***

Most people have an internal guidance system that helps them clearly see what's a good thing to do and what's not. It's an invisible *Green Light/Red Light* control panel. The system can be turned off. The news is full of stories about "good people gone bad" - highly regarded people who surprised and disappointed people when they side-stepped the guidance and wide-stepped right into a nasty, double-ugly pile of peeyucky.

Sometimes peer pressure, the desire to get even, or the need to feel we belong, are tough, desirable, or whatever, can lead us to making choices we later regret. They are very different from who we are, how we want to be seen - and who we want to be. It is Greener to pre-view the Red consequences - than to experience them. The thoughts below can bring clarity to potential Red futures.

**Ten Questions to Guide You to *Green Light* Actions -
and away from Red Light Problems.**

Green Light: the high road. Red Light: the low road

What color is the road you're heading toward?

If I do what I'm considering:

1. Will I be proud to tell my loved ones about this?
2. Would I want my prospective in-laws to know about this?
3. Would I be happy to read about this in the newspapers?

4. Would I be delighted to see this on television?
5. Would I be pleased to have this spread across the Internet?
6. Would I be glad someone mentioned this at a class reunion?
7. Would I be proud of myself for this in a year? In a decade?
8. Would I be eager to tell a prospective employer about this?
9. Would this be a good thing if I were to run for public office?
10. Would I want my children and grandchildren to know about this?

The answers to these questions can serve as a compass, guiding you in the direction of *Green Lights*. With really challenging situations, use them all. Consider writing your answers down. That will help keep mind-chatter from talking you into doing what feels wrong/Red and make it easier to do what feels right/Green.

Avoid thoughtlessly falling into Red Light actions by being pre-armed. Keep a copy of these ten options until you know them by heart or they become second nature.

Consider creating your own list of ten or more *Green Light Ways* to help you avoid Red Light actions and situations. Internalizing this list can buy you precious time to think more clearly. Connect with a friend who can give you a safe ear and good advice. It's often Green to anticipate a problem and then avoid it. (Sometimes it becomes a matter of avoiding those who regularly engage in serious Red Light acts).

Green Light helps you turn lemons into lemon meringue pie.

Rules of the *Green Light Way*

The *Green Light Rule*: Thou shalt use a *Green Light* style
and take the *Green Light Way*.

Green Light Intention: Take the high road. Do what will make
you proud of you.

The *Green Light Way*: It's not always easy. It's always worthwhile.

The Golden Rule Greened up.

- Green: Do unto others as you would like done unto you.
- Greener: Do unto others as they would like to have done unto them.
- Greenest: Do unto others as they would like to have done unto them
- in your Greenest way.

The most unrealistic person is not the dreamer but the cynic.

- Paul Hawkin

Paul Hawkin is a leading U.S. environmental thinker; his statement removes the power many mistakenly grant to the cynic, mis-equating it with wisdom. Cynics seek company in their Red world of unhappiness. Dreamers take us to places we didn't know we could visit. They make it possible for us then to live there.

- **Cynicism has no place any place.**
- **Skepticism has a wee place some place.**
- **Green Light has a key place every place.**

After Robert F. Kennedy was assassinated while campaigning for the presidency, his brother, Edward (Ted) Kennedy said, "My brother need not be idealized, or enlarged in death beyond what he was in life, but to be remembered simply as a good and decent man, who *saw wrong and tried to right it, saw suffering and tried to heal it, saw war and tried to stop it.*" The last few words contain three *Green Light* goals that increase goodness in the world.

At Senator Ted Kennedy's passing in 2009, George Will declared him the most consequential Kennedy. He wrote, "What Winston Churchill said about Franklin Roosevelt - that meeting him was like opening a bottle of champagne, and knowing him was like drinking it - was true of Ted Kennedy too."

An Alex Alben column quoted from Kennedy's profound and inspiring message at the 1980 Democratic National Convention. "It is the glory and the greatness of our tradition to speak for those who have no voice, to remember those who are forgotten, to respond to the frustrations and fulfill the aspirations of all Americans seeking a better life in a better land. We dare not forsake that tradition."

As is the case when anyone loved or respected departs from us, that person's passing serves up a compelling invitation to take actions that honor his or her mission and contribution. The quote above gives us three profound areas in which to employ our Green goodness - to support the unifying causes so eloquently identified.

What shall we now do? What Green form will our contributions take? How will goodness show up in each purpose, intention, and deed? Let us shine the *Green Light* rays on challenges, see new options, and take new actions.

May the goodness of the Green force be with you.

*There may be times when you will be sorry about something you said;
sorry that you stayed too late, or sorry that you went so early;
sorry that you won something, or lost;
but all your life you'll never be sorry you were kind.*

- Anonymous

Green Light: How might I apply and adapt this wisdom?

Principle 3: *Green Light* wording enlivens your success.

*A strong positive mental attitude will create more miracles
than any wonder drug.*

- Patricia Neal

Enliven: To make vigorous, active, or lively; invigorate, animate; to make sprightly or cheerful; brighten or gladden.

The *Green Light Way* is how to think in positive terms. Positive language can fuel success. Instead of thinking why something can't be done, it's a can do-will do attitude!

To accomplish anything, we have to take ACTION. Action can require CHANGE. Change can be one of the scariest words for many people. In a minute, we'll consider that word in a *Green Light Way*.

In his profound book, *Power Vs. Force*, Dr. David Hawkins details twenty years of research that resulted in his major breakthrough scale of human consciousness. The scale covers the entire human experience and ranks qualities and actions from low to high, 1-1000.

In one application of it, he pairs low-level words with high level counterparts. Selected terms below show their placement related to the Red/Green scale. (The order here is reversed from his high/low rank.)

| Red Light | <i>Green Light</i> | Red Light | <i>Green Light</i> |
|------------------|--------------------|------------------|--------------------|
| Coercing | Leading | Having | Being |
| Disruptive | Harmonious | Having to | Choosing to |
| Draining | Nurturing | Deadline | Due date |
| Dogmatic | Authoritative | Impeded | Challenged |
| Exhausting | Enlivening | Petty | Generous |
| Expedient | Principled | Scheming | Ingenious |

Now let's examine the power of words further by going back to that scary word CHANGE. It can cause a case of the trembles in the hearts of the hardiest. So look for Greener words. Sometimes, just using a different term can calm minds enough to move forward more rapidly and comfortably.

CHANGE (25 terms that can feel Greener)

| | | | | |
|----------|-------------|--------------|------------|-----------|
| Adapt | Adjust | Alter | Convert | Diversify |
| Exchange | Fuse | Metamorphose | Modify | Move |
| Mutate | Recalculate | Re-fashion | Replace | Re-settle |
| Revise | Shift | Switch | Substitute | Swap |
| Trade | Transform | Transmute | Turn | Vary |

“Revision” is a great Green word. It’s versatile and much less threatening, fear-inducing, defense-making. “Recalculate” is that marvelous word spoken by Ms. GPS on some devices. When you miss a turn, choose a different route or otherwise go off the original path, there’s no Redding. You don’t hear, “You messed up! Turn around, fool! You missed the turn - again!” Just a simple, “Recalculate.” No matter how many times you get off course, you only hear the same clear, non-judgmental response, “Recalculate.” It’s a reminder that we get to start fresh, to start over at every turn.

Learn to Green up phrases as well as words. By doing so, you will soon be Greening whole conversations, your correspondence, and other communications.

Phrase

Greener Wording

It’s not about ...

It’s about...

Feeling pressured

Choosing what’s right for you

Make up for losses.

Make amends as you can.

Explain your actions, etc.

Take actions that improve the situation.

You’re limited by...

Assume no limits at the outset.

Words and ideas on the left side often convey restrictions or negative emo-

tions and meanings. Using them can reinforce what you don't want, what you prefer to avoid. Shift that focus by using terms more aligned with what you prefer, what you intend to accomplish.

Which statement is Greener in each set - the one on top or the one below?

I missed the mark.

This is a group effort.

I hit the mark most of the time.

This is a group endeavor.

I'm practicing that today.

I made some corrections.

I am doing that today.

I made some revisions.

People spend a lot of energy vowing, "I'm not doing that!" "That won't work for me." "I'm not having that in my life!" All kinds of negatives and tense thoughts about what they're not, Not, NOT doing or having.

Greening it up would mean taking that same energy and switching it around to what you do want. Then declare, "I create, I enjoy, I have, I relish..." Identify and specify what you prefer to experience.

If I'd known I had so much potential, I'd have paid more attention to myself. Deidre, on Facebook, recently thanked me for my quote. I was grateful, as I'd forgotten it – and hadn't fully realized how much I really hadn't been doing that – Greening myself. May it be a wee nudge for the many, to pay proper attention to their potential, so it can more fully convert to performance/production/creation. Salutes for all the Green moves in that direction.

If you already love language, you'll LOVE *Green Light*. If you're not a language lover, the more you play with *Green Light*, the more likely you will become one. Find yourself enjoying the mental gymnastics of it. You'll find yourself choosing the language that best serves you and creating more successful experiences.

You'll also find yourself much more aware of the meaning and power and energy of words.

Words have incredible power - too often we let someone's Red words have power when they darken our day. We also sometimes use Light Green words when we need bright Green words. When you're going for the Ideal Scenario, use more of the 3G words - those gems that flash all three Greens.

You'll expand your ability to identify what color the spirit or intention is

of various media personalities, especially talk show hosts. (There's a reason why the term hate-radio was coined.) You'll start to think about what color are political candidates.

When I worked in the airline industry, customer comments were classified as onion letters and orchid letters. There were many more onions than orchids, not because that reflects the reality but because people are often more inclined to complain about what they don't like than to compliment what they do like.

My friend, Trini Evans, author and wise business coach, says, "'Try' is a term meaning to fail with honor." This generalization especially applies to times when people are uncomfortable or unwilling to say, "No" to something, but have no intention really to say, "Yes."

Statement: "I will try to do it."

Thinking: I couldn't do it, didn't do it, didn't want to do it, didn't intend to do it. But it's okay because I "tried."

Calling a task "hard" makes it more so. Even calling it a "task" makes it harder. Call it a challenge. Feel the difference. Which would you rather do - a hard task or an interesting challenge?

There are many viewpoints on the language to use in particular situations and circumstances. The thoughts that follow are suggestions for consideration, without medical claim or content. Focus on the concept, adapt it Greenly for yourself.

Statement: I'm a recovering addict.

Greener: I'm in recovery from an addiction.

Greener: I am clean and sober now.

Statement: I'm a cancer survivor.

Greener: I'm cancer free.

Greener: I am healthy and whole.

Statement: I'm barely surviving financially.

Greener: I'm improving financially.

Greener: I am moving forward financially.

(When making Green affirmations, use "I am.")

Statement: I'm stressed about X.

Greener: I'm concerned about X.

("Stress" creates itself.)

Question: What's your issue?

Greener: What's the problem?

Greener: What's the concern?

ROAD SIGNS

Standard: Don't drink and drive.

Greener: Drive clean and sober.

Standard: No dogs allowed on beach. Fine: \$200.

Greener: Keep dogs off beach. Avoid \$200 fine.

Standard: Don't litter.

Greener: Keep litter in its place.

Greener: Keep it clean. Avoid littering.

Greener: Beautify. Avoid littering.

Red Light, *Green Light*, what color did you write?

The way we communicate clearly impacts people's response to our message. Here is an example of the same message delivered in two ways - two different colors. They are written by Tari White of Tree of Life Project Management.

Example One.

Emergency Preparedness Planning for You and Your Family

I want to share all I have learned in preparing for almost any emergency situation. It has changed the way I think about travel, commuting, shopping, and safety. This is not a scare tactic, more of a risk management plan. It's good to plan for an emergency situation. That way you're not so frightened about it. You will leave this brief meeting with a preparation plan. It will apply to you, your family, and your neighbors.

You just have to look at what is happening around the world and here in the U.S., to see out-of-the-ordinary natural disasters occurring every month.

With your plan, you have prepared for potential risks and outcomes and ways to address them. Many people think, "That will never happen to me." Well, it may never. But, in case it does, you will be better prepared for it.

Be a Risk Manager! Prepare for disasters so you'll have a better chance of surviving it. Hope to see you there.

Example Two.

You and your family - equipped for Mother Nature's Surprises.

I am excited to share what I have learned in becoming confidently prepared for almost any emergency situation. It has changed the way I think about travel, commuting, shopping, and safety. This is a risk management plan. Just like you plan for a vacation, wedding, or college education, it is also good to plan for an emergency situation. You will leave this brief social gathering with a preparedness plan. It will apply to you, your family, and your neighbors and contain suggestions of what to keep handy, a list of resources, and the confidence to begin now.

You've undoubtedly noticed more frequent natural disasters occurring around the world. With your plan you have thought about and prepared for potential risks and outcomes, and your best ways to address them. This preparation puts you ahead of the game! Many people hope, "That will never happen to me." Hope is not a strategy. Preparation is. You can feel confident that whatever happens, you and your family are equipped for it.

Come join us. We'll extend congratulations to you for minimizing and mitigating risks! You will be a well-equipped Risk Manager! Feel free to bring spouses and significant others. Enjoy the peace of mind your new plan will bring you. See you there!

Notice how you felt when you read the first example. What emotions did it generate? What action would you be likely to take? With the second example, how was your response different? You probably recognized that the first example was written in a more Reddish style and likely to cause fear, anxiety, and perhaps even paralysis. Red situations often call for extra thoughtful Greening in order to be most effective and productive.

In the second example, you more likely felt a sense of power and interest - and felt more certain you could make something good happen regarding a potential difficulty. Whenever we are conveying significant information, we serve our purpose and those we are addressing by consciously Greening our message before we deliver it. It's a good exercise that trains the brain to go Green. It also helps to generate the Green responses - which is your goal.

Language is often like a boomerang. It comes back to you.

Red Light boomerang: Many unhappy returns

Green Light boomerang: Many happy returns

What you send out reverberates and returns. Your grey matter matters more when it's Green. Send out Greens.

Consciously or unconsciously, every one of us does render some service or other.

*If we cultivate the habit of doing this service deliberately,
our desire for service will steadily grow stronger, and will make,
not only our own happiness, but that of the world at large.*

- Mahatma Gandhi

Speaking *Green Light* - A Jumpstart

Use these terms for traveling down the *Green Light* highway.

C-GLO - Chief *Green Light* Officer (Pronounced C-Glow.) The designated *Green Light* leader, responsible for fostering the *Green Light* culture in a group - a family, an organization, a company, etc. The GO-to person, preferably one who is *Green Light* by nature. Supports the Lightians – and everyone going Green.

Green it up - A request or suggestion to improve something by applying *Green Light*. This process can mean to use more *Green Light* language, to make it a stronger (brighter) Green, to add more Green actions, etc.

Green Light Brigade - Noun. A team of like-minded, *Green Light* folks often formed to champion an idea or action... (This can be the most crucial ingredient in a recipe for success.) They refuse to lose, choose to win. They keep making new plans, taking new actions, making progress.

Green Lightian - Noun. Like a Parliamentarian for *Green Light*. In a meeting or organization, one who is good at *Green Light* is designated as such. Responsibility includes noticing Red Light, quickly tapping the table to identify it as such, thus inviting the group to Green it up. This role is vital in the early stages of going Green.

Green Magic - Noun. What happens when *Green Light* is put into action.

Move up the scale. - On the *Green Light* Scale, move from less Red, to more Green. “Scale it up.”

Screech! - Noun. The sound of Red Light in action. (Sound level varies, according to the speed and intensity - from a One Red to a Three Red.)

Vroom! - Noun. The sound of a *Green Light* actor - in action. (Sound level varies, according to the speed - from a G to a GGG, from a **GO** to a **GO! GO! GO!**) Often accompanied by a look of excitement and eagerness as well as creative, animated, body actions. Vroom is often heard when *Green Light* teams achieve another Green goal.

Add your favorite new Green terms and definitions to this starter list.

Experience the Benefits of *Green Light*®

Curious minds want to know, “What’s in it for me?”

(Drum roll. Cymbal crash. Trumpet blast.)

Here’s what’s in it for you.

The power of *Green Light* begins by giving people a new constructive common language. It fosters highly creative thinking for producing Ideal Scenarios. *Green Light* works - from toddlers to senior citizens, at home, school, work, and all points in between.

This new positive productive model removes the payoff for negative behaviors - bullying, criticizing, insulting etc. Now people have new information. They are newly accountable for their behavior. Instead of trying to dominate, discourage, and diminish others with a destructive demeanor, this tool declares those actions Red Light/unacceptable. *Green Light* actions - what is preferable.

Green Light replaces negative interactions with positive interactions. It’s what works to make good things happen. Destructive peer pressure is converted into constructive peer support. Brain function and brain health are improved by promoting greater focus on positive and constructive ways to think, speak, and ACT.

***Green Light* Benefits**

| | |
|------------------------------|--|
| Foster excellence. | Decrease dissatisfaction and build morale. |
| Increase possibilities. | Expand connection with colleagues. |
| Diminish pessimism. | Create a safe environment. |
| Decrease stress. | Set and attain better goals. |
| Strengthen teams. | Grow sense of community. |
| Improve communication. | Grow respect for others. |
| Inspire, motivate, energize. | Make better, conscious choices. |
| Build self-esteem. | Increase, optimism and positive action. |
| Improve social skills. | Helps you see the bigger picture. |
| Increase compassion. | Decrease negativity. |
| Promote kindness. | Improve physical and emotional health. |
| Boost encouragement. | Produce more enjoyment and fun. |
| Increase initiative. | Shift from helplessness to personal power. |
| Increase achievement. | Increase self-awareness. |
| Build leadership skills. | Enhance resilience. |
| Increase profits. | Build personal responsibility. |
| Grow creative thinking. | Foster independence and confidence. |

Which of these benefits are you *GOing* for first,
to grow your *Green Light* life?

Green Light: How might I apply and adapt this wisdom?

Principle 4: The *Green Light* secret ingredient is ACTION!

The best way to predict the future is to create it.

- Peter Drucker

ACTION! Optimized optimism. Where the positive takes form.
Where happening occurs. The place of impact.
Where something Green arises. Something new is born.

“Lights! Camera! ACTION!” The camera is off until the action starts. There is nothing to record, nothing to report without action. It’s embedded in any plan to Green things up.

Action is the essence of the *Green Light* method. No action, no *Green Light* style. (Of course, you know we’re talking about Green action).

Green Light thinking leads you to a Green goal, then to being in the Green place at the Green time with the Green action. Creative juices flow into the Green engines that drive new realities. Then - Green magic happens!

The actions are intended to and selected for turning the ideas into ideals - Green scenarios to serve the purpose for which they were designed. Driven by urgency, *Green Light* action takes place on multiple levels, directions, and speeds. Like the sister symbol for oxygen, O², it contains life force.

Timely, strategic, blatant, and subtle, *Green Light* actions not only propel plans, but they pull people up, up, and away - right along with them. Action motivates. It conveys movement, momentum, shift. Enthusiasm and persistence are the Energizer Bunnies for *Green Light* action heroes - and she-roes.

The Greenest groups lead the cutting edge. Their leaders create a climate for creative actions to flourish. They put on their Green glasses and play to win the “How Green can you go?” game.

Starting Red takes you backwards.

Start Green and go forward.

Adopting a *Green Light* manner amplifies your personal power and therefore your impact.

Green Light is cumulative, building on itself. The Greener you go, the Greener you go.

As I've been working with *Green Light* applications, I've continued to be astonished by *Green Light's* power. Some people almost give themselves whiplash when they suddenly "get *Green Light* - one of those old whack the forehead and say, "Ah, I could have had a V8!" I had no word to describe it so I decided I needed to coin a new one. I knew it was far beyond the word "paradigm" sometimes defined as an example serving as a model. We hear the term most often relating to a paradigm shift - when something significant happens that shifts the model, the standard, the accepted normal practice or way of viewing things.

Green Light thinking is a paradigm buster. It limits the frequency, power, and acceptance of Red Lights. The *Green Light* shift is so profound, impactful, and all-encompassing that paradigm is too limiting for it. Focused on an intention for the highest and greatest good, using a specific language style, supported by action, it literally alters reality. Choosing *Green Light* thoughts, words, and deeds shifts outcomes. Over time, it shifts the world for individuals. It possesses the power to shift groups, nations, and ultimately, the planet.

With my passion for creativity and word-smithing, I set about to create a new word - a term beyond paradigm. To begin the process of creating this new term, I put two ten-cent coins on the table and asked my assistant, Mary, to guess what they represented. After a few guesses, using words related to two, she got "Pair of dimes!" and then, "Paradigms!" I said, "Yes. Now we need a word beyond that, to signify an exponential shift of a higher magnitude."

Discussing word prefixes and possibilities for this expanded term, I went to the refrigerator to get some juice. When I opened the door, a weird thing happened. Bananas, from a fruit plate on top of the fridge, fell to the floor. "That's strange," I said. "Three bananas just fell to the floor." Mary said, "Ah. It's a trinity of bananas." That reminded her of the dimes/paradigm challenge.

Then out came, “Trinadigm!” YES! Three - “Tri” - is more than two/pair. “Trinadigm,” beyond paradigm, conveys the power and concept desired.

THREE.

There are three lights in the traffic signal.

Green Light has three key components: how to think, speak, and ACT.

Green Light combines the three elements of body, mind, and spirit.

The three *Green Light* image signifies the Ideal Scenario.

All of these connections of three elements encompass the *Green Light* Trinadigm.

Trinadigm™: noun. A new, powerful, conscious way of thinking, of viewpoint. It affects everything; a degree of magnitude far beyond the idea of a paradigm shift. *Green Light* is a mind shift, a new way of seeing, a new way of living; a new universal language altering one’s conscious choice of thought, word, and action. Subtle yet profound, it permeates and enriches all aspects of your life.

*Many great ideas never have a chance
because their success is left to happenstance.*

When the action piece is missing, so is success. Action delayed is success delayed - or denied. *Green Light* action is, of course, appropriate action. Otherwise it would be Red Light. Actions can include business-school strategies as well as choosing to take a retreat, meditate, take a nap, or read a book.

Operating in the dark, with the Red warning lights on, is the best thing to do when you’re developing photographs. The darkroom is one of the few places where light - applied at the wrong time, in the wrong form - can do damage.

*You are the *Green Light* power source, the switch and the moving part.*

Green Light is like electricity. It’s only useful - it only works - when it’s turned on. You can have a home with all the latest and greatest electrical devices, the most plug-ins, and the most high-powered connections, but they still only function when you turn the power on.

Some of you, because of age, physical condition, or other factors, will first

be using *Green Light* to expand your sense of wellbeing, of peace. Noticing your thoughts and intending to keep moving them up the scale toward three Greens will serve you well - and add to your peace.

The more you play around with and use *Green Light*, the bigger and better your ideas are likely to be - and the better and better your implementation strategies - and your successes become. Those you attract to join you will likely have more *Green Lights* themselves - and higher wattage as well. The *Green Light* system works in endless ways. Some supporting actions follow.

Eighty percent of success is showing up.

- Woody Allen

ACTION: Show up Green. That is the other 20 percent. A few other factors can come into play, yet the key point is to be fully engaged when action is underway. Focused attention is not only more productive; it inspires greater action from others involved. Showing up means being prepared, fully engaged, committed, and ready to proceed in a Green direction. Convey your commitment - and expectation of success.

ACTION: Live in the present. The *Green Light* vision keeps the focus on the present. That's where things happen. It's where the action is. Action is central and essential to the *Green Light* method. Look to the past for information, rather than regret or blame. Look to the future for opportunity, rather than worry or fear. Dwell in the present, where your Green actions enhance it.

ACTION: Reward the ACT of risk-taking. Far superior to just rewarding results, Green leaders regard risk-taking as a path to breakthroughs. Risk-taking means accepting the inevitable un-successes. In some companies, they go so far as to strike gongs, slam cymbals, or sound the a-OO-ga horns to announce a failure or mistake. Everyone has a good laugh, gets a bit of comic relief - and returns to duty with the attitude that at the very least, something more is now known about what doesn't work.

Google's management policy fosters risk-taking by allowing employees to devote 20 percent of their time exploring new possibilities on their own. No big proposals or lengthy approval process required. Just do it. The company finds that this policy provides it with a constant flow of innovation. It also helps generate a healthy cultural environment, feeding Green creative thinking.

ACTION: Green the team before doing the deed. Two friends, Nancy and Karen, wanted to ride the chairlift at a ski resort in Alberta, Canada. Going to the office in mid-afternoon, they were disappointed to learn the resort only sold expensive all-day tickets. They just wanted to take the lift up to the top of the mountain, take in the view, and come back down. A kind gentleman, who overheard their conversation, gave them two passes he wasn't going to use! *Voila* and whoopee! A happy serendipity.

Returning late afternoon for the ride, Nancy and Karen arrived dangerously close to closing time. Nancy maintained her original intention that they would easily get to ride the lift. Her focus was on having her words, her facial expression, body posture, and her mental intention congruent, all conveying the message, "We are enjoying this chair lift ride today." Her belief was that if she envisioned it, it was already achieved. That's a Green Goal to have.

Karen expressed doubt the ride would still be open. Nancy coached her to go Green. As they walked very briskly toward the chairlift, the focus was "Act as if." Act as if going on the ride were the only possible outcome.

Nancy assumed a sense of certainty there would be no problems. This viewpoint meant clear forward movement. There would be no pausing for any delays, no debates, no conversations about limiting policies, no discussion about time, no discourse about "why we can't," no detours. That was understood. It was not a focus, as such thoughts are all negatives, and therefore, all irrelevant. Avoid giving energy to what is irrelevant. It is all about the goal.

They headed toward the *Green Light* employee who had witnessed the earlier scene with the gift of tickets. Smiling warmly at them, wanting - and expecting them to make it, he held the lift bar open for them.

A nearby Red Light employee was scowling, seemingly wanting to close early and go home. While she was grouching to the other employee about how late it was getting - and seeming to contemplate an immediate shutdown - Nancy led Karen to the lift, they sat down, the Green guy came over, closed the bar - and up they went. Both friends were clear that had they shown the least bit of Red, they would have missed their Green goal.

ACTION: Regard "No" as a pause point. Sometimes opportunity arrives disguised as a problem. It may appear in the form of a "No." A Green

view is to regard “No” as information rather than a stop sign. Get more information and head for at least a “Maybe” - perhaps onward to “Yes.” *Green Light* builds your remarkable power to diminish, dis-empower, and deflect the power of Red Light.

Sometimes, the appropriate action is to bow out of things that are other people’s responsibility. People need to handle their own challenges, rather than have solutions imposed upon them, invading their personal domain. (Of course, since *Green Light* thinking is infused with wisdom, this general guideline is not intended to apply to Red arenas of violence or safety).

ACTION: Match the tool with the task. My dear big brother, Paul, a strong man with a strong urge to act, had two favorite tools for machine repairs on the farm - a sledge hammer to knock it apart and a torch to weld it back together. With many human challenges, a pair of very different tools are needed - a head to explore issues and a heart to address feelings. They can lead to different courses of action. When they disagree, it is usually Greener to follow the heart lead.

ACTION: Apply Green humor to lighten up a Red situation. In Lynn Johnson’s cartoon strip, “For Better or For Worse,” one child in school, referring to teachers, asks his pal, “I wonder why they always say ‘PAY attention!’?” His buddy answers, “‘Cause if you don’t - it’s gonna cost ya!”

Once (well, maybe more than once) my brother Paul got himself into a bit of trouble with his ever-lovin’ wife, Audrey. With slightly contrived sincerity, he calmly stated, “You misunderstood me incorrectly.” What followed was his huge infectious grin - and his contagious laughter, triggered by his own wit. This disarming move opened the door to getting out of what he’d stepped into. He paid enough attention to realize he had gotten himself into a hole - and stopped digging. Several of us have paid attention to that line - and benefited from it too.

ACTION: Consciously choose the wording at pivotal points of great Green goals. We often use unconscious language, from habit. Increased awareness equips us to shift toward Greener language.

Red Light style: “We can’t work this out.”

Green Light approach: “We can work this out. How shall we proceed?”

ACTION: Use “as if” thinking. *Green Light* champs envision positive results as if the results have already happened, as if the goal is already achieved. The only question is details. Instead of thinking, “If I get this job/contract/house...they think, “When I get this job/contract/house...” They expect positive results, place themselves in the midst of that creation, and LIVE there - mentally - until they live there physically.

ACTION: Check for color congruency. Different colored attitudes drive different colored actions. Along a waterfront avenue, owners of two homes want to avoid having folks turn around in their driveway. One posted a big “NO TURNAROUNDS” sign in front. The other placed two long flower boxes full of Red geraniums across the driveway. Both owners sent the same message - in opposite colors. In effect, one offers a friendly request. The other practically shouts, “No trespassing!”

Action is a life-driver, propelling it in a Red - or Green - direction.

Action is a change-maker, converting thoughts to reality.

Action turns goodness of purpose and intention into *Green Light* outcomes.

ACTION: Grant grace. Grace note - a gift you give someone. In music, it shows up as a tiny note played quickly - a bit of a flourish. Granting someone a bit of grace is a very Green act. It might show up where someone missed a cue. Instead of a verbal bop on the head, offer a compassionate smile. Perhaps add, “I did that once, too. No big deal. Just relax. And give it your best shot next time.”

Green Light helps you leapfrog over the obstacles of life - toad-ally.

ACTION: Consider the act of forgiveness. When you find yourself resisting *Green Light* in a situation, there may be a personal agenda in the way. Perhaps a Red Light motivation is blocking the Green. A grudge, an old anger, not wanting to share credit, or support a group goal may be interfering. It may be time for forgiveness, clearing and letting go. Clearing, forgiveness - ends a cycle of negativity that is ultimately deepening a Red Light groove in your brain. Now you can create or strengthen a Green groove that serves you better.

ACTION: Green up your internal chemistry. Think of a happy time, a time you remember fondly. Now think of a sad or depressing time. Now think of a different joyful or happy time. Notice your energy and attitude when you

apply *Green Light* versus using Red Light. Your body produces chemical cocktails according to the recipes we give it with our thoughts. As you likely just realized, the chemical flow turns on and off rapidly. The good news is we are at the controls, and we quickly can shift our thoughts and create more healthful, helpful chemical cocktails to spread throughout our bodies. Choosing to turn on the *Green Light* chemistry produces much Greener thoughts and outcomes. Enjoy your role as the *Green Light* chemist in your life.

Use *Green Light* to produce the *GO*-emotions.

They power you forward with their *GO*-motion.

ACTION: Keep expanding the Comfort Zone. A comfort zone is a small space existing a short time. Left alone, it shrinks and confines. Stretch it continuously - aim for sufficient comfort. Keep growing that too.

ACTION: Give credit where it's due. The limelight is Green. Shine the spotlight on as many people as possible - along the way.

ACTION: When Red beckons, shine the *Green Light* beams on the road ahead. Sometimes situations arise that challenge our morals. With an unlike-you course of action in mind, determine your motivation. Ask yourself these questions to help identify the color of the action and the likely color of the outcome.

1. What outcome do I want from this?
2. What purpose will that serve?
3. How is it likely to impact the situation?
4. How is this likely to reflect on me?
5. What score might my intention get?
6. What score might my action get?
7. How might I best serve the group?
8. What would best serve the cause?
9. How will I feel about this action later?
10. Considering all of this, what is the best plan?

From the vantage point of insights from these questions, go the Greenest way you can.

ACTION: When communicating, avoid making assumptions. Following Miguel Ruiz's wisdom expressed in his best-selling book, *The Four Agreements*, use clear communication - early on and continuously. It can prevent complications, frustrations, and chaos.

ACTION: Pamper your partners. In his insightful book, *How to Win Customers and Keep Them for Life*, Michael LeBoeuf emphasizes quality service and the value of treating customers as lifetime partners. One strategy for applying that principle is to reward everyone for rewarding the customer. Imagine what that might look like where you are.

ACTION: Select energy-efficient ideas. Among all the possibilities, which concerns do you choose to tackle? How many heartbeats/energy units/life minutes is this cause worth to you? Does it feed people fish or teach them to fish? Does this serve an obsolete pattern or create a better one? Where can your energy make the most difference?

ACTION: Move from passive to active participation. For themselves and their teams, *Green Light* leaders aim to provide what is required for successful completion of the goal. They assist their team members to join in and serve the group purpose - and to move up their own ladder of skill building and achievement in the process.

Direct personal experience is key to advancing one's skill levels. Participation is essential to a rewarding team journey. Individual learning styles play a role. The scale below indicates the typical range and rank of experience. Apply this scale for spreading the *Green Light Way*. The more time spent at Level Seven and above, the faster, wider, deeper, and longer-lasting the benefits.

Levels of Experience

- Level One - Hear about
- Level Two - Read about
- Level Three - Talk to doer
- Level Four - Talk to expert
- Level Five - Watch on screen
- Level Six - Watch in person
-
- Level Seven - Direct experience
- Level Eight - Practice/feedback
- Level Nine - Skill building
- Level Ten - Skilled performance

ACTION: Use what you have with what you face. *Green Light* action often takes place in the spur of the moment. I'm in my hotel room with my jogging suit on ready for a walk when I realize I don't have a pocket for my room key. I notice a nice soft shoe mitt among the niceties on the counter. Aha! Solution. All it needs to turn into a pocket is a safety pin - from the sewing kit. In a minute, I have a new pocket and am on my way.

While this situation is no big deal, it is one of those many moments that make up - and color our day. They become irritants and day breakers - or not, depending on the color of our view.

ACTION: Use a Green measuring stick to explore the state of the group. On occasion, it is useful for Green leaders to consider aspects that impact how a group functions - and their satisfaction with the group. Some key categories to explore are listed below. One helpful approach is to pick one. For a day or a week, intend to get a sense of how others perceive and function in the area. From this Green intention, see what opportunities show up for further Greening. Pick one area where a small Green act can have an impact. Then do the deed. Keep on keeping on - to the next category, the next Green act. Enjoy the growing Green results.

- | | | |
|------------------|-------------------|------------------|
| 1. Team Player | 2. Environment | 3. Morale |
| 4. Quality rank | 5. Public image | 6. Health/Safety |
| 7. Effectiveness | 8. Efficiency | 9. Creativity |
| 10. Innovation | 11. Communication | 12. Enjoyment |

ACTION: Use humor - Greenly. One key continuous action is how our body behaves. If our action is fidgety, our posture slouchy, our face frowning, we're sending Red signals. They impact those around us - and likely the results of what is underway. When Milton Berle, a longtime comedian, was doing his schtick, he'd often look at someone in the front row and ask that person if he were having a good time. Caught off guard, the person would quickly say, "Yes." Berle's sardonic reply, "Well, you oughta tell your face." It still makes me laugh after countless times recalling it. It also brings to mind the fact that our face sends messages all the time - that may deflate or uplift.

Uncle Milty, as he was affectionately referred to, had another line for a related situation. Acting as though the group were unresponsive, he'd ask, "Is this an audience or an oil painting?!" I love his ability to make an important

point humorously. Do our actions convey that we are alert and engaged or bored and ready to be snored? Both of his vignettes relate to action - or the absence of it.

ACTION: Keep the Green heart Light on. *Green Light* assessments are clear, complete - and compassionate. Red Light assessments can be narrow, limited - and harsh. If someone who made major contributions for many years, makes one mistake in a moment, future Red recollections of the individual may be made from that one situation - a few minutes of Red can negate decades of Green. The Green-hearted can maintain an appreciation of the person without condoning the Red action - offering the kind of humanity we each would want in a similar situation.

The *Green Light* style is the opposite of *schadenfreude* - enjoying watching someone else suffer. A key intention is to prevent or end suffering. Exploring suffering can lead to ideas for Green actions - and new solutions, sometimes products and services as well.

*To speak the Green Light language fluently,
lower the voice box from the head to the heart.*

ACTION: Identify the current reality. “I am a lover of reality. When I argue with what is, I lose - but only 100 percent of the time,” says Byron Katie, founder of “The Work.” Her Web site refers to her one job - to teach people how to end their own suffering. A simple, profound, and deeply Green process, it equips people to shift their stressful beliefs to unstressful ones.

You’ve probably heard it said denial isn’t just a river in Egypt. Denying reality is a turn toward Red. However, many Reds are on the plate to address, and to Green them up requires seeing reality first. *Green Light* environments make it safer and more likely that people actually see the reality of the current situation, and are able to take action to move things to the Greener end of the scale.

*The Green Light system shifts the belief, “There is no solution,”
to the action that creates one - often beyond achieving the initial goal.*

ACTION: Leave space for going somewhere new. More than an empty blank, it’s an open space conducting an open house. Step into it with fresh thoughts. Be open to serendipity. Leave room for the miraculous. Enter with *Green Lights* flashing.

ACTION: Spread your Green Light style beyond your close community. You may never know how much your smile, hand on the shoulder, note, or call meant to someone. I've been overwhelmed with gratitude sometimes by expressions of care, concern, support - or simply an extra kind, sincere greeting. They have come at times I needed them the most - and was the least able to ask for them. Some came from people connected but not close to me. Sometimes I haven't realized in the moment how much I needed what they gave me - and sometimes I was later able to convey that. What simple actions might you, might I, take that may Green up someone else's day?

ACTION: Make the work fun. Mike Veeck, an advocate for fun and co-owner of several minor league baseball teams, masterfully turns his ballgames into events. He creates a light-hearted atmosphere and an expectation of a loosen-up, live-it-up experience. Interactive and unusual gimmicks pop up in one place or another.

Several years ago, he provided black costumed, white-faced mimes to act out big plays during the game - a live, instant replay. He packed the stadium by providing that something extra. On Labor Day, pregnant women got in free.

His book, written with Pete Williams, *Fun is Good: How to Create Joy and Passion in Your Workplace*, tickles your funny bone with light-hearted, solid business messages that pull you into his business playground.

"The key to any business is to build as much fun into it as you possibly can. *Fun is Good* is an innovative, off the beaten track approach to getting the most out of your work life in and outside the office. This isn't just a concept. It's an experience, a feeling, a way of life, an attitude." Without question, this is a three-Green Light style.

ACTION: Be the anticipator. See the patterns; discover the cycles. Find a precedent; build a Greener one. Spot the trends; lead the trends.

ACTION: Listen - Greenly - between the lines. What color is your conversation participation? Make it a Green activity by being active, engaged, contributing, and reflecting.

ACTION: Be the connector. As the go-to guy or gal, build people-bridges. Networking is an ever-expanding Green Light skill - in the electronic world as well as the physical realm.

ACTION. Seek support when stymied, stuck, or seeing Red. When forward movement is blocked, seek support and clarity from *Green Light* colleagues. A new, fresh view can remove blinders and open new pathways to the goal. Even the Greenest among us has blind spots and Red times. No one bats a thousand all the time. We raise our batting average by calling on our teammates.

ACTION: Consider the pleasure-to-pain ratio. This ratio can give you a fuller perspective on a situation and lead to Greener choices. How many days of pleasure does a bouquet of fresh flowers provide? How many minutes does it take to empty and scrub the vase? Likely it is at least forty hours of delight over five days to five minutes of chore. Ratio? 480:1! Is it worth it?!? That's a fabulous ROI - return on the investment. (And if someone else brought the flowers - yowza - off the charts!) So, in life, when you think about the flowers, do you focus on the pleasure majority or the pain minority?

How about the joy vs. problems in relationships? The enjoyment of trees and the time raking leaves? (Some label it enjoyable exercise). What is the ratio of working toward a goal to the difficulties encountered along the way? It is easy to misplace our energy and attention and get it stuck in the Red Zone, missing the greater - and more lasting benefits that show up in the Green Zone.

ACTION: Build and use the skill of creativity. It is a thrival skill. It is knowing there are doors yet to be discovered - and having the mindset and tools to find, open, and enter them. Apply creativity to produce innovation - across the board - at home, work, and beyond. (See Chapter 11 on creativity).

ACTION: Prime the *Green Light* pump. Total freedom can impede progress. A little structure can feed it. The *Green Light* Thought Bank below provides a bit of structure that feeds an eager mind. Pop them into your head, swirl them around, and see what ideas flow from this plate of mental appetizers.

The bank contains twenty-five action-prompters. First, of course, they prompt ideas. (Most terms are *BOFF-O!* Boosters. See Chapter 11 on creativity). Use whatever interpretations they trigger to advance a Green idea. Create and take - Green action steps. For a warm-up, here's an invitation from one of my presentations.

Flex your Green mind muscle. The answer to the challenge is “Insulate.” What might that mean? So far, we’ve come up with thirty-seven interpretations – keep cold, hot, dry, safe, etc. Pick an Action Starter below and see how many ways you can interpret it. Then select a challenge you have and apply any (all?) action starters to it. That will certainly bring fresh Green ideas to the situation.

Green Light Thought Bank of BOFF-O!® ACTION Starters.

- Decrease static • Make flexible • Change movement • Make convenient
- Energize • Make crushproof • Prevent negatives • Check pressure
- Make welcome • Futurize • Add action • Consider heat • Make zany
- Stabilize • Make huggable • Increase traction • Make memorable
- Change feel • Save people • Appeal to others • Make durable • Reward
- Build involvement • Make resilient • Change power • Make bold

Green Light Thinking: the psychology for a fulfilling success.

ADDITIONAL ACTIONS.

Consider each of these as more ways to Green up a situation.

1. Share the information that produces options.
2. Ask the questions that reveal perceptions.
3. Use the processes that promote discovery.
4. Avoid asking for restrictions.
5. Question those you are given.
6. Entertain the absurd - think like a child.
7. Rock the boat - shake up the routines.
8. Seek support from those who can and will give it.
9. In a Red moment, go as Green as you can.
10. Acknowledge a goal achieved with a celebration.

ACTION: Find common ground for the uncommon good. President Obama spoke of Senator Ted Kennedy in his eulogy as a “product of an age when the joy and nobility of politics prevented differences of party and phi-

losophy from becoming barriers to cooperation and mutual respect, a time when adversaries still saw each other as patriots.”

The times we are in - and the rest of time - will best be experienced by embodying those Green qualities of cooperation and respect, of placing people above politics - at all levels.

The *Green Light* style displaces intensified cynicism with intentional optimism.

ACTION: Take the courageous course. Kennedy’ son, Teddy Jr., lost a leg to cancer at age twelve. Struggling to climb a hill to go sledding, he wanted to give up. His father told him, “I know you can do it. There is nothing that you can’t do. We’re going to climb that hill together even if it takes us all day.” “Sure enough,” he says, “he held me around my waist and we slowly made it to the top.” He vividly remembers that day, when he knew he was going to be all right. “My father taught me even our most profound losses are survivable.” Courage, built up by smaller challenges, Greens us forward for the bigger ones.

ACTION: Build your *Green Light* skill - your Seventh Sense™. As you become more and more aware of the color of your thoughts and actions, the natural tendency is to go Greener. Your Seventh Sense keeps expanding - and so does its value to you. You become skilled in your ability to FEEL the Greenness. That feeling, that emotion is powerful fuel.



Green Light action is essential, so keep it engaged, in gear. Pulley yourself up until you see the *Green Light* flash. Green is a bold path. Every step along the way counts.

Green Light living embodies a fulfilling form of success.

When people dwell in the *Green Light* environment, the collective motivation is for the collective Green goal. This is the land of Ego-Absent. Instead of people concerned about getting credit for their ideas, the focus is on the

group achieving the group goal - in the best way possible. It's about the idea, the action - about successfully turning it into reality.

Green Light actions lead to living a *Green Light* life - one of significance, meaning, connection, and contribution. It keeps heart and head young - and spirit happy.

Consider adding this to your calling: *Changing the world, three Green Light flashes at a time.*

*Green Light action can make the difference
between being extinguished or distinguished.*

Green Light: How might I apply and adapt this wisdom?

Choosing to *GO* forward Greenly: Principle 5: *Green Light* is a breakthrough choice and applies to all situations.

*Ten percent of life is made up of what happens to you.
Ninety percent of life is decided by how you react.*
- Stephen Covey

In every moment, in every circumstance, we decide how we view our world. How we choose to see the world is how we experience it. *Green Light* people aim to find something to honor or appreciate in as many situations as they can. This helps keep them in a state of gratitude. What keeps us from taking on a victim mindset keeps us in a Greener space of greater peace.

Red Light: We can be upset that roses have thorns.

Green Light: We can be glad thorns have roses.

***Green Light* is always a choice -
often an easy one,
sometimes a tough one.**

Red Light: I'm never at choice. Someone or something makes decisions for me.

Green Light: I'm always at choice. I decide how I feel, how I interpret life's events, what I will do next.

The choice element is good news - and an invitation to make decisions and select options that enhance your life. In every situation, we get to choose our behavior - how we act and react. There's great power in that. It is also taking responsibility to be at choice rather than at effect.

Red Light: This is the only meaning for that.

Green Light: What meaning am I giving that?

Who decides?

Who decides what you think, what you feel?

Who decides what you say, what you do?

Who decides how you view a memory?

Who decides how you interpret a life event?

The Green Light Way helps you make conscious choices,

and learn to do what successful others do by nature, habit, training or intent.

Many times our choice-making is unconscious. That's when we tend to live a life created by the whims of the world, our own conditioning, and our old habits. Part of the power of *Green Light* is that the choice becomes conscious. The Greener our choices, the more easily and quickly we get Greener results.

Happiness doesn't depend on circumstances. They change.

Happiness depends on our decisions. We, too, can always change.

Especially in the beginning, it is helpful to acknowledge yourself for each Green choice. You are making a wise and significant choice that serves you and the situation. Acknowledging and commending yourself will add fuel for your continuing Green journey.

Thoughts are things. They have energy. That energy makes grooves - or ruts - in our minds. These neural pathways get deeper and stronger with use. They create grand superhighways if well traveled. They become overgrown, bumpy, and rough gravel roads if mostly deserted, if ignored. Both kinds of roads can be Red or Green. When we create, and then travel the Green interstates, the experience delights and the destinations are desirable. The exits take us to places we want to visit.

When we travel the Red interstates, the scenery is Red, the other drivers are Red, the rules of the road are: "It's all about me. Get out of my way. I'm coming through." The cars are dented from fender benders and scarred from road rages. The windows are covered with a film of grime. The car carries dirt from years of off-road detours and no-road trips.

A couple of minutes spent getting a grip with *Green Light* and you'll see the world in a more empowered way. The more you invest in and practice going Green, the Greener your world becomes. Like learning the English

language, after learning to communicate on a basic level, you want to go further and learn more. *Green Light* is endlessly applicable. Its extensive and expansive quality makes it extremely versatile.

If you think you're surrounded by Red Lights, you're right.

If you think you're surrounded by *Green Light*, you're right!

A small step in a Green direction brings improvement, even if it's "only" in your attitude.

It's been said one half of one percent of the population can transform the planet. Planet-transformers are bright Green. All of your Green choices help that transformation.

CHOICE: Stick with what's not working or switch? Sometimes we discover what we're doing is not accomplishing what we thought it would - or as fast, or as well as we'd hoped. This is called "Choice Time." Time to reconsider the plan. Dr. Phil's great *Green Light* question, "How's that working for you?" comes to mind. It may be time to change our goal to a Greener choice.

Red Light View: The universe is conspiring to do me harm.

***Green Light* View: The universe is conspiring to do me good.**

Early on in writing this book, I would sometimes find myself putting my attention to what I wanted to take out (Red). The process worked much better when I directed my attention to what I wanted to keep in (Green). What I wanted to take out fell away as I selected what to keep. It became a more pleasant, energized process - and more motivating.

There are thousands of ways to organize this and most books. There is no great Book Judge in the Sky to proclaim, "This is the way, the one and only way to do this book." As in many projects, a choice to revise continuously can mean choosing perpetual incompleteness. That would be on the Red side of things.

It ain't the rain, the snow, the boss, the competition, the spouse, the money, the car, the job or the kids. It's you! And it's always been.

- Jeffrey Gitomer. *Little Gold Book of YES! Attitude: How to Find, Build and Keep a YES! Attitude for a Lifetime of Success*

CHOICE: See your choice as Green now. Red it later? “I’m selling the house now for \$500,000. It’s the right time and a fair price. I need to sell it. But I think in five years it’ll be worth \$700,000 and I’ll be sorry I sold it.”

The first two sentences are essentially colorless - facts. The third sentence introduces Red – and the fourth one intensifies Red. It plants the seeds, the expectations of future regret. When you’re making the best decision you can in the moment, choose to feel good about it. That’s how to remember it. No second-guessing, no coulda-woulda-shoulda comments. All we can do is to make the best decision we can in the moment. We can revisit it later - and make another decision - the best we can in that moment. If we are always postponing action until we are sure we are making the right decision, we can paralyze ourselves.

The smart investors and managers focus on making continuous small changes, small improvements. The long-term effect can become profound. Someone once said the business of an executive is not to be right. It is to make decisions. Many successful business executives are right only 51 percent of the time. Insisting on being right means you’ll seldom accomplish anything significant.

The short-term view can lead an unwise sacrifice of long-term benefits. For example, instituting a divisive, controversial plan for achieving a good quarterly report now may negatively impact next year’s profits, public image - and down the road, even survival.

Red Light choice: Take the short-term pay-offs regardless of long-term cost.

Green Light choice : Take the short-term actions geared to long-term benefits.

A winner knows what to fight for and what to compromise on.

A loser compromises on what he shouldn't and

fights for what isn't worthwhile fighting about.

- Sidney J. Harris, *Winners and Losers*

CHOICE: Victory - A cause for celebration or something to skip?

Many dwell on what didn’t work and barely even acknowledge what did. Victories are to be celebrated! How and when depends on the situation and

what is Greenest, under the conditions and circumstances. We can celebrate our own wins.

Red Light: Moan and groan about the losses. Ignore and downplay the wins.

Green Light: Experience and learn from the losses. Celebrate and honor the wins.

Red Lighting the losses keeps a focus on the constant pitter-patter of little defeats. The *Green Light Way* keeps a focus on the constant heart flutter of little victories.

Why would your heart, mind, and spirit want to create victories, only to have you ignore them? If you say, by your actions, that the defeats are where you're hanging out, your body/mind will cooperate and give you more of that. Choose to place your attention on the victories - of every size.

Red times offer Green insights and lessons.

Green times offer Green experiences and memories.

CHOICE: In a Red situation, choose to go as Green as you can. Stay as Green as you can afterwards. Choose the memories you remember often - and how you interpret them. New brain research indicates that every time you recall a memory, you change it. Scientists say memory re-visited is memory revised. Memories are actually neuro-peptides - tiny molecules like proteins that help neurons communicate. Recalling memories activates and re-organizes the peptides, altering the memory. So, when a Red memory comes to mind, consider Greening it up. Ask yourself, "What's the Green in this situation?" It's also an option to replace the thought with something you prefer to think about.

CHOICE: To forgive or not to forgive? Consider the adage, "Forgive fast; move forward faster." This Green approach is more about what forgiving does for you than about what it does for the forgiven. Choosing to forgive releases you from carrying that negative energy, which drains, saddens, and stresses. Forgiving permits you to move ahead beyond the situation.

There is great power in the labeling of memories. Choose the labels that best serve you. A *Green Light* philosophy is that everything has a gift. Help discover it by asking yourself, "What's the Green in this?" It may not be im-

mediately apparent, yet just asking the question opens a doorway for a more helpful view.

It's amazing sometimes when you meet people who practically glow with warmth and joy - later you learn of a severe heartache they suffered - and grew through. It gives them strength without martyrdom, courage without complaints. They seem to have mastered the art of Greening their memories.

CHOICE: Get out of the cocoon - or just move it to another place?

I love having the good fortune (taking the actions necessary) to travel extensively - and to live abroad several years.

In Taiwan, I lived in a Chinese community rather than a western enclave. Bright green rice grew in paddies across the lane. Instead of tornadoes, which recently hit my childhood area in the Midwest, the weather threat was typhoons. A few times a year, a typhoon brought torrential downpours, flooding, and loss of power. At night, brilliant fireworks displays came - not from strings of crackers stretched out along a friend's wall to announce the beginning of an unscheduled party - but rather from a transformer, flashing huge bright blue-Green explosions of light as it blew. Immediately, a section of the city turned dark.

Fortunately, I lived in a solid home of rock, on a stable hillside. We had warning systems and people prepared for them. Some complained about them - as though it were a surprise, as though it were not supposed to happen while they were there. For others, it was a new experience - and party time. When the power goes out, empty the freezer and start cooking. Parties followed the path of power failures. Red and Green attitude choices helped determine who left after nine or ten months - and who stayed for years. The latter group gathered as many experiences as possible in a time, a place, and a lifestyle they found unique, fascinating, and captivating.

Some of my favorite experiences have come from experiencing different cultures. Some people, even ones who'd lived in several countries, seemed to keep their focus on how things weren't the way they were back home - therefore wrong. It became a doubly Red viewpoint. They focused on what they didn't like - lessening their enjoyment of the total experience. They seemed to want to live in the cocoon of their birthplace yet wanted to travel. So rather than really seeking to see what else is out there, they just shipped their cocoon to another location and mentally stayed inside.

Principle 5: *Green Light* is a breakthrough choice and applies to all situations.

CHOICE: Pick your battles, or choose your victories? Notice the difference in how these two phrases feel. Are you focused on the things that bug you - that irritate or infuriate you? Are you fighting against something or working for something? Keep the attention on your desired outcome. Letting little upsetting things distract and drain our energy keeps us from what really matters.

I could do great things if I weren't so busy doing little things.

- Ashleigh Brilliant

I could do great Green things if I weren't so busy doing little Red things.

CHOICE: Play the Green Light game wherever you are. In traffic, when you see someone messing up, losing his or her temper, or cutting in front of someone, imagine how you might improve the situation - or at least your view of it?

Jennifer James suggests giving grace points. Dr. James is the author of many helpful books, including *Thinking in the Future Tense*, *Life is a Game of Choice*, *Defending Yourself Against Criticism - The Slug Manual*, and *Success is the Quality of Your Journey* - all Green titles.

When faced with a situation like this one, she might think the ill-tempered driver is rushing to the hospital to see a parent in the emergency room, or that she was up all night with a sick baby and very short on sleep. As soon as we shift to that sort of thought, we not only decrease our own stress, but we also feel better about being kind instead of critical. We can also send a compassionate thought that person's way.

CHOICE: What color are your feelings when you see a sign for lost pets? Since it's usually unknown what will happen, choose a Green belief. Choosing to believe the pets soon get reunited with their owners is Green. It feels better and it's harmless. With the many opportunities to choose, believe something positive, rather than choosing what makes you feel sad. The outcome is unknown so imagine it's good. The usual response is for people to see the sign and feel sad - a subtle, unconscious, conditioned way of thinking - and an unrecognized Red Light. You will likely feel a bit Red yet not recognize there was at least one other choice to make in response to the sign.

I once traveled with someone who pointed out each poor little creature left along the side of the road. She bemoaned its demise, generating sadness with each pronouncement. Eventually I said, “I see them too - and I choose to focus on something else.” I offer a silent blessing and envision them as animal angels. Can’t hurt; could do good. At the very least, it makes me feel better.

CHOICE: Which one feels Greener? The way we frame a picture impacts how we view it. Read each of these pairs and notice how they feel to you, how your energy shifts. Then explore how you might revise or build on one to make it fit a situation in your life. Pick something that’s bothering, overwhelming, irritating, or discouraging you. Play around with the examples that follow and create a thought, a sentence that affirms a good Green framing of the situation.

This is just too much. I don’t have time to read it all. It’s overwhelming.

This is really good stuff. I’ll get the nuggets for now. That’s all I need.

I’m really busy this week. I can’t see you until Friday.

This is a full week. I’m glad I can see you Friday.

Ugh! Only two laps down. I’ve got four more to go.

Yeah! Two laps already! I’m a third of the way done.

Yuck! Ten pounds off. That’s all. I’ve got thirty-five to go.

WOW! Ten pounds off! Great!

CHOICE: How do you choose to remember it? How we name things, how we see them, impacts how we experience them.

“Last night we had a wild time. It was a/an _____.”

- * Disaster * Fight * Argument * Disagreement * Drama – big time
- * Difference of opinion * Clarifier * Situation * Learning opportunity
- * Experience that separated us, then brought us closer

Consider declaring it “hilarious.” Sometimes putting that surprising label on a challenging time gives you room to laugh, to lighten up. It can create space and a bit of a break that allows you to adjust to the situation. From

Principle 5: *Green Light* is a breakthrough choice and applies to all situations.

there, you have more Green juices to create what's next - which will be quite different from what it might have been with some of the other label choices.

Green times give you Green experiences and memories.

Red times give you Green insights and lessons.

CHOICE: Celebrate or ignore victories? Many choose to dwell on what didn't work and barely even acknowledge what did. We hear plenty of gripes and grumbles about problems. What about chants and cheers for successes? Victories are to be celebrated! How and when depends on the situation and what is Greenest, under the conditions and circumstances. It's Green to celebrate our wins (without emphasizing the other's loss).

Red Light: Moan and groan about losses. Ignore and downplay wins.

Green Light: Learn and grow from losses. Celebrate and honor wins.

Why would your heart, mind, and spirit want to create victories, only to have you pay no attention? If you say, by your actions, that the defeats are where you're hanging out, you're less likely to experience wins. Where do you put your attention and your time?

CHOICE: Who are you with? Are your friends, colleagues, and others with whom you spend significant time mostly Red or Green? Do they laugh a lot at things and situations (not people)? Do they feel abundant? Experience joy? Or do they moan about how tough they have it, mope about all their bad breaks, fuss about how nasty/stupid/selfish people are, and fume about how unfair the world is?

If it's the former, good for you. Green on you! If it's the latter, take a look at how you might get more Greens in your life. (Compassion reminder: Until people have a chance to learn how to be Green, it can be challenging to see that view, especially if they grew up in a Red world).

CHOICE: How do you see that glass of water?

- **Red Light:** Glass is half empty.
- **Green Light:** Glass is half full.

- **Redder:** The water's evaporating. It's not even half full anymore.
- **Redder yet:** I'm parched.
- **Redder still:** I'm out of water. No surprise here. Nobody cares about me.
- **Redder still:** This always happens to me. I don't even get leftovers. I'm just one of those unlucky ones.
- **Greener:** The glass is half full. I'll fill it up - now.
- **Greener yet:** I can get ice too.
- **Greener still:** I'm resourceful. I know I can get water when I need it.
- **Greener still:** If not water, I'll get juice, tea, or at least a Life Saver. I'm fine, regardless. I'm a lucky one.

*Whatever things are true, whatever things are noble,
whatever things are just, whatever things are pure,
whatever things are lovely, whatever things are
of good report, if there is any virtue and if there is
anything praiseworthy - meditate on these things.*

- Philippians 4:8

CHOICE: What color are your viewpoints and intentions? Intend to see goodness, kindness, beauty, grace - uplifting elements. When you're thinking about buying a new sky blue car, suddenly you start seeing all sorts of them that you hadn't before. You set your intention and the universe cooperates. So set your intention to see *Green Light* scenarios. Focus on it. Avoid dwelling on its opposite. The Greener your intentions, the Greener your life.

You don't have to be a golfer to live on the Green.

CHOICE: Touch or not touch? "I'll be in touch." That's a Green thought. And it's actually also a reminder that we often are out of touch. We need to be connected. Physical touch is a vital way. Often a hand on the shoulder, a solid handshake, or a Green hug are extra welcome.

Journalist and author, Sidney J. Harris, once wrote of being ill and lying on the floor at home in a state of deep anguish. His family lovingly stroked his forehead, massaged his body - and soothed his soul. He later spoke of experiencing what he termed "skin hunger - a lack of touch."

Many people, unlikely to express their need - or even recognize it - will be grateful for the kind, gentle touch of a caring person. Greenly offer an arm

around the shoulder, a Green hug, or a pat on the hand when it might be most welcome. These tender expressions can mean the difference between a Red down day and a day with at least one significant touch of Green.

CHOICE: Spice it up, down, or sideways? Recently, I was in a hurry so I grabbed a pint of bean soup at a respected organic grocery. When I got home and had my first bite, I was not a happy eater. The soup was extraordinarily hot. Red hot! Like someone emptied a bottle of Tabasco into it. The general flavor was bland - with a searing heat - a most disappointing hunger fixer.

What to do? I could have stirred in crackers to take some of the bite out of it, or dilute it with some other soup - maybe tomato - or take it back and express my displeasure. What I decided was to see what I could do to make it beyond edible - maybe even good.

So I added some slivers of dried smoked beef that I'd just brought back from the locker in Benson, Iowa on my visit home. Then I tossed in some raisins, chopped apricots, toasted coconut, cinnamon, and cloves. I figured that had to be an improvement. If I weren't so hungry, I might have experimented further. I sampled the new combo, declared it vastly superior to the original - and commenced dining.

If it were still too hot - and I weren't so hungry - I might have added some chopped dates, maybe pineapple and banana, maybe some cooked rice. The point is, in just a few minutes what was distasteful and displeasing became interesting and better than average.

There was no time nor much energy spent on getting all bent out of shape - and hungrier. This was clearly no big deal. And yet it is one of those little events that make up our lives - one of those many little things that happen. They shape our attitudes, test our mettle (and taste buds), and challenge our creative coping skills. They're also an invitation to choose Red or Green responses.

You must be the change you want to see in the world.

- Mahatma Gandhi

CHOICE: How's the view from there?

Sandy and Joyce experience life from their wheelchairs. I usually see these earthbound angels at church, easing ahead on their go-carts. Sandy's radiance lights up a room even at a distance. Joyce's sparkle, humor, and playfulness

shift attitudes in an instant.

They shine their *Green Light* spirits far and wide, lifting up many - including some who at first appear to be without challenge. People melt and relax into the presence of these two movin', groovin' gals, clearly conveying a heart-feeding happening.

Sandy and Joyce are masterful at leaving the Red Lights behind, keeping their eye on the Green ones - and reflecting it all around them. *Green Light-ing* is what they do, who they are, and what they spread.

CHOICE: Growth - or Same Old Game? I recently had the honor of serving on the board for the Women's Business Exchange, founded by Donna Nunn thirty years ago in Seattle. It's "where spirit and success meet." Part of its purpose is to build business skills by involvement in various activities and responsibilities. I learned lessons I probably wouldn't have signed up for - and that were important for my growth. Stretching is growing. Playing the same game - maybe just changing the playing field rarely generates growth.

In fact, it may reinforce the same skills and beliefs so much that it actually makes it more difficult to gain a fresh perspective, to try something new because it won't be as smooth as repeating what you've done countless times. There's a reason they call it growing pains. (Switch to growth feelings?) A friend, Marilyn Nelson, would say, "I hurt. Therefore I must be growing." It was a light-hearted way to Green things up when faced with a challenge.

When you choose to grow and make Greener choices, you may find that not everyone in your inner circle will be supportive. Some may feel threatened, fear they will lose control, or fear you will have an advantage over them, or you will be making new friends in this arena and leave them behind.

As we become more skilled with *Green Light*, we not only recognize more of its power, but we also will tend to move away from Red Light situations, Red Light conversations, and Redder people. This natural process can be done Greenly and kindly rather than blatantly and harshly. Choosing to leave those situations quietly and without judgment or pronouncement is not only Green, it leaves doors open that may lead to possibilities that don't presently exist.

Sometimes the Greenest choice is silence. Sometimes it's departing. Notice the people who are attracted to your ever-Greening style. They will be the

people who are already Green or intending to become Green. They will be helpful companions along your Green journey.

There may, of course, be Red situations where it's imperative that we speak up clearly, strongly, and firmly. Using our wisdom and our Green intention, we will know the appropriate Green response. The majority of the time, we will find ourselves choosing and using *Green Light* in all sorts of little ways which accumulate to make big and significant shifts in our lives.

Life's an adventure, sometimes a risky one.

*The key is knowing what to take risks for,
and how to take them well.*

- John Graham, *Stick Your Neck Out:
a Street-Smart Guide for Creating Change
in Your Community and Beyond.*

CHOICE: Reach your full potential - or settle for less than your best?

In the documentary video of the delightful film, *Akeelah and the Bee*, writer-director Doug Achison talks about the challenge of the central character, eleven-year-old Akeelah, played by Keke Palmer.

He says, "One of Akeelah's lessons is about getting over the fear of being great - before being great." What choices are you making regarding being the greatest you whom you can be? What fears are holding you back? How might you move toward the fullness of you - toward the Greenest of you?

CHOICE: Content: to be or not to be? Some people view situations with the Green intention to be in a place of contentment, regardless of circumstances. That puts people in charge of their lives, making the best of whatever is on their plates. Maybe that means pouring honey on the brussel sprouts. It is a choice.

Contentment is a choice - and a skill - and a very Green place to be. In tough economic times, people often discover they placed too high a value on material things. This misguided sense of priorities made for more discontent when the material things disappeared.

Simply declaring contentment can actually create something else - settling for less. It just masquerades behind a better term. That can be a place of self-

deception - of compromise, of easily settling for less than you prefer. If all you have is a roof over your head, it's easy to feel contented if now you also have warmth. It's easy to fall into a trap of "This is all I deserve. This is all I can do. There's no hope of anything better." Sometimes choosing contentment is helpful for gathering your forces. Then take action that can lead to more of what you want, whether that relates to relationships, spiritual peace, better health, or more security.

I have learned to be content in all situations.

- Philippians 4:11

It's good to ask yourself, "What areas of my life am I most content with?" Enjoy and revel in them. Explore how you might expand your contentment. So - what's spread out on your full thanksgiving table of contents?

CHOICE: What crayons color your life? You've been in places where you could feel the energy and decide it wasn't a place you wanted to stay. Conversely you've been in places where it just felt inviting, energizing, and appealing. In a very real sense, you've been in Red places and Green places. Choose to dwell in the Greenest of places as much as possible - and Green them further by your continued Green choices.

With our declarations of going Green, do we then go Red with our choices for entertainment? Violence, gore, senseless, gratuitous violence, graphic gore, emotionless sex, producers who play gross-out. It would be Red simply to blame those who make these movies, videos, and games, and print these tabloids, newspapers, and magazines. If we didn't buy them, they wouldn't make them.

This choice is about giving you freedom - freedom from living a contained life, from letting life drift into directions you don't prefer. Have fun taking a little magnifying glass and looking into what goes on in the life you lead. You may discover many things that delight you that you've overlooked or undervalued. You may also find there are aspects that aren't quite what you'd like and ideas come to mind about ways to tweak them to be more appealing.

CHOICE: What's my Green Response? We always have multiple ways to respond to what goes on in life. Access some by asking yourself, "Regarding this situation, what are some of my Green response options?" Feeling we are without options can Red us up.

Sometimes we get caught off guard by what others ask of us, especially those close to us. When the request feels off, feels Red, give yourself more time and space to make conscious *Green Light* choices. It's Green to have one or two responses handy. These response options can serve as starters.

Green Statements to Avoid Red Actions:

"I need some time to think about this. I'll get back to you if it will work for me."

"This isn't what I expected. I need to check out some things before deciding."

"I know I'll get grounded/fired/thrown out/dismissed if I do that. I pass."

"It seems illegal so that's not for me."

"This is a bigger risk than I want to take right now."

"I'm not saying it's right or wrong. I'm choosing to skip it."

A compass only helps you find your bearings if you use it. Likewise, *Green Light* guidance only helps when it is used.

CHOICE: To grow or not to grow? It's not unusual for people to be excited about new opportunities for personal growth and then opt out just before it is time fully to opt in. Many program leaders have said this situation is a common occurrence. People opt out because they are afraid this new option will work! And that means shifting. It means leaving the known for the unknown, which can sometimes be difficult, even when the known is not desirable. The prospect of change can shake our foundations.

It can bring up questions like:

What if this really works?

Who will I be if things do actually get better?

Will I lose my friends?

Will I lose my chances to get sympathy?

How will this affect the drama in my life?

What will others think of me if I go for this?

Will I embarrass myself in this experience?

Shall I stay in the comfort of what I know even though I don't like it?

Consider opting in for a little bit and see what it does for you. Find ways to sample small parts and allow yourself time to adjust. With each additional sampling comes new awareness, opening up new possibilities - and new choices.

One of the big choices is to recognize what choice we are making and what is the real basis for choosing it. Especially in the beginning, it is helpful to acknowledge ourselves for each Green choice. We are making a wise and significant choice that serves us and the situation. Acknowledging and commending ourselves will fuel us for continuing our Green journey.

CHOICE: What's next? You're creating your life. Now you know how to make Greener choices. How would you like to create the next phase of your life? As the director of the movie of your life, what do you see in the next scene? What about the next act? In the last act? In the sequel?

You're the scriptwriter - as well as the set designer, costume maker, sound effects team, producer, and director - the whole crew. Consider taking some special time for at least a mini-retreat to create the future. Invest some of your time and creativity into your next production, "My Greenest Life Now."

CHOICE: Hassles or tassles? Do you make tough stuff tougher - or do you find ways to put some fun into it? When faced with some extra challenge, check out ways to lighten things up. Find some time and places - and Green "interior" decorators to puff up, fluff up your viewpoint. Add some (real or imaginary) sparklies and glitteries, whoopee cushions and goose horns, balloons and banners - whatever lifts your spirits and gives you a transfusion of Green. Consider inviting others who might enjoy a Green puff-up. Spread the lightness of your Greens.

**The *Green Light Way* means less time in the pits,
more time on the peaks.**

Critical mass describes the condition of having enough momentum to sustain forward movement. As we become more experienced with *Green Light* language and action, we gain further momentum. Whether we are fostering a *Green Light* relationship, a family, a classroom, or an organization, we can achieve critical mass - (or perhaps a Greener term - reach the tipping point).

Principle 5: *Green Light* is a breakthrough choice and applies to all situations.

Momentum begins to expand exponentially - and pick up speed as well.

The same thing happens in our thoughts, words, and deeds - the essence of our life. The more we choose to think *Green Light* thoughts, speak *Green Light* language, take *Green Light* actions, the more easily and naturally we continue to progress. We become Greener more frequently, with less effort and time needed to switch. We also function at a higher level of Green. The cumulative effect is remarkably powerful. We become more able to create a Greener and Greener world for us to live in. Some time ago, when typewriters were still the norm, making a mistake was a big deal. It meant you had to fix it with some kind of device. There was no delete key. One option was to grab the bottle of "White Out." Dabbing the tiny brush coated with a white sticky, liquid cure, you whited out the error. After waiting for it to dry, you could type over the newly white/blank/error free space.

In life, when you find you've gone Red, go inside and search around for some Green Out - in any form. Then you can perform that breakthrough choice - spread Green on Red without making brown.

**Perform *Green Light* acts of goodness,
beautiful deeds of love.**

*The trick is in what one emphasizes. We either make ourselves miserable,
or we make ourselves happy. The amount of work is the same.*

- Carlos Castaneda

*Become aware of – and commend yourself for – your increasing application
of *Green Light* in your day to day living.*

Green Light: How might I apply and adapt this wisdom?

Principle 6: *Green Light* style starts with identifying the Ideal Scenario.

Problems cannot be solved by the same level of thinking that created them.
- Albert Einstein

Green Light solutions are often bold, bodacious, and barrier-busting. *Green Light* style starts with the Ideal Scenario. It goes far beyond thinking “outside the box.” At its heart, *Green Light* style starts with the assumption that there is no box. In reaching for the Ideal Scenario, *Green Light* style embraces Albert Einstein’s philosophy - inviting new thinking, new visions, freed of the confines of previous focus and perception.

All too often, the usual way of approaching problems is to think incrementally. Another common approach is to focus on preventing the worst case-scenario. This usually Reddish style pursues the lowest common denominator rather than stretching toward the highest uncommon motivator.

Red Light action: Pursue the lowest common denominator.

***Green Light* action: Pursue the highest uncommon motivator.**

One uncommon motivator is to see yourself as unboxed – unrestricted. Generating options and making plans changes with this Green view. Switching from a sense of struggle to one of ease is another. A third is to shift from thinking small to thinking no limitations. Here is Lyn Mason’s example. She was working hard on some Red Light challenges, then shifted to a *Green Light* view, then to *Green Light* action.

I met Marilyn at a meditation gathering, after which the small group of us shared a little about ourselves and whatever we felt was important at the moment. I said that just the day before I had received the 250 Energy Portrait calendars I had printed, and I had brought along some to sell to anyone who was interested. Several, including Marilyn,

purchased one and were very complimentary of my watercolors and messages on the calendar. I began to say I was not sure how I would sell them all. Marilyn suggested I think big, as if there were no boundaries to what was possible.

I knew instantly that I could either be my own stumbling block, or my own advocate. She told me to be bold. Send one to a celebrity who'd likely be interested, specifically a "Ms. X." [*This celebrity is a hugely successful movie star and author. Her name is omitted to honor her privacy.*] That week, I did exactly that. Three and a half months later, I heard back from her agent. She was sorry to be late in responding. Ms. X had been deeply involved in three films and was writing another book. She reported that Ms. X loved the calendar and wondered whether she could post it on her web site!

I was ecstatic! I let her know that I was very honored and would love to have her do so if we could work out the terms. If this plan doesn't work out, I'll see about doing something like it next year. Sooo, I am already thinking the *Green Light Way* about what I might print next year! [See www.soulvisionart.com.]

This kind of thinking prevails in a fascinating collection of stories, *The Mom and Pop Store: How the Unsung Heroes of the American Economy are Surviving and Thriving*. It celebrates the American spirit of enterprise. In his latest illuminating book, Robert Spector documents stories of *Green Light* thinkers and doers in the business world. It features creative entrepreneurs who overcome obstacles, use bright Green actions and keep moving forward. You will be inspired by their attitudes and achievements - and likely find some new ideas to apply in other situations.

The Worst-Case Scenario

Have you ever had the disillusioning experience of sitting through a problem-solving session where people start with the worst-case scenario? Likely what followed was a long list of the uglies and nasties, the immoveables and unchangeables.

The thinking is, if we can address these things first, then we can move forward. More often than not, this approach drains the energy out of everyone's creative juice tank. When the group is finally ready to move forward, there's

no fuel left. This is actually anti-visioning. It can be destructive, counterproductive, demoralizing - and endless.

Another downside of this approach is that it tends to put the spotlight on Red Light thinkers. This focus reinforces the Red Light mode, which feeds on itself and multiplies continuously, often resulting in a negative downward spiral. It turns the power over to the Red Light viewpoint, infecting and inhibiting those around it. Cannibalism. Ideas get eaten alive, leaving carnage scattered about, all signs of life gone. The worst-case scenario style is usually not driven by a thought-filled strategy, but rather by habit - the Red habit.

Sometimes organizations go on a retreat to make an advance - but end up further behind than when they started. They neglected first to get the Red out. A change of scene won't necessarily change the scenario. Going Green is too important to leave to chance - it must be more than just something hoped for. It is not self-sufficient. Feed it, foster it, embed it. Then, whatever the scene, Ideal Scenarios can surface - and receive a Green reception.

Incremental Thinking

Many people begin discussions that in theory are directed toward innovation - new ways of doing things. Usually this means thinking in increments, segments, sections, limits. Thus, staying within the confines of the proverbial box, they come up with the best-case scenario. This scenario usually contains the constraints they assume exist. This Reddish thinking can lead to subtle seduction - lulling you into thinking you really made progress when all that happened was a little improvement. It's easy to settle for small.

An ocean of possibilities exists between the best-case scenario and the Ideal Scenario. Dr. E. Paul Torrance, internationally-respected authority on creativity, stated the first seventy-five percent of ideas generated during a brainstorming session tend to be the less creative. Keep going - for breakthroughs.

Reaching for the Ideal Scenario serves as the warm-up for true breakthrough thinking, that generally occurs during the latter part of the brainstorming process - shortly after that - very pregnant - pause. This is often the clue that the way has been cleared for fresh arrivals. New ideas are ready for birthing. At that point, it is as if an invisible, previously unperceived pot of possibilities suddenly popped up on the scene.

IDEAL. Ideal is a juicy word! It's one of the brain's all time favorite terms. It's happy when you ask, "What's the best case scenario?" However, when you are addressing something important, something that is significant, has long-term impact, ask "What is IDEAL?" When we ask our brain what is the Ideal Scenario, the ideal outcome, our brain says, "Hooray and hallelujah! I thought you'd never ask. You finally shifted me into the highest gear – so hang on; let's fly!"

Asking what is ideal totally disregards even a hint of a tint of Red. It says get ready for Green, plus Green, plus Green, one two three *Green Light* signals! Sometimes what's best to do next is to be still with it. Let more ideas flow from your mind and perhaps onto paper into the discussion.

Ideal Scenario

When intending true innovation, start with the Ideal Scenario. *Green Light* thinking illuminates the path of opportunity for the ideal. At the outset, assume you are free of all constraints. You have all the time, money, resources, space, and support you desire.

Given that, what is the IDEAL Scenario? Let it flow forth. It's packed with power. It is magnetic. It revs our creative engines. It motivates us, propels us to an uncommon level - envisioning and creating grander, more exciting results.

New, young, fresh ideas are fragile. Handle with care. Start by getting the "goods" out of them. Later, the other information may include ideas that require adjustments. Go Green. Be bold and bodacious. Craft your Green goal with the greatest common good in mind. Forget about settling for what is called doable. (Who decides that? Based on what?) Begin with the preferable - the vastly preferable. The Ideal Scenario.

Green Light method blends idealism and realism to produce a superior reality. While exploring the Ideal Scenario, many possible and some probable scenarios also come up. These include what happens if we do nothing. Often, the worst-case is simply skipped entirely, because you already addressed those challenges - in a Green, momentum-sustaining manner.

When you return to the lab to begin implementing some of the elements of the Ideal Scenario - that vision that captured your spirit, fed your soul and

lifted you upward into exciting new territory - you may discover more was achievable than you thought.

This discovery is how three-*Green Light* action serves as the highest uncommon motivator. It is a compelling positive force fueling major progress. Your jazzed-up creativity, Green environment, and Green team boosted ideas up, over, and beyond real and perceived barriers into that most potent of places - where the truly magnificent possibilities and accomplishments dwell - the land of the highest uncommon motivator.

In the chapter on Principle 8 on creativity and innovation, we will see how a GE employee came up with a breakthrough solution to a problem related to packaging. He converted the problem into a source of profit. If the company were to take that concept and move it toward the Ideal Scenario, it might look at how it could apply the idea to other packaging.

The company could examine its other challenges with the specific intent to convert a problem into a profit. That is certain to generate some new options, new profit potential - and new thinking - all of which moves the company away from old views and limitations toward new Ideal Scenarios.

In another situation, a client wanted to change careers. He had an idea of a service he wanted to provide. It was limited in scope and a tough sell, especially as a company of one. By taking him beyond his box of previous experience and perceived skills, I suggested additional services as well as products that could grow his vision, attract strategic alliances, and actually create an industry.

We mentally traveled the turf between playing in the backyard sandlot to competing in Yankee Stadium. From the batter's box in this grand space, envisioning a grand slam, his energy, enthusiasm, and perceptions shifted to a far higher level. He could see and feel what had become newly possible - an Ideal Scenario. He began taking steps toward that new Ideal vision.

A focus on the Ideal Scenario applies across the board. Cielito Pascual, a co-producer of the film, *We Are the Hartmans*, testified to the power of reaching for the Ideal Scenario: "The *Green Light* system creates enormous possibilities for independent film. We've intuitively worked with a *Green Light* approach on the film, which has instilled a unique kind of passion and commitment in our production team and actors. Investors are attracted to this

energy and funding has happened quickly. This organic yet focused collaborative approach, used widely, could very well bring a renaissance of creativity, quality, and profitability to independent filmmaking.”

To move toward the preferable - beyond the possible and probable - all the way to the Ideal Scenario (IS), use questions like these to keep momentum going in that direction.

If we achieve total, absolute, magnificent success of a profound magnitude, what might it look like?

How might we move in that direction?

What steps can we take now/next month/next year? In this decade?

What turns this problem into an opportunity?

What is now waste that can become a product?

What disturbs the fewest people/processes/systems in the most acceptable way for the least time?

What best mitigates an undesirable impact?

What delights the most people in the easiest way for the longest time?

Failure is a Red word that strikes fear in the hearts of even the bold and the brave. Failure is merely an experience minus its lesson. When the lesson is learned, reframe it. Take it out of the Red frame and put in a Green one. Rename it an experiment - and apply the knowledge gained in the next experiment.

“Failures” can provide a great Green opportunity. They tend to fall into the worst-case scenario and remain there - unaddressed. Daniel Burrus, futurist, speaker, author, and consultant, produces the information and innovation-packed *TechnoTrends* newsletter. *The New York Times* calls Burrus one of America’s top three business “gurus.” In a series of articles, he identified and addressed seven key failures of business growth:

1. Failure to anticipate
2. Failure to communicate
3. Failure to collaborate
4. Failure to innovate

5. Failure to pre-solve problems
6. Failure to commoditize (restrict yourself to a product instead of wrapping a service around it)
7. Failure to differentiate

Green Light innovative action can address these failures. A move from a three Red Light rating to two Red Light rating is movement in a Green direction. *Green Light* leadership (described in Principle 8) can go a long way to preventing failures in the first place.

In a recent cartoon of a favorite comic strip, “Pearls Before Swine” by Stephan Pastis, Goat says, “I think the only reason we all have our various neuroses is that we already have our basic needs of food, water, and security fulfilled.” Pig asks, “What does that mean?” Rat replies, “It means that people chased by hungry predators don’t worry about inner peace.” Those worried about failure - consumption by hungry competitors - are less focused on producing success.

This understanding brings us back to the color of our thoughts - and our scenarios. Imagine what can be accomplished when we set aside our various neuroses and channel that energy into the Ideal Scenario, focused on creating the greatest good, for the most people, in the best way, for the longest time. Imagine how that would transform our families, our corporations, our communities, our society, and our world.

I deal in the ideal.

Make this your *Green Light* motto.

What is the Ideal Scenario for your life?

Ask yourself, “What is the ideal...?” Identify the ideal job possibility, cell phone service, credit card, relationship, home, pet, computer, partner, employer, business, cleaning service, mechanic, grocery store, doctor, dentist, route, vacation, ETC...

A timely and uplifting film, *The Girl in the Café*, captures hearts - and imaginations. The video cover states, “Love can’t change what’s wrong in the world. But it’s a start.” It’s also a great - and vital - start for making Green things happen, as evidenced by this story.

At one point in the movie, Gina finds herself in a new world surrounded by “important people.” At a G-8 conference, she takes bold and risky action, knowing it will create problems. When asked why she took the upsetting action, she expresses her deep desire to make a difference in the world.

Her courage proves to be contagious, inspiring one world leader to declare:

“I didn’t give my life to politics in order to say that I was part of a generation that succeeded in cutting the tariff on the import of processed coffee 27.3%. I want to be a member of that great generation that, for the first time, had it in their power to wipe out poverty - and did so.”

Deafening, suspenseful silence follows his impassioned statement. Then, in a show of support, another world leader asks, “Shall we...move ahead sensibly and simply, to achieve the achievable....Or do we do the huge deed?”

Settling for achieving the achievable is hardly exciting or inspiring. But doing the HUGE DEED moving toward the Ideal Scenario - captivates your heart, your soul, and your imagination. It lifts you upward into exciting new territory - where you may discover that far more is achievable than originally thought.

So, what huge deed is your spirit yearning to do? What are you giving your life to? In service of what values and ideals? Consider the following *Green Light* invitation - from the powerful statement above - to reveal your own Ideal Scenario. Step into a scene of your own life movie - and direct the production.

Sail out into the enormous enticing Green sea of stimulating, surge-ahead breakthroughs. Head for the uncharted, the unthunk. Expect to discover alacazamers. Dock at the Idealicious Splendarium - the unanchored space where mind and spirit swirl, where exploration creates the new.

Take some quiet time to envision; then express what you discover. Fill in the spaces below, paraphrasing a declaration of your own. Declare what your life is truly about. Go for the vision that captures your heart, engages your mind, and creates Green magic in your world.

Principle 6: *Green Light* style starts with identifying the Ideal Scenario.

I didn't give my life to...

I want to be a member of that great generation that succeeded in...

What will you choose to do about the huge deed? How Green will you go? Take a step toward the preferable - then another and another - and another. Each Green step pulls you closer to your Ideal Scenario.

Let us each be part of that great generation, that global Green Generation, that leaves the world better for our contribution.

Sometimes it falls upon a generation to be great.

You can be that great generation.

- Nelson Mandela

Green Light: How might I apply and adapt this wisdom?

Asking for Victory: Principle 7: *Green Light* thinking elevates the art and skill of asking questions.

The difference between the right word and the almost right word is the difference between lightning and the lightning bug.

- Mark Twain

Questions are life-drivers. Different questions take us down different paths. Different paths lead to different outcomes. In many ways, our lives are shaped by the questions we ask.

Mark Twain was a wise man. As illustrated in the quote above, there is a huge difference between lightning and lightning bugs. The words we choose make a profound difference in the results we achieve.

When the answer matters, the question matters more.

The difference between a standard question and a *Green Light* question is the difference between mediocre results (sometimes even failure) and success.

| | |
|------------------------------|--|
| Standard Question: | Why can't I ever get ahead in this company? |
| <i>Green Light</i> Question: | What am I most passionate about, and how does that align with the company's current needs? |
| Standard Question: | Can we beat the competition this year? |
| <i>Green Light</i> Question: | Where is our greatest opportunity for making a quantum leap in the marketplace? |
| Standard Question: | Why won't my teenager improve his grades? |
| <i>Green Light</i> Question: | How does my teenager define success in his life and what does he need in order to feel successful in school? |

Notice how the questions above direct your thinking. *Green Light* questions encourage a more expansive view and invite a deeper level of reflection. In short, *Green Light* questions open the door to possibilities. They affect the actions you take and the results you get. Your Green intentions get a boost.

***Green Light* Questions**

Ask questions that:

1. Prompt thinking.
2. Produce discoveries.
3. Propel ACTION!

Questions Boost Thinking Power

To kick-start the thinking process, use a bright *Green Light* question. The brain loves Green questions! They intrigue the mind. Questions shift the mind from a passive state to an active state. They start the neurons firing, set off synapses, and boost thinking power.

Our brains want sentences to end with a period. A question is unfinished brain business. The mind can't rest - doesn't want to rest - until it has transformed the question mark into a period.

Green Light questions invite the brain to function at a higher level. These questions cause the brain to sort through its files, to recall information, to make new connections and to generate original ideas.

In many instances, a question is much more powerful than a fact. A "fact" neither requires nor invites a response. Stating a "fact" can disengage the mind, end the thinking.

Use *Green Light* Questions to Motivate Others

Ramp up others' brains by asking *Green Light* questions. Your well-designed Green question can lead others to do better thinking than they would have with a Red question. By engaging the mind, in effect you turn it on - to a higher level. The art and skill of asking questions is one of the most powerful Green abilities you can develop.

Green questions can move people from fear of making a decision (Do I or don't I get involved?) to Action (How do I get involved?). They can intrigue and invite participation (or at least promote a feeling of wanting to be helpful.) Add Green body language to a Green question and you're more than halfway to success.

Questions Can Lead to Action and by-pass the Decision-Making Block

Asking *Green Light* questions can produce the big breakthrough of skipping THE DECISION! Do I or don't I help? They nudge the mind to action. Consider these *Green Light* questions:

What's a good way to connect with the person in charge of marketing?

When is a good time to contact Ms. Smith?

How would you suggest someone get an item on the agenda?

What precedent might make it easier to move this forward?

Many times, a *Green Light* question allows others to forget the decision-making step (Will I or won't I take the time to be helpful) and invites them straight into immediate action. They start responding to your question without giving it a second thought - which likely would be Red - which is exactly what your *Green Light* question was designed to do!

Asking an effective *Green Light* question is like getting that Monopoly card that says, "Advance to Go. Collect \$200." No rigmarole, no barriers, no lecture about why you can't possibly do what you want to do. Just "Advance to Go. Collect \$200." Move forward with your goal.

Asking *Green Light* Questions - the Basics

Ask open-ended questions rather than yes/NO questions. In general, open-ended questions promote better responses. Asking a yes/no question is likely to produce a quick, thought-less response that may have little to do with reality, facts, or agreed-upon goals. Often, the responder's intention is just to deal with the question and get on to something else. (Sometimes, that's the questioner's intent too.) Asking open-ended questions invites, almost compels, the mind to act - to THINK. It engages the mind rather than avoiding it.

Certainly there are times when a yes/no question is essential. The goal here is to ask the questions from a place of conscious wisdom, not reflex.

Use these *Green Light* question-starters:

Who, What, When, Where, Which, How

How might we...(accomplish that goal)?

Where is the best place to...(focus our energy)?

When would be a strategic time to...(introduce this idea)?

Which option...(has the greatest positive impact)?

Who might...(have additional information about this)?

What if...? What if X? What if Y? What if Z?

What else? What else? What ELSE?

Avoid these *Red Light* question-starters:

Why, Will, Can, Don't, Can't, Won't, Isn't

Why haven't you...(done this yet)?

Will you...(give me a break)?

Can you...(take care of this)?

Don't you...(have some flexibility)?

Can't you...(help me with this)?

Won't you...(make an exception)?

Isn't there...(another way)?

Red Light questions tend to produce barriers and resistance. They are more likely to produce “No” for an answer. Plus they often trigger the authoritarian response, “This is the way it is because I said so.” As a result, Red Light questions rarely produce forward motion. They can even generate backward movement.

| <u>Red Light Questions</u> | <u><i>Green Light</i> Questions</u> |
|----------------------------|-------------------------------------|
| Automatic style | Thoughtful style |
| Go through the motions. | Get forward movement. |
| Get a Red response. | Get a more helpful response. |

Mastering the Art of the Question. How Green can you go?

Asking *Green Light* questions is partly an art, and partly a skill. Begin by getting clear about your Greenest intention. The art of asking *Green Light* questions involves formulating (or eliciting) a path to the Greenest responses. The Greenness of the question affects the Greenness of the results. To help your success with significant endeavors, use these stimulators to clarify your purpose. Then design Green questions to help you achieve them.

What is the ideal outcome of this interaction?

What do I want to gain from this question?

How might I best proceed in that direction?

What's the Greenest wording of my best questions?

What's the Greenest sequence of my questions?

What's the Greenest follow-up question?

How do I want to conclude the interaction?

Steps to Using *Green Light* Questions for a Specific Request

1. Preparation

Be clear about your Greenest intention.

Identify the goal(s).

Brainstorm questions to support your goals.

Consciously choose the best questions.

2. Implementation

Greet the person you are addressing respectfully.

Ask with a positive expectancy of assistance and success.

Align your voice and body language.

Persist, without being a pest.

3. Follow-up

Consider making a call to express your appreciation or write a thank you note to the person who helped you.

If the assistance were significant, consider giving flowers, chocolates, or other appropriate gifts.

Deliver your *Green Light* message Greenly.

A Green question asked in a Red way is likely to produce a Red response.

The goal is to ask a Green question in a Green way and get a Green response!

Consider dress, body language, posture, gestures, tone of voice, facial expression, etc. Your Green intention should be reflected in your delivery.

Ask the question by making it sound like a sentence; this format conveys your expectation of a positive result. It means ending with your voice going down at the end instead of up. Avoid asking a question using a voice - or demeanor - that actually says, "You probably won't allow this but I'm going to ask anyway." That invites a "No."

Question the Use of Questions.

Expanding and refining the skill of asking Green questions is an invaluable goal. Questions can be great thought stimulators. Often that is more important than producing the answer.

Stretch people's minds and imaginations with questions. For example, "If we did this at the speed of light what might that look like?" Consider the Ideal Scenario. Paint a picture beyond the current thinking. When turning a team loose on a project, it may be with only a few questions, rarely a whole string of them.

Ask the people closest to the challenge to work on the solutions. Let people think for themselves. Give them leeway, allowing room for different solutions. Often the Greenest strategy is to ask the question and let the project team address it on their own. Build in time to incubate.

Things change every day. What was ideal yesterday may be different from what is ideal today. Periodically ask questions to re-visit the Ideal Scenario.

***Green Light* Questions in Action**

A question that often flows through the mind of a *Green Light* thinker is, "How can I make this situation better?" Trini Evans, employed in the health care field for many years, worked in hospital emergency admissions and also home health care for seniors. She experienced many situations where medical

information was either missing, confusing or conflicting. This complicated an already challenging circumstance and sometimes led to serious problems. Her answer to the question of how to make a situation better became, “The Health Advocate Guide™” at www.StrataLifeSolutions.com. The system facilitates collecting, organizing, updating and sharing medical information – and eases people’s minds while improving their care as well.

In another circumstance, a friend of mine visited the public library to check out some books in Braille. He was anticipating the arrival of a blind houseguest, and he wanted to have some books she could enjoy during her one-week visit. When he spoke with the librarian, she informed him that this kind of request required a two-week notice. He explained his friend would be arriving the next day, so he needed the books right away. The librarian reiterated the standard two-week notice policy.

After several exchanges back and forth with no results, he politely said, “Would you kindly connect me to someone who cares about this kind of thing?” There was a long, pregnant pause while the librarian considered his question. She then proceeded to make an exception to the policy and he had the books in-hand that same day. His question had been phrased in such a way that it conveyed his heart-felt Green intention. This melted the librarian’s resistance and Greened the action.

Another important ingredient when asking a *Green Light* question is to anticipate success in the form of a positive response. I gave a presentation at a conference in Seattle sponsored by the Washington State Department of Labor. Its theme was “Surviving the Winds of Change.” Having worked in Taiwan for several years where bamboo is prolific and easily flexes enough to survive typhoons, I organized my comments around the bamboo metaphor.

I was familiar with the hotel where I would be speaking and knew it had lovely pots of bamboo placed throughout the hotel. I thought it would be great to have a couple of these plants on either side of the podium when I delivered my noon-time keynote presentation. I called the hotel in advance and verified it still had the plants.

That morning, I arrived early to finalize arrangements. When I checked out the ballroom, the potted bamboo plants were nowhere to be seen. So I asked the conference registrar whether she could find someone to move two of the large plants to the platform near the podium. After awhile, she

returned and reported that she had been unsuccessful. I then realized I had asked the wrong question.

I had given her a Red Light directive: “See IF you can...” The usual, natural, and nearly automatic result is often some form of “No.” Most likely, the registrar found one hotel employee, asked whether the plants could be moved, got “No” for an answer, then returned to report the results to me. In effect, “Can I get someone to move the plant?” Nope. End of story. Dead-end. This Red Light result was instructive. It taught me to put more conscious thought into the form of the question when intending to achieve a goal. This key step, creating Green questions, leads to getting Greener results.

I realized I needed to ask a *Green Light* question that anticipated success in achieving the desired outcome. For example:

- “How might we get two plants on the platform in the next half hour?”
- “We need to have these plants next to the podium. What’s the easiest way for that to be done?”
- “Who would be the best person or department to contact about moving these plants?”
- “What needs to happen in order to get those plants onto the stage?”

Spotting a hotel employee across the room, I approached her and asked her the first question above. She directed me to catering - and a specific person if there were any difficulty. The plants appeared on the platform a few minutes later.

Moral of the story: *The more you Green your questions, the less likely you are to be bamboozled!* Asking *Green Light* questions is a powerful tool for achieving your Green goals.

Small opportunities are often the beginning of great enterprises.

- Demosthenes

Green Light: How might I apply and adapt this wisdom?

Principle 8: *Green Light* leadership unleashes creativity and fosters innovation.

*There are those who build barriers,
those who give in to barriers
and those who bust barriers.
The future belongs to and depends on
the barrier busters.*

We often have three choices: innovate, imitate, or evaporate. The last option is permanent, the next to last likely temporary. The first choice - innovation - is the *Green* choice that leads to longer, greater, more sustained success. Innovation is the playing field for the barrier busters I refer to in the quote above. According to Tom Peters, "Creative thinking is the most strategic weapon." *Green Light* leaders know that creativity is the shortest distance between a problem and its solution. It converts challenge to opportunity.

Green Light thinking prevents psycho-sclerosis - hardening of the mind. A *Green* mindset amplifies your creativity (and the creativity of those around you). Creativity is one of the most plentiful, essential, and undermined natural resources we possess - and it's renewable. *Green Light* leaders mine it routinely - in non-routine ways. They equip people to use their creativity and create a safe environment that produces superior results.

There is an old adage, "If you continue to fight what you've always fought, you'll continue to get what you've always got." Today, that's no longer true. You can continue to fight - the competition, regulations, change - using old ideas - and no longer get what you've always got - customers, profits, success. The world is changing and *Green Light* leadership applies new approaches to today's challenges.

There's an entrepreneurial term, LILO - a Little In, a Lot Out. Making smart, small investments can pay big dividends. Leaders who invest a little

time and energy into learning and applying the *Green Light* system are rewarded with a high return on their investments - broadly and continuously. Fostering an environment that nurtures creative thought and action produces more Green for the bottom line.

Doug Hall, radio show host and author of *Jumpstart Your Business Brain*, is the amazing and energetic founder of Eureka! Ranch, a success lab for practical, breakthrough creativity. He invites businesses to “Give us your biggest, baddest most urgent business challenges.” He and his team bring their *Green Light* style - and their research-based system for addressing Red Lights - to help craft powerful, marketable ideas. Red Light information often holds the key to the tweaks and whacks that make the difference between a flop and a flip-over-the-top innovative winner.

***Green Light* Leaders Ask Open-Ended, Mind-Engaging Questions**

As discussed in the previous chapter, questions are life-drivers. When the answer matters, the questions matter more. *Green Light* questions often begin with who, what, which and how.

Here are five key questions Green leaders ask:

1. What is a better...(process/product/policy/way)?
2. How might we...(process/innovate) more (rapidly, efficiently)?
3. What...(restrictions/limitations/policies) are counterproductive?
4. Under what conditions might we...(gain an edge/ally/access)?
5. What moves us in a Green direction in...(innovation/technology/marketing)?

Green Light leaders also ask about what is missing, under-utilized, or obsolete. These questions ensure that these important points have at least been considered.

Red Light managers ask, “Will this work?” “We can’t do this, can we?” “This isn’t our policy, is it?” These kinds of queries usually result in an automatic, “No.” These questions seem to ask for restrictions and limits - commodities never in short supply. Red Light questions unwittingly close, slam and often lock the doors to new opportunities.

What is the Ideal Scenario?

A participant in one of my Helsinki creativity courses, Merja Ikonen, worked with Nokia, an innovative technology company. Merja said, “Some people say the sky is the limit. We say the sky is open.”

For Green leaders unleashing creativity and fostering innovation, the platinum Green question is: “What is the Ideal Scenario?” This is such a pivotal question, that the chapter on Principle 6 is entirely devoted to this topic. Keep it in the forefront of your mind. The more you ask this question, the more likely you are to achieve the ultimate goal - three *Green Lights* illuminating your path to positive, sustainable success.

The sky is indeed open. Everyone can be a Greener leader - in the world of work, home, community, and beyond.

Judge Favorably First

It is often recommended that people suspend judgment during brainstorming sessions or when first examining ideas. Contrary to this popular notion, *Green Light* leaders often judge right away - favorably. They look at the good elements of an idea first. This view increases the odds that the hidden value and benefits of an idea will be discovered - before the idea is discarded by quick, knee-jerk criticism. From this place, more effective decisions can be made. Getting the “goods” first is a very Green practice.

Delay the Cost Question

One key guideline about asking questions is the placement of the ever-powerful, “How much does it cost?” When you’re looking at solutions, especially creative ones, it’s a smart Green strategy to avoid addressing the cost factor early on. This intentional delay is even more important when the situation poses significant challenges.

Asking “*How much does it cost?*” is an idea stomper and momentum barrier. In the early stages of solution-seeking, it is a sure-fire step to premature death. It’s easy to say, “It costs too much - end of story.” Actually, this response is often said - and accepted - with no real thought, facts, or information. Sometimes, *Green Light* actions include questioning assessments, asking for evidence, and challenging assumptions.

Clearly, doing a thorough cost analysis is an important step in the decision-making process. When the goal is to increase innovation and generate creative solutions, it is wise to postpone the cost question until at least three other key questions have been addressed first: asking about value, benefit, impact, and urgency.

With a promising idea, postpone the cost question further. Sometimes what may appear to be too expensive may actually be a bargain, when taking in the big picture.

What's the cost of postponing the cost question? What's the cost of NOT postponing it? The second one is often forgotten - in error. These are both valuable Green questions - asked at a Green time.

Red Light view: It's too expensive to get assistance.

Green Light view: It's too expensive NOT to get assistance.

If the challenge is outside your expertise, get additional input. The wrong information is unlikely to produce your preferred results. (I can hear the, "Well, DUH!") However, it's easy, in the crunch of timelines, at the edge of budgets, to lose track of the big picture. A reflex Red Light thought says, "There's no time/money/help/whatever to do this right." That's often a Red flag - and indication it is a good time at least to take a momentary pause and another look at the situation. Sometimes, meeting a due date isn't as crucial as meeting key requirements.

Call the Uh-Oh Squad. Time to Cut Costs.

In challenging economic times, sometimes creativity is the last tool to be called on, yet it is always helpful. The tougher the challenge, the more vital the need. *Green Light* leaders regularly rely on creativity for assistance. A frequent Red Light mandate is "Do more with less." Achieve more with less is a much Greener goal. Partner that with a goal to achieve more revenue. Upping the Green thinking leads to Greener results.

Not surprisingly, Donald Trump says, "As long as you're going to be thinking anyway, think big." With a slight tweak, the thought becomes, "As long as you're going to be thinking anyway, think Green."

Consider the Opposite. Go for a Change of Scene.

Green Light leaders expect, plan, and aim for success. Help the process along. Stretch your *Green Light* muscles by looking at the opposite of a condition, plan, goal, or barrier. Gather the resulting insights. Then use multiple lenses to gain new perspectives on challenges. View them with a microscope, a periscope, and a telescope. Take a close-up look; check what's coming around the corner and take a look at the future view. Blend those multiple views to create a new vision with a kaleidoscope.

Next check out the view from the front row, the back row, the balcony, the orchestra pit. See what's happening in different departments or product/service areas. Add this information to the mix and look through the kaleidoscope again. Seen from different angles - and from different roles - what are the Greenest views? Where does Red show up calling for remedy? What Ideal Scenarios are now within your view range? Consider steps to move in that direction.

Pull Unconnected Pieces Together to Maximize Results.

Several years ago, I was hired by Rockwell, International to provide seminars on innovation. The company, known for innovative communication and aviation electronics solutions, serves defense, aerospace, and other fields. We focused on tools for creativity, using a base of *Green Light*. The employees unleashed an amazing torrent of creative approaches that wove their way into new applications and savings. Herm Reininga, a champion of innovation, arranged the seminars.

Currently retired from that full-time role, he continues consulting and serves on many boards and is the director of the National Advanced Driving Simulator. NADS is the closest to replicating actual driving experience in a safe controlled environment. Reininga directs the focus on profitability for the world's most advanced driving simulator and developing cooperative research with many universities.

The NADS serves a *Green Light* goal to save lives and reduce the costs of vehicle crashes. Housed at the University of Iowa, this state-of-the-art simulator is equipped to factor in the effects of Alzheimer's, vision problems, drugs, alcohol, and other challenges.

It can test how one drives on a single lane road, a superhighway, or when leaving a bar with various alcohol levels. The Department of Transportation provides major funding and uses the high-resolution simulator. (To use the facility for driving-related research and development see www.nads-sc.uiowa.edu.)

The NADS monitors eye movement and use of peripheral vision, posture (slouch factor/blood alcohol content), pressure on the steering wheel (how hard it's grabbed), and foot movement (force applied to accelerator, brakes). It gathers data by taking sixty snapshots per second. (Automated Collision Control systems are being developed and tested with people to prevent accidents. Having identified the miniscule window between when an accident is about to happen, an interruption/redirection of action is inserted to prevent or minimize the accident.)

Reininga received the Defense Manufacturing Excellence award, served on the Defense Science Board (appointed by the White House) and regularly testifies to Congress to provide perspective for future manufacturing. He worked with Navy and Air Force manufacturing projects and chairs the National Academies Board on Manufacturing and Engineering.

His *Green Light* management style is focused and strategy-oriented. He provides the NADS goals; the team members write their goals in support. A time management process clarifies where their time is spent and relates that to their goals.

They currently target four main business areas (Vehicle Safety, Clinical Studies, Pharmaceutical/Drugs, and Vehicle Dynamics). Reininga leads monthly cadence reviews to assess progress, prevent cost overruns, and schedule delays. (He recommends, "Don't overreact when hearing others' version of the truth.") Focused on prompt response, they make critical decisions with data, rather than opinion. ("I think I can" is good. "Here's why," is useful - and a key decision driver.)

The simulators sell for \$30,000-\$100,000 - when they sell. Results from the previous shotgun approach: one hundred sales calls, zero sales. After two years without a sale, nine sales were closed by the following September, switching the operation from Red bottom lines to Green ones, replacing the

predicted loss with a profit. Reininga credits his team with the results.

He looks at disruptive technologies – a new technology about to replace an existing one. The team considers how the new technology might impact NADS, and then adjusts for it. NADS works with cars and trucks. It is involved in a study with Goodyear to examine tire road wear from various test warning strips along highway edges.

Green *BOFF-O!*® brains operate on fast forward.

General Electric manufactures light bulbs, among many other things. A challenge it faced was packaging the light bulbs for export. Several EU nations in Western Europe adopted a regulation that product packaging must be removed by the exporter. If your product is glass bulbs, there can be a lot of packaging; thus it was a significant challenge.

Experts had been working on this challenge for months. Ann Herrmann-Nedhi, CEO of Herrmann International and publisher of the Hermann Brain Dominance Instrument (HBDI), led a group of employees in a creativity training session. She introduced them to a versatile breakthrough system I invented called *BOFF-O!*® (*Brain On Fast Forward*). I designed this system (in the form of a card game) to produce AHA's - and create opportunities - on the spot.

The *BOFF-O!*® system uses cards with a variety of words printed on them. One set of cards is called "Launchers." Another set is called "Boosters." After playing the game for a short time, one of the team members came up with a very significant breakthrough. This groundbreaking idea was triggered by two *BOFF-O!*® cards. He had picked the Launcher, "Can" and the Booster, "Change container." Suddenly, his face lit up. He had an idea. "We can package our light bulbs in a Rubbermaid garbage can, ship it to Europe, deliver the bulbs, then sell the garbage can!"

Talk about an Ideal Scenario! Not only was his idea a novel one, and completely outside the previously explored boxes, it was also a profitable one - converting packaging "waste" into a product. Very Green thinking. The management team members realized they had many more options than previously thought. They were so impressed with the results from the creativity training,

including the *BOFF-O!*® session, that they transformed their Monday morning information exchange meetings into idea generation sessions.

David Tanner, whose Ph.D. is in polymer science, holds thirty-three patents. As founder and former director of the DuPont Center for Creativity and Innovation, he was instrumental in arranging for me to speak to employees there. Using *BOFF-O!*®, their ideas burst forth like Orville Redenbacher popcorn. (Tanner refers to *BOFF-O!*® in his book, *Total Creativity in Business and Industry: Road Map to Building a More Innovative Organization*).

BOFF-O!® also unleashed ideas from a group of creative minds next door to my office downtown - Richmond Public Relations. Louis Richmond, founder and CEO of the highly respected and awarded firm, exudes creativity. *Green Lights* flash throughout his team and career. Author of a chapter in *Hotel Management and Operations*, "Putting the Public in Public Relations," he lectures on the importance of ethical approaches to Public Relations - a very Green and ever-timely topic.

Working with some of his team members, we played *BOFF-O!*® for about ten minutes. Then I spread the cards out on the table and invited people just to let their eyes and minds wander around and see what popped into their heads. Their culture is very Green, so people needed no time to ease into the process.

One team member connected with the Booster, "Consider foreigner." This booster prompted her thought, "We speak a foreign language to our clients - the language of PR. We need to speak the language of our clients." Another employee got an idea triggered by the Target, "Social situations." This target prompted the thought, "Some prospects think we're creative flakes. Let's invite them to come to one of our creative sessions where they can see how we move through ideation to a PR plan." More AHA's followed quickly as ideas were stimulated by terms, concepts, and options on the *BOFF-O!*® cards.

In her book, *The Hidden Intelligence: Innovation through Intuition*, Sandra Weintraub calls *BOFF-O!*® "a game that elicits intuitive responses for new products and services and for deeper insights for improving operating systems." Here is a sneak preview of the formula and process.

Launcher + Booster = AHA!

| | | |
|----------|-----------|---|
| Pacifier | Add Light | Glow in the dark/find-it-yourself pacifier. |
| Doll | Freeze | Barbie popsicle/teddy bear popsicle |

Now put AHA's to work.

Launcher + Booster = AHA! + Target = Bonus AHA!

| | | | | |
|----------|-------------|---|----------------|-----------------------------|
| Suitcase | Make secure | Voice-activated security system for suitcases | Transportation | Luggage companies can use. |
| | | | Recreation | Camping gear firms can use. |

Judy Campbell used the card deck in an innovative way - with her thirteen to eighteen year-old clients in a court-ordered incarceration facility. Their stay was from thirty days to a year, based on their achievement in her program. Those unsuccessful in rehabilitation were sent to an adult prison.

An innovative juvenile rehabilitation administration counselor for the Department of Social and Health Services (DSHS), Judy taught her clients the *BOFF-O!*® process and they applied it in a variety of ways. From budding adolescents to those married with children - all came from troubled backgrounds. Their offenses included multiple burglaries, car thefts, and assaults. For some, their rap sheets were years long. Her role was to set up their treatment plan - and to recommend (or sentence them to) their next placement. Judy explained her clients' and her *BOFF-O!*® experiences.

"I used *BOFF-O!*® in a group setting. This put everyone on the same playing field and offered a HUGE opportunity for growth. The process is open enough that each person could make it work. They could take a specific situation and use it to make a better decision than before. Every incarceration facility team should consider using this tool. Theories are nice but you have to have tools to work with.

"I also used *BOFF-O!*® with the Oregon Youth Authority, working with older, medium offenders with more serious offenses. It was very successful - and eye-opening for them. You can literally see it - it is a physical manifestation. I watched them experience, "Oh, my gosh, this works!" They could see the power it held for them - what they could make hap-

pen all by themselves.

“The first time I used it, the students/clients got it quickly - after a short period of resistance and disbelief. They picked up speed and put it to use. One young man, who’d done exceptionally well applying it, got good new ideas and insights rapidly. Suddenly, he stormed out of the room in a fury. He charged down the hall and out of sight. I had to go after him. When I caught up with him and he finally calmed down, I asked him what upset him so much, since he was doing so well with the tool. With anguish and anger filling his face and voice, he said, ‘If I’d been taught how to think like this I wouldn’t be here!’ A powerful awareness - for him - and for me.”

Judy is now introducing *BOFF-O!*® to people developing care facilities for the elderly. A key purpose is to promote a more active mental life - more mind stimulation - and a *Green Light* view of life.

While the uses and applications are numerous, the only real rule is to play the game, use the tool Greenly. (More information is available at www.GoGreenLightWay.com.)

BOFF-O!® and *Green Light* activate the brain. They turn it on, ramp it up. Synapses fire at high speed. “Neurons that fire together wire together,” says Faith Hickman Brynie, in her fascinating new book, *101 Questions Your Brain Has Asked about Itself But Couldn’t Answer ... Until Now*. Brain-stimulating tools exercise the mind, build our mental muscle, strengthen our neurons. They respond more strongly to reinforced signals, turning our mind into a Green perpetual motion machine.

Add Fun and Laughter in the Workplace for Higher Morale - and Profits.

*The compulsion to take ourselves seriously is in inverse proportion
to our creative capacity.*

- Eric Hoffer

Children laugh four hundred times a day - adults only fifteen. What happened to the other 385?! “If we took what we now know about laughter and bottled it, it would require FDA approval,” says Dr. Lee Berk, professor of pathology and laboratory medicine at Loma Linda University.

Laughter boosts the immune system, releases happy-making endorphins,

lowers blood pressure, and fosters a sense of euphoria. In short, it Greens the blues. Laughter is a vital element of *Green Light* leadership - and a boost to productivity.

A bright, creative colleague, Kathleen Hosfeld, now owner of Hosfeld and Associates, received an additional title and role several years ago when she was applying her many talents at Ogilvy & Mather/West, an integrated marketing communications agency. Her appointment? Vice President of Spontaneous Fun. At least once a week, she was to bring something to the workplace that generated laughter and camaraderie. It simultaneously primed the pump at the fountain of creative juices. It also reduced the stress of demanding time-lines.

ToysRGreen!

Not having many toys as a child, I revel in a large collection now. They include all sorts of fun challenges - puzzles, games, sound-makers, balancing acts - something for everyone. Guests often go straight to them. These creative juicers also travel - to presentations, church choir brunches, hospitals, and other homes. Many players have since started their own toy collections - for home and work.

PIXAR Animation Studios, where highly creative people create wondrous award-winning films, fosters its creativity. At PIXAR University, toys are plentiful. So is play - a very productive quality that feeds creativity - and grows teams.

Build a Green Team

Creator. Innovator. Mover. Shaker. *Green Light* leaders seek these creative stars for their Green Team. They support and encourage them, recognize and honor them.

Here are five key things a Green leader can do to unleash creativity:

1. Educate the full team on the *Green Light* style.
2. Recognize and reward Green actions.
3. Hire and promote Green people.
4. Model and implement a *Green Light* plan.
5. Instill a *Green Light* culture.

It is often easier to build a new skill than instill a new attitude. Introducing *Green Light* concepts to your existing team can create an astonishing metamorphosis in a very short period of time. Going the *Green Light Way* leads to better results very quickly. That results in a Green environment that builds momentum. It often builds new attitudes, too.

Green Light creative thinking strategies cut through barriers and open countless doors. In today's increasingly rapid rate of change, *Green Light* leaders frequently go on search-and-capture missions for UFO's - undiscovered future options. Together with their *Green Light* teams, they are well-positioned to see new opportunities and to take *Green Light* action, transforming possibilities into exciting new realities.

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Ten Winning Ways to Gain *Green Light* Success

1. Set your *Green Light* intention.
2. Choose your *Green Light* language.
3. Create the positive goal: what you want.
4. State it in the present tense.
5. Imagine it as already achieved.
6. Choose your *Green Light* actions.
7. Ask *Green Light* questions.
8. Keep thoughts focused on the goal.
9. Replace Red thoughts with Green ones.
10. Focus continuously on the Ideal Scenario.

Carpe verde!

(Seize the Green!)

Green Light: How might I apply and adapt this wisdom?

Principle 9: *Green Light* living is its own reward, enhancing your life's journey.

It takes a very long time to become young.

- Pablo Picasso

*Life isn't about waiting for the storm to pass -
it's about learning to dance in the rain.*

- Anonymous

Young at heart is the *Green Light* style. Going Green youthifies. Dancing in a Red situation Greens it up.

We make choices, moment by moment, about the color of our experiences - our interpretations of them. Collectively, they determine the color of our life.

Where do you suppose we rank on the Gross National Happiness index? The GNH is used to measure national strength and progress based on people's happiness. Created by Bhutan's fourth king, J.S. Wangchuck, he viewed the GNH as the ultimate goal of development.

Described as a Living Eden, Bhutan ranks in the top ten happiest nations in the world. In his coronation address in 2008, King Khesar advocated for continuing to foster "the qualities of a good human being - honesty, kindness, charity, integrity, unity, respect for our culture and traditions, love for our country and for God." The fifth international conference on GNH was held in Brazil in 2009, with the theme "Gross National Happiness in Practice."

Happiness makes a surprising appearance in Chris Cassatt's endearing cartoon strip, "Shoe." Cosmo, exhausted and weary, is asked: "So, Cosmo... what has made you so miserable?" Cosmo replies, "My pursuit of happiness." This unusual response is actually quite profound. And, it sums up a great deal

of the strife that people experience. A Greener goal than pursuing happiness is to declare it. Experience contentment attained. Intend to be happy in the moment. It's as simple - and challenging - as, "If I think I'm happy, I am. If I think I'm unhappy, I am." Think happiness. Choose happiness. Achieve happiness.

The *Green Light Way* is a valuable tool for enhancing your own life, as well as the lives of those around you. The Greener we aim to be, the happier we become. We recognize our responsibility in our own lives. Moving beyond blaming, criticizing, and complaining, we find ourselves more inclined to set our Green intentions, take the Green path, and proceed in a Greener fashion. We make choices, moment by moment, about the color of our experiences - the color of our interpretations. Collectively, those color choices determine the color of our life.

It's Healthy to Have *Green Light* Style.

Green Light living improves your overall health. Red Light diminishes your health - and that of others. It tenses your body and depresses your spirit. Green soothes and uplifts your spirit, serving your body and mind. *Green Light* reduces stress, enhancing life's journey. Science continues to demonstrate that a positive mindset is good for our health. Research from The Institute of HeartMath demonstrates how emotions impact our heart. Positive emotions such as love and appreciation produce healthful coherent rhythmic patterns. Negative emotions such as anger and frustration produce unhealthy incoherent patterns.

Heart problems of all sorts come from overloads. Sixty percent of senior executives work over fifty hours a week. Ten percent work over eighty hours - a double work week. Many workers at all levels put in long hours. Imagine giving huge chunks of your life to Red Light environments filled with negativity, pessimism, and other nasty obstacles. Now imagine the opposite - dedicating your time and contributing your talents in a *Green Light* work environment super-charged with Green intentions, active optimism, creativity, and energizing results. What a difference!

It all starts with our thoughts. In his groundbreaking book, *The Hidden Messages in Water*, Dr. Masaru Emoto reports on his research with water. (A summary of his findings is also included in the film, *What the Bleep Do We*

Know?) Dr. Emoto photographed frozen water crystals and viewed them through a microscope. The results were astonishing: water responds to words! The very structure of the water crystals changed when exposed to different words. Words representing goodness, truth, and beauty created beautiful crystals. Negative words produced partial crystals or none at all.

Dr. Emoto conducted many experiments, some of which can be easily replicated at home. Try the one I did. Make all conditions identical. Take two glasses. Add an inch of water to each. Add a tablespoon of uncooked rice. (In my experiment, I used raw, unprocessed bulk rice). On one glass, tape a piece of paper with the words, "I love you." On the other, "I hate you." Set the glasses side by side, uncovered. (I placed them in a sunny window.) After two weeks, check the results. The water in my love glass remained clear and fresh-smelling. The rice was intact. In the hate glass, the rice was bloated, disintegrating - the water foul smelling.

Even though the difference between the two glasses was very tangible, somehow I had expected more dramatic results. When I mentioned my expectation to a friend, he responded by saying, "Well, you don't hate very well." I laughed and decided to repeat the experiment, this time adding emotion. I did everything the same way, except this time I also held one glass for a minute and imagined pouring intense love into it. With the other glass, I imagined pouring intense hatred. At the end of two weeks, the results were substantially more dramatic than the first time.

Consider the far-reaching implications of Dr. Emoto's findings, especially in light of the fact that our bodies are over 60 percent water. These are the same bodies that house all of our thoughts and emotions - in our minds, our stomachs, the tightness in our jaws, and the knots in our shoulders. Think about that for a moment.

Suddenly the consequences of our thoughts and our words take on a whole new dimension. If something as fleeting as a written word on paper influences the water quality of a glass two weeks later, imagine the tremendous impact our thoughts and our emotions have on our body, mind, and spirit - not to mention those around us! Yet another profound way *Green Light* thoughts serve us.

As a side note, in 2006 the United Nations declared a three *Green Light* focus - the international Decade for Action. Related to that, in Dr. Emoto's

project, “Water for Life,” he shares his discoveries with youth. Called the Emoto Peace Project, the goal is to provide a free book on how thoughts impact our lives to all children in the world. (Information on contributing to this project is at www.emotoproject.org).

Learn from the Reds.

Live with the Greens.

Recall the references in earlier chapters to creating consciously ever-Greener neural pathways in our brain. One of the best ways we can continually enrich our lives is by upgrading our Green thought-highways and ignoring the now-little Red lanes. At this point, you have probably Greened up your synapses and your neural network considerably. You made *Green Light* thought-travel far more easily - and become more prevalent in your life. This Greening is one of the most beneficial gifts you can give yourself.

I believe blessings are just chasing me down.

- Eunice Johnston Schoeman

The *Green Light* Way and Prosperity

Thinking Green thoughts is a good business practice, as well as a sound lifestyle practice. Christine Comaford authored the best-selling book, *Rules for Renegades: How to Make More Money, Rock Your Career, and Revel in Your Individuality*. CEO of Freedom Fighter (www.MightyVentures.com) and a top-rated business visionary, Christine spoke at a Jack Canfield program where I had the treat of hearing her and later consulting with her.

Christine’s brilliant, high-speed brain and off-the-charts entrepreneurial mindset make her a unique Green success strategist. Even the title of her book leaps out in vivid Green. Christine says, “When you put out good energy, it’s like making deposits into your karmic bank account. Yes, you’re helping people and doing good because it’s fun and feels great - you’re giving to give, not to get. But what happens as a result is that people often will show up out of the blue who want to help you.”

A Brookings Institution paper, co-authored by Peter R. Orszag, later head of the Office of Management & Budget, stated: “Because the U.S. is at the frontier of modern technological and scientific advances, sustaining economic growth depends substantially on our ability to advance that frontier.”

Green Light thinkers can be a powerful force supporting that advance. Implementing the *Green Light Way*, people increase the quality of their actions, interactions, decisions, and results. This increase fosters more rewarding relationships at home, at work, and in the community. Part of this new power comes from enhanced communication, from realizing and rewarding what's constructive and removing the pay-offs for what's destructive.

Green is a ColorFULL Way to Live

It doesn't interest me how old you are. I want to know if you will risk looking like a fool for love, for your dream, for the adventure of being alive...

- Oriah Mountain Dreamer, *The Invitation*

My father, a happy, very Green-hearted man, once assisted me with a goal I had. A company process blocked it. He helped me find a *Green Light* employee who cleared the path. Then he took the *Green Light* lesson further. He said, "You know those signs that say, 'Authorized Personnel Only'? Well, regard them as a personal invitation to an interesting experience."

I love that! It happies my heart to this day - many interesting experiences - and acquaintances later - some in quite surprising places. Do consider what interesting experiences you may wish to explore - beyond unnecessary or perceived "official" boundaries. Skip the nonsensical Red risks. Green risk-taking expands *Green Light* living.

Abracadabra! - a very *Green Light* word. This ancient Aramaic expression means, "I speak as I create." It also conveys the power of our words, our thoughts. Magicians often use the term with a flourish, just before the grand finale. This "helps" us to see what we are supposed to see, rather than the reality before our eyes. In life off the stage, the Greener we think, speak, and ACT, the more marvelous our creations. In the midst of challenges and opportunities, sometimes it's fun to think, "Abracadabra!" Let it shift the mind into a Greener space, to create a Greener outcome.

SARK, a very successful and favorite author, lives as she writes. I first met her at the annual American Booksellers Association Expo in Chicago. Her booth, colorfully decorated and loaded with ways for visitors to create pages like those in her book, was a huge magnet, crowded with fans happily reverting to kindergarten artings.

Later, I had the exquisite delight of joining my friend Diane Wright, who was interviewing her for a newspaper article. SARK graciously invited us to join her in her room at the Alexis Hotel - the John Lennon room! Not only was it a fascinating suite, she fully inhabited it. She brought various elements of personal wonderment, including scarves, aromas, teas, colorful candles, and little treasured mementos. A frequent traveler, she made herself at home on the road, exemplifying the life of exuberance she encourages in her books.

In her color-full book, *Succulent Wild Woman: Dancing with your Wonderful Self*, she tells a fun tale. Traveling in Mendocino, California, she came upon a three-*Green Light* sight: six women walking alongside the street, all wearing Groucho glasses with noses, and hats! She stopped and applauded them - and learned they were four generations of women - playing. She declared them succulent wild women. At that point, the great-grandmother in the group threw her hat in the air and said, "You betcha, honey!" Now THAT'S *Green Light* action multiplied!

Why be bland when you can be grand?

- Eunice Johnston Schoeman

I have worn Groucho glasses many places - getting off planes, picking up a friend at the airport, going through security in Europe. One agent said he'd give me \$20 for them. I told him if he'd wear them, I'd give them to him. Even though he clearly yearned for them, the invitation was too big a step out of his box - even for a moment.

I often wear the glasses on hospital visits - a custom begun when my dearly-loved father was suddenly terminally ill. They generated smiles - and offered a respite for my dad, the staff, and many visitors. They made the rounds many times. So get your Groucho glasses - or another fun prop that brings a smile to your face and heart-lightenings to others.

What's Our Program?

Many sales training programs teach that when you are selling a product you should emphasize how it is geared toward avoiding pain. Buy my product or service so you don't get sick - or sicker, don't have an accident, lose your money, or lose your lover. Lots of research shows people are more motivated to avoid pain and suffering than to pursue what delights and excites them.

Well, IF that is true, what if delight and excitement were programmed?! So what if that's not our innate style? What if we can make different choices? What if we can re-program ourselves?!? What if we keep aiming for the Green? What if, in the process, we BECOME less Red - and more Green?!

Imagine living with a focus on the Green acts we can perform. Imagine the fun we can have, the goodness we can spread - the win/wins. We can revel in the Green, in having those experiences, realizing the benefits - actually living it - in our cells, in our very being. Life can truly have more joys, at a deeper level, more frequently, predictably, certainly. In the process - a bonus benefit. We "coincidentally" avoid more of the pains, losses, and disasters that might have resulted from a Red Light focus on all the nasties we fear, worry about, and want to avoid.

An interesting exercise. Imagine, in such a world, what Reddish businesses would close, what media personalities would be off the air, what products would disappear from the shelves, what topics would drop from conversations? Now imagine what would replace them. What Green Light products, services, messages, connections, and collaborations might arise in their place?! Take it a step further and imagine your role in the shift from Red to Green.

Changing the World - Three *Green Light* Flashes at a Time

Greg Mortenson turned risk-taking into a lifestyle with an incredibly Green mission. In his book, *Three Cups of Tea*, he takes you on his dangerous journey, a stunning and compelling real-life adventure. Against overwhelming odds, he becomes the courageous and committed force behind building fifty-five schools, many for girls, in Pakistan and Afghanistan. Clearly driven by a bright Green spirit, he inspires and motivates a wide range of disparate groups to assist him. Together they make a powerful and profound impact - and leave a Green legacy, demonstrating once again, the power of one.

In the arts arena, impacting and Greening the world, consider the iconic singer, songwriter, guitarist, Pete Seeger. "No other living musician has been at the forefront of more social, political, and history changing events," says Appleseed Recordings founder Jim Musselman.

"If I Had a Hammer," "We Shall Overcome," and "Where Have All the Flowers Gone" are some of the hundreds of songs for which he's well-known. "There's no such thing as a wrong note, as long as you're singing," Pete de-

clares. "Participation! It's what all my work has been about."

Inviting participation is a very *Green Light Way* to enrich one's own life, as well as the lives of others. Many have been discouraged by a single thoughtless comment, sometimes even decades earlier, which still inhibits their participation in life in multiple ways (whether by not singing, drawing, writing, whatever) and continues to constrict their life's fullness. At age ninety, Seeger is still performing, inspiring and creating - and increasing the number of those participating - in song and in spirit. To spectate or participate, that is the question. The Green answer includes action - so step up and sing away.

*Negative emotions can be more damaging than bad eating habits
and other unhealthy practices.*

- Jennifer Jefferies, *author of Seven Steps to Sanity*

Richard Stearns, formerly CEO of Parker Brothers Games and Lenox, is currently CEO of World Vision, a respected global Christian organization tackling the causes of poverty and injustice. Working to get people to end intense poverty, the goal is to make poverty morally and socially intolerable. Operating in 99 countries, World Vision serves millions of people, from helping to get clean water to assisting with natural disasters. It has sponsors for 3.6 million children. "We are God's plan to change the world. We're Plan A and He doesn't have a Plan B." Eradicating extreme poverty is now getting serious attention and action - driven by a new, deeper belief in its possibility.

Related to the above goal, the Obama Administration requested recommendations from many "evolutionary leaders" including Deepak Chopra, Gregg Braden, Michael Beckwith and others to address planetary concerns. This selection is from their response.

At this juncture in human history, urgent global crises challenge us to learn to live sustainably, in harmony and gratitude with one another and with the living universe. The changes required of humanity are broad, deep, and far reaching. Only by acting swiftly and creatively can we birth a planetary culture that will bring well-being to every form of life in the Earth community.

Jana Stanfield, singer, song-writer extraordinaire, philanthropist, and all-around delightful human-being asks, "What would you do if you were really, really brave?"

What might you do when you are really, really Green? In what ways might you respond Greenly to the world's challenging opportunities? When you see your Green pathway, ask the classic Green question: When would NOW be a good time?

*Green Light living: Dance in the life lab.
Take some tumbles. Learn new steps.*

Beyond you and me there is We. What is the We-est way? Consider how We can love better, work better, create better, live better.

We don't know who we are until we see what we can do.
- Martha Grimes

*Give me a lever long enough and a fulcrum on which to place it,
and I shall move the world.*
- Archimedes

**When each of us is the lever and uses *Green Light* as a fulcrum –
we do, in deed, move the world.**

Pay attention to the subtle ways you feel the energy shifts. They can be especially noticeable in situations where Red was dominant and your conscious Green choices Greened things up. You gave the scene a boost - up the Green Light scale.

Green Light: How might I apply and adapt this wisdom?

Finding Green Gems in Fields of Red

If you surrender to the wind, you can ride it.

- Toni Morrison

Red Light information can be an invaluable gift. Often the problem is that it is delivered in such a Red Light manner that people resist the manner - which causes them to ignore the information. When working with people who tend to use a Red Light style, it's especially helpful to focus on the message rather than the messenger, to get the Greens out of their Reds.

Sometimes the Red Light individual will say what others are thinking but they either don't know how to say it or are too uncomfortable to say it. Red information can be a source of opportunity for Green innovation. It can uncover a problem a Green mind can turn into an opportunity.

At times, the best way to work with someone who has contributions to make, yet has an off-putting Red Light style, is to work with the person outside the group setting, both for the benefit of the group and to get the necessary information, or movement.

It is important to be intolerant of Red Light actions that continuously de-energize, deflate, and derail the group and its momentum. It's not good for the organization or those in it. Boundaries need to be set up that exclude Red Light behaviors. People have the right to live and work in a non-Red environment. Often Red Light actions are the result of previous experience, upbringing, or a lack of Green modeling.

Harvesting Green gems in Red minds calls for inspired *Green Light* leadership. Leaders in this situation will find effective - likely private - ways to instruct and support the Red Lighting individual in more effective ways to communicate their important information.

Left unchecked, Red Lighting can overwhelm. I was conducting a training

program where teams were invited to plan a program for application in their own settings. I had completed the first portion of instruction and it was time for teams to create their own plans.

People were highly motivated. We were just about to begin the work segment. Suddenly a retired military officer and team leader (who seemed to forget the retired part) stood up. With a mental bucket of cold water ready to dump he said, "I hate to play devil's advocate, but..." You know the situation. You've probably experienced it. The reality is that role - the squelcher - is often a favorite of some - usually Red thinkers.

Divine inspiration prompted me immediately to smile and say, "Good. Then don't." I smiled, then turned to the group and invited them to proceed with planning. This removed attention from him and led us beyond what was likely to be an energy-deflating monologue.

During the group work session, I went over to his table where we chatted amiably about the group's plans and went on as though nothing had happened. Thus we maintained our positive momentum and simultaneously got the message that we are in fact going Green here, so let's have at it. By the way, his team crafted a superb plan that he was justifiably proud of later. He maintained at least a one *Green Light* style during the rest of our years working together.

Green Light leaders can mine the Red fields for Green gold and simultaneously create a Greener culture that serves everyone, perhaps most especially those caught up in Red Light behaviors. (It would probably be Red to comment or attempt to correct every Red Light action. It's also likely to be counter-productive. Selecting the best times, places, and ways to recommend Green alternatives to Red Light approaches will be more effective. In other words, choose your victories wisely.)

A *Green Light* view is that everyone has something to contribute. The Greener the contribution, the more evident it becomes. Sometimes the brightest *Green Light* breakthroughs were dark Red at birth. Get the goods in whatever color they appear, then Green them up for harvest.

*Don't get your knickers in a knot.
Nothing is solved and it just makes you walk funny.*
- Kathryn Carpenter

Green Light: How might I apply and adapt this wisdom?

Implementation: Growing the *Green Light* Culture

You miss 100% of the shots you don't take.
- Wayne Gretzky

Green Light spreads best by beginning with the Greenest words and actions from the Greenest folks. Share new, tender *Green Light* plans, ideas, possibilities and dreams first with *Green Light* receivers.

Sharing Green gifts with Red responders drains a *Green Light* heart.
Sharing Green gifts with Green folks fills a *Green Light* heart.

Green your home, office, group - with velvet hammers, slow dances, and enticing invitations. Go gently into that Green change. Easing on into the Green means less Red arises to interfere with it.

Implementation for the Individual

Green Light is exciting, powerful, makes a big difference - and requires careful thought before sharing it broadly - or in sensitive situations. One suggestion is to experiment with it with small things - particularly with strangers or people not so close to you. This experimentation will give you a sense of what you're most comfortable with for initial implementation.

Here are some implementation options to consider:

Begin with smaller challenges. As your success and experience grow, experiment with bigger things.

Work with a partner and trusted friend. Let your chosen partner know you are learning about *Green Light* and putting it to use (perhaps a Greener term than “practicing”). Explain the gist of *Green Light* and ask your partner to share his or her feedback as you apply it. Initially, this introduction can be done in person, over the phone, or via email. In

general, ease in to it and you'll soon see how well it works.

Caution: It is important not to overwhelm or over-do conversations about *Green Light* with people who may not initially be interested or open to it. That could be locking a door for them that they might later like to open. It could also limit what you would like to accomplish in your sharing experience.

As you spend more time Greening your life, you will find more ways to apply *Green Light* and more benefits you receive from it. You will also become more and more skilled and operate at a higher and higher level. You will have new awareness. You will recognize subtle and powerful tweaks that shift Reds to Greens and Greens to Greeners.

Find a *Green Light* buddy. Find a friend who shares your interest in *Green Light*. Partner on reinforcing each other's *Green Light* growth. Remembering that the *Green Light Way* works for toddlers to seniors, consider getting *Green Light* partners who are children or young students. They quickly get the concept and can be wonderful teachers as well as being terrific *Green Light* buddies.

Keep reminders of *Green Light* around you. The *Green Light* product line can assist you to keep *Green Light* in your awareness. (Information is available at the end of the book or visit www.GoGreenLightWay.com). In the meantime, find something that represents the traffic light with three *Green Lights* and keep it where it will be readily available to you. Get a Green coin like I mentioned in the first chapter and keep it in your pocket as a frequent reminder to think Green. Consider Green sticky notes on your computer and around your home or office or messages in your wallet.

Implementation in an Organization or Department

When deciding how you wish to put *Green Light* to use in your company, church, department, or organization, look at the ways that good new things have been most successfully introduced. Use that information for guidance.

You may want to start by yourself or work with one other person in your department or on your team. Make notes of the specific examples where you've used *Green Light* and what the results were. Build a collection of suc-

cess stories to share and examples of evidence meaningful to your team.

Another option is to introduce *Green Light* to a small group by reading and discussing the book and creating a weekly plan of one challenge on which you want to shine the *Green Light*.

Start out with smaller things, more fun things, less important things to ease into speaking your new native language. As your comfort and experience expands, move into areas of greater challenge, and perhaps, different groups and larger audiences.

There are no limits to what you can do and where you can go to *Green Light* your life. When sharing *Green Light* initially, be sure to make it invitational. Enticements are far Greener than mandates or whacks on the head. “I’m excited about how *Green Light* is making things better for me.” This statement can lead others to ask for examples. This way they request the information, which makes them more open to receiving.

Since *Green Light* is a tool, you will be able to use it in the rest of your life and continually expand its power, application, and range. Allow yourself the comfort and freedom of moving at your own pace. Whatever happens, you will have endless opportunities to *Green Light* your experience, your memories of your experience, and your extensions into new areas.

***Green Light* Application in the Family Business**

Green Light is especially helpful for family-owned businesses. In addition to all the normal challenges of business, the family connection element can mean extra tough stuff. That’s one of the beauties of *Green Light*. It helps avoid the often dark, hovering, threatening presence of Ego. It can rear its divisive head and surface right in the thick of the battle. Egos can represent generations, factions, ranks, camps, and cliques.

Green Light thoughts also direct attention to what matters. It’s not about who’s right and who’s wrong, who’s taking which side. It’s about what’s the Greenest way to go. Going for the Greenest requires Green hearts and minds and intentions. It generates the best outcomes for all.

Sometimes not everyone is willing (or able) to go Green. Still, keeping the focus on Green takes as much Red out of the situation as possible at that moment. At another moment, more Red might be left behind, it may fade away,

or it may become a non-entity.

There's a time to confront and a time to avoid confronting. Sometimes a different space, place, sequence, or option will make it a more appropriate, more productive time to approach a challenge. AND it may be that one Green element is not viewing it as a confrontation - rather, as an opportunity for better communication, a chance to progress using new information. What we call it, how we view it, how we speak of it affects how we work with it.

.....

As you create a *Green Light* culture, you will likely find yourself pairing these terms with your Green thoughts.

Example: *Green Light* goal, *Green Light* deed, *Green Light* method, etc.

- Aim • Arrangement • Character • Culture • Deed • Environment
 - Exploration • Fashion • Formulation • Goal • Living • Manner
 - Method • Mode • Motion • Nature • Objective • Order • Pattern
 - Philosophy • Plan • Policy • Procedure • Process • Program • Quantum Leap
 - Revolution • Set-up • Spirit • Style • Symbol • System • Target
 - Technique • Tone • Trinadigm • Values • Vein • View • Way • Zone
-

Fierce Light: When Spirit Meets Action, a recent film that won several awards, is described as transformational and a "force that can change the world. It's what Martin Luther King called 'Love in Action,' what Gandhi called 'Soul Force,' a force that can change the world." Envision similarly what can be achieved when your *Green Light* actions and your *Green Light* spirit make their contributions in the world.

*Action may not always bring happiness,
but there is no happiness without action.*
- Benjamin Disraeli

Green Light: How might I apply and adapt this wisdom?

Growing *Green Light* Relationships

Know that all relationships ultimately have blessings, growth lessons, and love at their core, even if appearances seem otherwise.

- Doreen Virtue

Green Light is the language of the heart. Our spirit is Green. Personal relationships are almost always at the heart of the matter. They provide the best opportunities, the most important possibilities, and perhaps the most challenging experiences of our lives.

At the outset, it may be better simply to use *Green Light* without talking about it. The purpose is for you to be able to *Green Light* your life, which is what you have control over. It's inappropriate, a misuse, and can be a quagmire of quicksand to tell others they are Red Light, they need to go Green and here's how. Each situation is unique. Determine what seems most appropriate and kind. Then proceed from that space at a gentle pace.

We are each in charge of our own lives - and only our own lives. It is Green to allow others to make their own color choices. The Greener we go, the Greener our life becomes - and the more appealing the *Green Light Way* becomes for others.

It's rewarding to be keyboarding and find a word underlined in Red, just change one letter, and see the Red disappear. That quick, easy click brings a small sense of a wee victory. Ah, if only we could make the Red disappear so promptly in life! Actually, every *Green Light* thought, word, and deed represents movement in that direction.

See how each of these statements feels:

Use *Green Light* on people.

Use *Green Light* for people.

Use *Green Light* with people.

Often, it's important to be Green without using the term. ("Green" might be labeled "THAT word" by someone who feels put on the spot by it). Sometimes, people are uncomfortable with it because it's new to them. They haven't had much practice with it - and it does take practice. Sometimes it's because they feel the person they're interacting with is using it on them, trying to change them.

Using *Green Light* with others can be a slightly slippery area. It calls for our Greenest intentions, judgment, and actions. I have sometimes (perhaps more than I realized) erred in offering an observation that Greened up a phrase or statement, only to find it untimely or unwanted. The other person felt it was uncalled for, unimportant in that moment, or simply undesired. It may have prompted a fear of being constantly scored on his or her language. If people fear being judged by their choice of words, the flow of communication can be blocked.

Sometimes, people mistakenly use *Green Light* as a weapon, a shield, a crutch, a deflector, or as an avoidance mechanism. In a situation where using the terms Red Light and *Green Light* cause conflict, add to the challenge, or in some other way are unproductive, skip them. It's still and always good to use the concept - aim for the greatest good, in the best way, for the most people, for the longest time.

Green Light always works. It's sometimes a question of what way, not how. These situations are a good time to check out intentions. When we're feeling Red, planning Red, sending Red emotional energy, no *Green Light* words are going to make things go Green. Just like you can walk into an office and feel the chill of Red Light or the glow of *Green Light*, so others can - and DO - feel the energy we bring with us, that we send forth ahead of and around us.

I remember a Red Light superintendent abroad who told a faculty, "Don't think you can hide behind good teaching. I might fire you because I don't like your face." While that three Red Light statement was stunning, it can serve a Green purpose through a paraphrasing: "Don't think you can hide Red Light intentions, emotions, and thoughts behind *Green Light* words or even *Green Light* actions."

The Red road always takes us to a Redder place.

The Green road always takes us to a Greener place.

What are we doing that we are labeling Green?

What are we doing that others are labeling Red?

Relationships: Broken or Wounded?

*You may never know how much
the touch of your hand,
the arm around the shoulder,
the generous smile means to someone.
Sometimes the Greenest thing you can say is a hug.*

Broken relationship. Wounded relationship. Which seems more healable? The phrase “broken relationship” seems to imply an element of permanence. What’s broken, even if repaired, leaves a mark, a scar, a reminder of its existence. Calling it a wounded relationship opens more doors to healing. A deep wound doesn’t have to be fatal - in fact, sometimes it’s been known to bind bodies more closely together in the healing process.

If we declare the relationship broken, we increase the odds that it IS broken - that even if it’s repairable, the crack will always be visible, always ready to be the center of attention. This declaration helps assure that what’s viewed is the crack, not the vessel itself. The crack is a tiny portion of the whole, yet can be the all-consuming focus. Turned around, the crack may disappear from sight - remaining as a memory rather than a break that keeps getting re-broken with each frequent reminder. This focus means not healing the break - and not experiencing the pleasure from the rest of the vessel, the rest of the relationship.

A dish that’s cracked - even if it’s in two pieces, can be glued back together. Even if it no longer holds water, it can still be a thing of beauty. It can perform other functions - like serving as a container for a cornucopia of the fruits of life - signifying abundance. It may not be easy - and the re-forming may take some time, but relationships can evolve - with Green intentions.

How Greenly do you sign a letter to one of whom you are fond?

Love,

Love ya,

I love you,

Maria

Maria

Maria

How does each one feel? Which would you rather receive? Which would your loved one rather receive? How we greet and depart from folks are firm

shapers of our relationships with them.

Which invitation makes you feel most welcome? Which is not an invitation?

You're welcome to come. Come if you like. Please come.

Listen to the colors of what people say. They're saying more than they're saying. How we say what we say impacts how it is received.

Green Light Communication or Red Crystal Ball? Make it easy for people to know what you like, what you prefer. Communicate your preferences in advance, in casual ways, when you're not in the middle of a disagreement or upset. Sharing information before it's needed can often prevent later conflicts.

Red Light

Expect others to read your mind.

Demands

You have to _____

You'd better _____ or else!

You messed up when you _____.

Make it extra awkward, hard, impossible to make amends.

Green Light

Communicate your preferences - Greenly.

Information

I really like it when you...

I prefer my friends help me by _____.

I love it when my partner does _____.

Make it easy to make amends.

Green Thoughts for Red Times in Relationships

The Greener we go, the Greener our life will become in many aspects. We are in charge of our own lives and the good news is that we are not in charge of others' lives - and that's a good thing!

Setting pre-conditions for communication can be like stringing up an electric fence around a relationship and saying, "I'm going to throw water on you if you come close." The ZAP that results dramatically decreases the odds that the person wants to connect again. Clearly, it's safer to stay at a distance. Mutually assured destruction. Alienation. Diminishment of the relationship.

At least in theory, the reason for setting up a dialogue in the first place is

to lessen the distance, the separation. This situation is true for love partners, for family members, neighbors, colleagues, and other humans. Even animals keep their distance from those who may extend nice words but deliver harsh actions.

Sometimes we want to act like we want progress, but what we really want is for the other person to wise up and come over to our side. Conveying, “I won’t talk to you until you see things my way,” doesn’t leave much room for connection or interaction - or progress. One condition precludes achieving the stated (intended?) goal. It’s a bit like the well-known phrase, “The beatings will continue until morale improves.”

Sometimes people don’t really identify what they want and instead focus their energy and attention on what they don’t want, what they didn’t want, how upset/wronged/harmed they are about that, etc. People can whack each other so hard with the past that they beat up their future.

Energy, passion, and progress live in the present - and can serve the future - and heal the past. The present holds power and promise - and can offer a safe space to grow in. The past may be loaded with land mines - they don’t all have to be dug up and/or detonated. One can move to a new area free of them - and free of the fear of them.

Green Light is an Up-Only staircase.

These questions may lead to new viewpoints, options and action steps.

What is a Green intention for myself regarding this relationship?

What is a Greener intention for myself regarding this relationship?

What is my Greenest intention for myself regarding this relationship?

How might I show appreciation to my partner as a person?

How would I like my partner to show appreciation of me as a person?

What is a Green goal I have for this situation?

What is a Green intention for this partnership?

What is a Greener intention for this partnership?

What is my Greenest intention for this partnership?

What is a Green goal we can agree on together, at this moment?

What is a Greener goal we can agree on together, at this moment?

What is the Greenest goal we can agree on together, at this moment?

What is one Green step I can take in that direction?

How might I do that? By when will I? How will I communicate that?

What do I want my future in this relationship to look like tonight?
tomorrow? in a week, a month, a year, a decade?

What if we decided that everything that has happened to date has a purpose, a lesson, a gift in it?

What if we choose to view ourselves as in this place, in this space, at this time to be able to create our next, Greener future?

What Would You Like to Co-create in Love Today?

A single rose, a note on the pillow, a treat tucked under it, a note in a lunchbox - how do you show love?

What are the ways your Love likes to receive that?

Be cautious about the labels you use, especially in love relationships. Labels can solidify a perception - and fossilize it - freeze it in time, regardless of its accuracy. Focus on your Green goals, which may include addressing some Red areas. Notice where your energy goes, where your emotions go.

Focusing on what's Green gives you something to work toward and fuel to do it, energy to work with. Focusing on what's Red is discouraging and divisive.

What is your Green goal NOW? Make that the focus. Explore how you might get from here to there. Feel what you want as though it already exists. Move in that direction.

Love is worth whatever it takes to nurture it.

It's always an option to break up, separate, divorce, leave. It's not always an option to make up, reconnect, re-establish, and resurrect a relationship. You can't retract an over-react.

Go for what makes you smile, what feeds your spirit, what pulls you in the direction your heart most wants to go. The head/ego may kick and scream about that, fearful of losing control. But that's where life's juices are. May you create happiness.

What you are going through may lead you to a new place of joy and peace

- in a form yet to be determined - and one that could not have existed without the processing you are doing now. Greenly create the highest and best form of your relationship. Create what you most want, what calls to you, what makes your heart sing. (Weeping may wash the pathway, clearing the space for the song).

Be extra good to yourself - and as good to each other as you can be in each moment. You're crafting and creating your relationship for the rest of your life. Commendations to you both for pursuing dialogue and discovery.

Take Steps to Communicate Greenly

There is no great Relationship Judge in the sky. We can each be right from our viewpoint - a "yes - and" situation. Yes, I see your point and I see mine too. We can't know absolutely everything about a situation and another's viewpoint. Tackling situations in relationships is a challenge. And an area where *Green Light* is vital.

It's unfair and unproductive to take a position that declares you will only respond to *Green Light* statements. It's a worthy goal to aim to communicate Greenly - and to keep intending to move in that direction. It seems fair and appropriate to leave a situation where shouting, or mean, demeaning comments are being made. Perhaps, before leaving, make a calm comment like, "This isn't working for me right now so I'm taking a five minute break. I'll be back and ready to aim to go Greener with you."

Every situation is different, and no cookbook approach exists that can say with total certainty in X case do Y, in Y case do Z. What's offered here are guidelines and principles to serve as a base.

I can be an expert on what I think and feel and want. I can have an intention to understand you fully - yet in each moment, none of us can quite be certain of all that the other is experiencing. What we can do is continue to come from a Green heart, to wish the other person well, to intend to arrive at loving and kind resolutions - and know that each day brings new challenges, new situations, and new invitations to grow our Greens.

It's a misuse of the concept to use *Green Light* as a weapon. For example, saying, "You're all Red. There's no point in talking to you" is Red Light. At the very least, an alternative statement might be, "That feels Red."

People need time and practice - and good responses to their need to keep aiming to go Green. The Redder the situation, the Redder the life experiences one has, the more challenging it can be to make that shift. AND, the more encouragement, acknowledgement, and appreciation there is for the effort and intent to go Green, the faster Green grows. Hitting someone over the head with a hammer labeled “Red Light!” hardly motivates one to consider Green. Conversely, when someone makes the effort to think, speak and ACT Greenly and is supported in that effort, progress is remarkably easier - and far more likely.

I've been working on Green Light for years - and I'm far better at it than I used to be - and I'm still human so I still find myself with opportunities to practice Green. Trusted friends are invited - and asked - to tell me when I'm Redding because I won't always be aware of it in the moment, sometimes not even later. Even if I don't agree with their assessment, it's helpful for me to know their viewpoints. (This isn't an all-the-time thing. That could be a real drag and cause one to feel stifled, scrutinized, and critiqued - hardly the ingredients for good dialogue - or lasting friendships).

A couple who had formed a lovely relationship for a couple of years had come to a new place in their lives together. Granting each other space, in a few months they were in a deeper, richer place - and not officially a couple. In talking it over and honoring the new place they were in, they declared it to be “with lots of ribbons attached - and no strings.” The relationship continues to grow - in different directions than they'd expected, yet very fulfilling and comfortable. They are enjoying the ribbons.

To express Love is not enough...Be Love itself.

- Sai Maa Lakshmi Devi

Two Walking Together, or Just Two Walking?

Some couples take a walk together, except that they're not together. One is walking several feet in front of the other - all the way along their walk - even for a couple of miles. Today, I saw one such couple. He walked across the street fifteen feet ahead of his partner - not even a glance behind to see whether she had safely crossed the street. She struggled to catch up. They continued this pattern for blocks. Periodically, he turned his head around to be sure she was still back there. Clearly they were not together, just two people walking

separately, having, at some point, lost their togetherness. It's interesting to see this phenomenon - two people maintaining the same distance between them for miles, continuously avoiding making the minor adjustment to walk together. They reach their mutual destination a few seconds, yet miles, apart. How much Green would it take to make a move that meant mutual arrival at the same destination?

Petals of Grace author, Sai Maa, speaking about relationships, offers an insight about making declarations of love. When someone says, "I love you" and you immediately say, "I love you too," it can be an automatic response rather than really taking it in. Instead, pause to receive it fully, and then say something like, "Thank you. It feels so good to be loved by you." You might pause again to allow your partner to take that in. Then follow with your own declaration of love, and your "I love you" will be more loving, more real, more deeply received.

***Green Light* Conflict Resolution**

When you have a conflict with a family member, special friend, or colleague, it's not unusual for both parties to want to resolve it but not quite know how. They don't know the first step to take, so they don't take any. All this tends to do is maintain the stalemate - or solidify it.

A colleague (we'll call her Julie), in a project with a close friend of several years (whom we'll call Kim), was blind-sided by an ethics issue that suddenly arose with Kim. Julie put the project on hold, pending resolution of the ethics concern. After several unsuccessful attempts to discuss this vital issue, Julie continued the project on her own.

Several weeks later, with no further communication, Julie received an email invitation to a party Kim was hosting to honor her personal achievement in an unrelated area. Julie emailed a thank you and a note that it was important to clear their unresolved concern in a private situation beforehand. She offered to meet for coffee. There was no response. That ended communication for three months.

Then, at a workshop, Julie was sitting in a chair when she felt a hand on her shoulder. Turning around, Julie saw that Kim was at the end of it - perhaps making the only gesture she could manage in the moment, to make a live - and safely wordless - person-to-person, connection. Julie stood up and

shared a brief hug, taking the sharpest edge off the separation. At break time, they had a short chat, limited to non-issue items. The result was a thawing, a step in the direction of maintaining connection. The future of the relationship remains open. Julie keeps her focus on judging actions - and not judging individuals - an essential *Green Light* action.

When you have a misunderstanding with someone, always look for Green ways to reconnect without the Red interference of history or word wars. That would not only disserve you; it could escalate the separation. A simple, "It's nice to see you" is a good step in that direction. (Assuming, of course, that the voice tone and facial expression - and intention - are Green.) Eye contact, a hand on the shoulder, at the elbow, a hand extended for a shake are other options.

It can take more energy to maintain a separation than to resolve it. It occupies your attention and focus - often unconsciously as well as consciously. Reaching some kind of reconciliation frees you - and your body. You'll likely feel Lightness after a step has been taken. So while it is usually a kindness to the other, it's also a Green action for our self.

Nothing...will ever be attempted, if all possible objections must be first overcome.

- Samuel Johnson, Rasselas, 1759

The Only One Who Loves Change is a Wet Baby

Red Light: I want you to change. *Green Light:* I support your growth.

Red Light: I want you to change. *Green Light:* I'm growing in this area.

Red Light: I want you to change. *Green Light:* This is how I prefer to be treated.

In some situations, using the word "change" can be a Red Lighter - a Red flag. It can be interpreted as, "If you want me to change, you're saying I'm not okay - and that I need to do what you want me to." That can create resistance and block an open-minded discussion. Encouraging one to grow (and, of course, modeling growth yourself) can be much more appealing and effective. Change/Grow can be a push-pull.

One can readily come up with many reasons (legitimate or not) why they don't want to change. The word CHANGE can generate fear, rigidity, and

separation - a push. The word GROW can feel like an invitation, an opportunity, an encouragement - a pull. We tend to feel those who want us to change are trying to manipulate us or feel superior. We tend to feel those who encourage us to grow support us and want the best for us, not the “best” for them.

When we interact with family, co-workers, or team members, sometimes we need to check the color of our intentions. What we’re about to do or say may feel Green to us but Red to them.

Green Ways to Say Red Things

When my mate or friend is doing something I don’t like, I can feel critical, disappointed, and upset. When I speak from that space, I’m coming from a Red viewpoint and am prepared to say what I don’t like about the other person’s behavior. When I shift to concern about the other person and how I might be of use to him or her, I’m coming from a Green headspace of wanting to know how I might inquire about what’s going on with him and determine whether he’d be open to my perspective. There are many other ways to work with those situations. The key point is that whatever is happening that I don’t prefer, I get to choose where my response comes from and what color it is. Of course, the color of my response has a great deal to do with the color with which the person responds as well.

When one is looking disheveled instead of comfortably casual, I might ask, “What’s going on in your world today? It looks like the comb didn’t make it to your hair and the razor didn’t grace your face.” (Said sarcastically - Redly - such words can be hurtful and counterproductive. Said with concern - Greenly - they could be helpful and of service). The person’s response gives you indicators for taking the next Green step, making the next response.

Which of the below is the first thing you see when a person comes into your sight?

- a. age, gender, class, race, ethnicity, demeanor, clothing, facial expression, body language
- b. a person

When we start with seeing a person, we’re more likely to come from a place of compassion and connection. When we start with something else,

we're more likely to come from a place of judgment and separation. Green or Red - we decide the color of our interface. When we set our intention to see the person first, we move in that direction. With practice and continued focus/intent, we make that the natural way we see, instead of the way we practice seeing.

Green Love In ACTION

Surprises

- Notes, cards, quick trips to special spots, coffee in bed.
- Happy treats, thoughtful helping-outs, time away together alone, dates, romantic moments, messages on the mirror.
- Post-it notes in lunches, surprises in suitcases, treats under the pillow.

Birthdays

- Make it clear early and often that you've remembered the birthday and are making plans for it. Invite the birthday celebrant's input and ask for his or her preferences. Be sure planned surprises are ones the surprised would like.
- Make the birthday honoree feel recognized and celebrated.
- Giving gifts the receiver would like to receive, not just what the giver would like to give.
- Cards that say kind, happy, complimentary, uplifting things.

Anniversaries

- Toasts that have been prepared, thought out, written out, full of good wishes, kind thoughts, happy memories, reasons they are treasured.
- Make it clear early and often that you've remembered the anniversary and are making plans for it. Invite the partner's input and ask his or her preferences.

Holidays

- Make plans early for holidays you choose to celebrate.
- Invite input from your partner and others involved to create the Greenest plan that incorporates each one's preferences. This plan may include

an arrangement for next year's plans as well.

Vacations

- Combine the best and most of each one's preferences to create the Greenest option.
- Include mini-vacations - an overnight or weekend at a local hotel.
- If one picks the location, the other may pick some activities.

Truth Telling

From one viewpoint, it's hurtful not to tell the truth when one is in a position to make an important contribution and chooses not to out of fear, old habits, or old ego-talk. 'Tis a far better friend who will (with permission) tell it like it is. We are often unable to see in ourselves what vividly leaps out at others. It's part of the gift of not being totally self-sufficient. We can serve - and be served by our friends.

Red: I could assist you in reaching your potential, but I'm afraid to tell you what I think you need to hear.

Green: I'm uncomfortable telling you what I feel will benefit you. But I won't like myself as a friend if I don't offer to share it. Let me know if you'd like to hear it. Whether you like it or not, take it to heart or not, I will remain your friend.

Red: This is the way it is!

Green: What if, instead of it being about X, it's about Y?

Perhaps end the topic or leave the conversation at this point. This opening allows the person's mind to process the Green suggestion or thought in the privacy of his or her own time and place. Assuming you're coming from a Green space, you've offered a gift; the other person decides whether to receive and use it.

Red: I told you to...

Green: I mentioned that...

Red: We had a fight.

Green: We had a challenge.

Red: I hate it when you...

Green: I love it when you...

Red: Love inaction.

Green: Love in action.

Listen up - Greenly. What Color is your Conversation Participation?

In conversations, *Green Lighters* not only listen, but they show they are listening. They're engaged, interested, and involved. There's no yawning, look of boredom, or interruptions of "Yeah. We all know that. Tell us something we don't know." Instead, the responses are requests to encourage more comment. "Tell me more about X." "What was your experience the first day on your new job?" "What's your favorite film?" You'll choose an action that affirms that individual, that subtly and Greenly demonstrates another way of being in a conversation, and likely moves the communications in a better direction.

They hear what's NOT being said - often the most important message. Hearing between the lines is a Green skill that grows with our intention to understand and to learn from others.

Share the mike time. We each have stories unique to us - many of them (probably not all) interesting. And so does everyone else. Notice the size of the group you're with and consider yourself the appropriate fraction. If there are four people, one-fourth of the time is the guideline for each. At least part of that time might be used to ask questions of the others. We do learn by talking. Expressing an idea out loud is an important way to make discoveries.

A vase is broken. A young child - innocent - stands near the shatterings. His mother sees the mess, his presence at the scene of the destruction, and draws the evident, yet wrong conclusion. The child, attempting to explain how it truly was not his doing, is having no success defending himself. After several tries, he sees this is not working. Finally, out of frustration, he declares, "There you go, misunderstanding me again."

There's listening and there's hearing. Sometimes when people aren't talking, rather than listening, they're just waiting for their turn, figuring out what to say, how to counter or better what someone else has said or letting their minds drift to their to-do lists - all ways of not being present with those in their presence. With an intention to be with those we are with, we enrich the connection as well as the conversation. Those who may not be the best storytellers still have stories to tell, contributions to make. Your friendly, leading/inviting question may be a most welcome gift - to them and even to the group.

Ask open-ended, non-yes/no questions. “How did you solve a problem, find a job, overcome a challenge?” “What’s on your ‘Bucket List’?” (In the film, *The Bucket List*, these are things you want to do before you “kick the bucket,” depart from the planet.) You may be ramping up the conversation as well as the connections in the group. You may also win the gratitude of the shy, less assertive members. Sometimes the best storytellers view their role as the entertainer, rather than a partner in a conversation. The *Green Light* listener often directs comments and questions to those who have yet to join in, bringing balance to the group interaction.

Where there is great love, there are always miracles. Tune into the presence of miracles, and in an instant, life can be transformed into a dazzling experience, more wondrous and exciting than we could even imagine.

- Deepak Chopra

Green Light: How might I apply and adapt this wisdom?

Yikes! The Money's Gone. Now What?

Every morning I get up and look through the Forbes list of the richest people in America. If I'm not there, I go to work.

- Robert Orben

You've suddenly lost your money - lots of it. Whether it was due to the economy tanking, a company's unethical, illegal, or unwise actions, astronomical medical bills, or whatever, the fact is that money you saved and counted on is now gone. Fear. Paralyzing fear. Red Light fears feed and feast on each other, getting darker with each thought. Blazing Red warning lights flash all over the place.

This situation can affect many aspects of your life. For the sake of discussion, let's focus on how it might be for those whose home is now at risk. (The same strategy, the same thinking applies to most situations. If you have a major money loss, put your Green glasses on and revise this segment to fit your situation).

Red Light Worries for the Newly Nearly Homeless:

- My house is up for grabs! I can't pay my mortgage.
- I'm not even sure I can sell my house, let alone pay off my debt.
- I'm too old to start over. I'm stuck - and there's no hope.

What you decide to do at this point may not be as important as how you think about it. If you keep focused on the Red stuff of who was a scoundrel, who should be put in prison, who should be fired, etc. even if that's all true, it doesn't move you to a better, Greener place. In fact, it keeps you in a Red space.

There are plenty of people who will, as Zig Ziglar puts it, go gleefully

“awfulizing” with you. Some can play one-downmanship for hours, with an almost competitive style. You’ll hear them say, “Man, I’ve got worse news than you.”

Here’s a typical scenario. One person says, “Things are really tough. I don’t know what I’m going to do. I just lost my job.” “Hah!” counters the next one. “That’s nothing, compared to my deal. I just lost most of my retirement investments!” The third one pipes up, “Well, pooh to you two! I’ve got it worse than both of you. I just lost my house because I can’t pay the mortgage.” It’s an “adult” version of the neener-neener stuff kids do to each other. It’s like a verbal boxing match. “POW! Take that!” “POW! POW! Well, you take that!” “POW! POW! POW! Take that - and that - and THAT!” The third one-downmanship player delivers the knock-out punch - intended to end the round - not necessarily the match.

Playing this “I can beat you at the worst-news game” can pull you down into the pits with the mob. Listening to someone recite more and more depressing details, discouraging statistics, horrible horror stories of folks thrown out into the streets, etc. doesn’t move you to a place of hope and action. It puts you in a sorry state - a numb place of immobility - where nothing happens, where worries expand and rapidly reproduce ugly offspring. Your energy sinks further and further into the depths. Lethargy prevents action. Some people will pour Red all over you.

In a Gary Larson cartoon, an employee in a mortuary is preparing the deceased for the next day’s viewing. He’s found a winning lottery ticket in the man’s coat pocket. Holding it up, he declares, “Lucky stiff!” Well, you can be lucky - and not stiff - by shifting your viewpoint toward the Green end of the spectrum.

Switch scenarios (and maybe companions.) Quickly move from the Red way of thinking. Shift into a forward gear. Ask questions that generate productive thought and lead to positive action.

Green Light

- How might I generate revenue, cut expenses, increase options for making a trade?
- If I decided to view this as a good thing, what would I list as benefits of this situation?
- Who might I talk with to get a constructive view of this situation?

Identify what you have in trading stock. What skills, resources, connec-

tions, or possibilities do you have to offer that might be of interest to someone who can provide what you want? What might you do that on a small scale might be inadequate now yet on a larger scale might be just what you're looking for?

If you're still stuck about what you might have to offer, look through the want ads. Pick up the Yellow Pages and start scanning the topics. Make a note of the areas where you have some expertise or ability. Soon you'll have a growing list of your bargaining chips and be ready to play a new game.

Here's a starter list of possibilities. Use it to turn on your ignition switch to Green and get *GOing* - get ready to roll down a Greener road.

Green Light Options for the Home-challenged

- Take in a renter. Take in more than one.
- Rent out your garage, your garden, whatever.
- Provide pet care - your place or theirs - for multiple clients.
- Find other people in a similar situation and explore options.
- Find people who want to share a house.
- Trade rent for managing apartments.
- Trade yard work and handyman jobs for a room in a home.
- Trade shopping, cooking, and cleaning for living quarters.
- Provide childcare; transport kids to lessons and activities.
- Offer caregivers relief for a certain number of hours per week.
- Advertise for a widow or widower who would like the security of someone in the home in exchange for providing needed services.
- Exchange your home for a smaller one.
- Post a note on Craig's List or other services. Say you're looking for people who want to save on their housing costs by finding some creative ways to pool resources.
- Consider moving to an RV.
- Consider moving to a mobile home.

With any of these ideas, if you find yourself listing reasons why they won't work for you, shift mind gears. Move away from the Reds again, toward the Greens. Use these productive questions.

Green Light Questions for Red Light Blockages

- How might I use or adapt this idea?
- What else does this make me think of?
- What agencies and organizations might be helpful?
- Who else do I know who is in the same situation?
- Who do I know who might be of help?
- What have I dismissed with inadequate consideration?
- What might my best friend suggest?
- What would Donald Trump do now? Oprah? Dr. Phil? My banker?
- How might I address the challenges of the idea I like best?
- What options have I not thought of? What else? What else? What else?

Remember, no matter what's happening on a large scale, on a small scale there are always people, businesses, and organizations that are growing, making money, taking risks, being innovative. Find out who they are; then help them out by offering what you have to give for what you want to get.

What's most important here is not which of these ideas will work for you. What matters most is that you decide you will do something that moves you in a Green direction. These ideas can be an impetus, a thought starter, a mind shifter, an energy boost.

NOW, from the place of a more hopeful, positive viewpoint, where things that were impossible or ridiculous just moments ago start to feel possible, find some breathing room, some fresh air. In this energized place in your mind, you are pulled forward. You generate constructive movement. Now you can pick one of these ideas, research others, or go with one that just popped into your head. Start contemplating how best to act on it. Then follow up with the Green actions to bring it closer to reality. Commend yourself for taking the *Green Light Way*.

We are generators. Everything is energy.

What color energy are we generating?

Goodness is the only investment that never fails.

- Henry David Thoreau

Green Light: How might I apply and adapt this wisdom?

Selling - the *Green Light* Way

What you see is not what you get. It's what you make of it.

- Shirley Thom, *Life Is a Sales Job: Everyone Sells.*

You Might as Well Do It Right and Be Handsomely Rewarded

What color is your selling style?

Whether or not your job title has “sales” in it, we all are salespeople in our own ways. Ideas, products, partnerships, services, missions, tonight’s movie, this year’s vacation - they all involve someone selling them to someone. How would you describe yourself as a salesperson?

Red Light: I’m not a salesperson. (I don’t like sales. I’m an unsuccessful salesperson).

Green Light: Everybody’s a salesperson. (I’ll read this chapter to see what I can learn and how I can use it, whether I’m in “Sales” or not).

| Red Light | <i>Green Light</i> |
|---|---|
| I just wanna do a deal. | I create win/wins. |
| I’m a seller. | I’m a server. |
| I just want to get in, get the money, and get out - as fast as I can. | I intend to make the best matches in the best ways - and have fun in the process. |
| Make one contact, get “No”, and quit. Give up. | Remember it may take seven contacts, over time, to make a (big) sale. |

| | |
|---|--|
| Leave a voicemail and tell the whole story. (No reason for more contact.) | Make multiple contacts in multiple ways - phone, email, send card, or useful articles. Invite them to an appealing event. |
| Leave several voicemails; be a pest. | Show how you support their mission, goals. |
| Do you want to buy this? | What are your market goals for this year? |
| Do you want to be a sponsor? | Which level of sponsorship serves you best? |
| Do you want to be a Level 1 sponsor? | Do the benefits of Gold or Platinum level serve you better? |
| Ask for too much, too big a stretch. Cause embarrassment, discomfort. | Make a recommendation based on your best estimate of what's best for them. |

Successful salespeople use *Green Light* methods. They sell, promote, persuade, barter, make matches, trade dollars for services, and exchange services for products.

Using your Greenest creativity, you'll set yourself apart - and make multiple wins. Aim for three *Green Lights*. Celebrate the victories - with the victors on both ends of the deal!

What Happens After the Sale?

You got the contract and performed the service Greenly. Now you need to get paid. How do you do it?

| Red Light | <i>Green Light</i> |
|---|--|
| Just send the bill. | Send a message that includes the bill. |
| It just goes to Accounting so it doesn't matter anyway. | Think of how people will remember you in a good way. |

Rather than just send an invoice, send a relationship-building message. A bill or invoice can be just the facts. That approach not only doesn't grow personal connections (a growth strategy), but it can be cold and off-putting.

Make sending the invoice a strategic move, one that can grant you a market advantage. *Green Light* billing will set you apart from others. You're already communicating. Strengthen your connection to the client.

Green Light Billing Example. Here is a general idea of one option. Instead of a standard, impersonal bill, this simple model is friendly, Greener. Modify it for your purposes.

Dear *Customer* (client/patient/guest/etc.)

1. (Opener) We are pleased to be connected to you and your business.
2. (Invoice) The fees for products and services are listed below.
3. (Closer) We appreciate your business and wish you expanding success. We look forward to the opportunity to serve you again in the near future.

Cordially,
Signature

Notice the difference between how it feels to receive this communication and how it feels to get a notice that said, "The bill is \$X, due upon receipt." Which would you rather receive? Even if people only consciously read the center part, the invoice element, at some level they get that you sent a kinder, personal message. You will have made a Greener impression. It may even lead **to getting paid sooner.**

Green Lighting Sponsors and other Benefactors

As a board member, I chaired the Women's Business Exchange Sponsorship Committee, which connected me with many new people and companies. Creating uniquely appropriate ways to honor our sponsors were among my joys.

Seattle Woman Magazine features articles, events, news, and advertising related to women. At the breakfast honoring its Silver sponsorship, we borrowed a page from the "YMCA" song. We sang, "Seattle Woman" several times, while making giant "W's" with our arms - a personalized sing-along salute. For a couple of moments, we got to lighten up - "play" a bit - and connect - personally - with Marianne Scholl, co-founder and publisher.

A Silver sponsor, NetSpeed Learning Solutions, had just signed a five-year contract with the GAO (Government Accounting Office). Cindy Clay, president, announced that the company had exceeded its goal of making a million that year. We gave them an extended cheer, chanting, “They made a MIL-lion! They made a MIL-lion!” Simultaneously, we enthusiastically waved million-dollar bills in the air. We felt abundant as well as exuberant - and they felt well-honored.

With Megan McGeowin, another Silver sponsor, and her husband, Jim, a Boeing employee, we set a goal for a Boeing Platinum sponsorship. Jim’s efforts, and the kind support of his managers, made that a reality. At the Boeing breakfast, we celebrated them in an out-of-the-box way.

Since Megan was our key contact, I invited her and her helpful husband up to the platform. I held up a long-stemmed red rose, stating that it came from the production of *Beauty and the Beast*. Central to the story, it lit up when Beauty and the Beast - finally - had their first kiss. At that point, I flicked the switch. It lit up. I presented it to her - and her husband, as though scripted, promptly kissed her! A fun, memorable moment full of grins and ahhh’s.

Then, to honor Jim’s extensive efforts, I used a magician’s garland - a cubic inch of a jam-packed yards-long paper chain of colored loops. I stated each loop represented one of our members extending appreciation for Jim’s support. As I slowly pulled out more and more of the seemingly endless garland, a thicker and thicker collar formed around his neck.

Jason, Jim’s manager and another key supporter and great sport, was called up next. I told him I didn’t have long-stemmed roses for him. However, I said, “I do have long-stemmed matches for our matchless sponsor.” I then presented him with a box of foot-long fireplace matches.

With garland, matches, and rose, they returned to their table, amidst a long, hearty, and happy verbal salute. Then, when I gave the cue, the hundred-plus women picked up previously-folded paper airplanes, poured gratitude upon them, and enthusiastically flew them toward the Boeing table of sponsor champions. Quite the sight! Quite the fun! And quite a delight creatively to celebrate the occasion.

It felt a bit like a family gathering. We connected at a personal level, appreciating the relationship. Sharing this light-hearted moment - often a rarity in business - we were simply people enjoying each other. Capturing the experience, photos show a ballroom full of women, arms up in mid-launch - a hundred planes air-born - and on-target. Most actually landed on or near the Boeing corner. Various aircraft piled up on their table.

The sponsorship included five memberships, which Boeing generously invited the organization to gift to others. Five women in transition gratefully received them. They were asked to write a thank you letter to Boeing for the gift - a Green business and personal practice. The well-written letters - and the photos - were shared with Jim and Jason and passed up the chain of command. A not-the-norm communication, it brightened the day for several on the management team. The connection, with personal elements on many levels, added to the relationship, Greening everyone.

Whatever the situation, whoever deserves appreciation and gratitude, it's great fun - and good business - to creatively, Greenly honor them. Enjoy the process, the business that comes from it - and the relationships that grow with it.

Green Light Tributes - for Sponsors, Benefactors, Contributors, Donors, Partners, etc.

| | |
|---------------------------------|--|
| One <i>Green Light</i> style: | Acknowledge sponsors. |
| Two <i>Green Light</i> style: | Honor sponsors. |
| Three <i>Green Light</i> style: | Celebrate sponsors. |
| Three <i>Green Light</i> Plus: | Ramp it up, amp it up. Promote your sponsor. How might you extend the celebrations - over time, in other ways, for other people, for longer impact, for different impact? What additional ways can you add value, fun, memories, connection? |

Recognizing those you have sold on your idea, your project, or your product gives you an opportunity to make their day - and to grateful to be connected to you. Keep the *Green Light* style going and you'll keep the relationships growing.

Relationships form the heart of success for those in sales – just like all other areas of life. Beginning with a relationship helps assure one can be of more service, and thereby, generate happier customers. The selling aspects come after that – if it’s appropriate. If not, it may be that the person you’re speaking to is a good source of referrals. And it may be that you will never know what came about because of the good relationship you created with this person. It is usually Red Light to sell something to someone you knew could not afford it, didn’t understand it, or would later regret getting it. It is *Green Light* to create the win/win situations that leave you both happy you connected and grateful for the transaction.

Perhaps another term can be added to describing selling. Maybe “providing” is a better term for this activity. You are providing opportunities, products, services, information, technologies, etc. that someone else wants provided. The better match you can make, the more the relationship grows, and the greater the mutual wins. How very *Green Light*.

*Being for something is a vastly more potent means of inspiring change
because it carries with it the power of constructive intent.*

- Daily OM 3-3-2010

Green Light: How might I apply and adapt this wisdom?

Green Light® Life Scale

*Most of the shadows of this life are caused by
standing in one's own sunshine.*

- Ralph Waldo Emerson

What Color Is Your Life?

Put the *Green Light* system into use on a larger scale - life-sized. Assess and address the spectrum of your life.

The Life Scale that follows provides a comprehensive view of how you see your life at this time. Apply it to other areas. The format is widely adaptable for assessing job candidates, ranking proposals, selecting strategic allies, rating products, etc. You might add/identify non-negotiables, moving the process/consideration forward when it scores in the Green range. Another option is to double or triple the value of a three Red or a three Green item as extremely important.

Experiment with this scale for departments and organizations as a way of viewing their entire operations. Apply it to assessments of products, people, processes, and premises to plans, policies, and partnerships.

Take a look at your life at this moment. Using the scale below, snap a picture of your life - in color. Rank each element from three Reds to three Greens - from ugh to yippee. You're the only one to see it (unless you choose to share it) so no need to jazz it up, puff it up, feel sorry about an element, etc. You're just taking your temperature - seeing what's hot in your life - and what's not. That information will help you design the next segment of your life - your Greener life.

Do it the first time quickly, by marking the first response that comes to mind. Do it again later, giving it more time and thought. (Jot down your responses on separate sheets of paper. No fair peeking or you'll skew your view. That would be Redding). This process will give you input from your intuition as well as your mind, from your left brain and your right brain.

It can be Red to expect a perfect score - and Red to mark it ideally instead of real-ly. (And, some folks do a great job of seeing the Greenest view regardless of circumstances. They may even continue to aim to keep Greening things). The point is to see where you feel your life is at this point. That will help you explore where you want to be. Then you can proceed with the natural next Green step. Take action to move your life in the direction you want it to go.

Green Light Checklist

1. **Physical Health.** This category includes your general health, energy level, feeling of vibrancy, fitness, weight, healthcare, hygiene, exercise, etc.
2. **Emotional Health.** This category includes your sense of happiness, fulfillment, self-soothing ability, resilience, sense of empowerment, etc.
3. **Fun and Leisure.** This category includes playtime (by yourself or with others), relaxation, “me time,” self-renewal, etc.
4. **Financial Health.** This category includes having your basic needs met, budgeting, savings, debt status, retirement planning, etc.
5. **Work (Paid or Unpaid).** This category includes work environment, satisfaction, use of creativity, recognition, etc.
6. **Service.** This category includes donation of time, talents, and resources; making a positive difference in others’ lives; etc.
7. **Love Relationship.** This category includes quality and contentment of your primary love relationship, etc.
8. **Family.** This category includes quality and contentment of your relationships with immediate and extended family members, etc.
9. **Friends and Social Circle.** This category includes quality and contentment of your relationships with close friends, playmates, and acquaintances, etc.
10. **Spiritual Life.** This category includes quality and contentment of your relationship with God, a Higher Power, and/or spiritual community, etc.
11. **Personal Growth.** This category includes new learning, stimulation in new arenas, self-enhancement, etc.
12. **Home Environment.** This category includes shelter, safety, how the home looks and feels from outside to inside, etc.

Green Light® Life Scale™ Assess and address the spectrum of your life.

| |  3 R |  2 R |  1 R |  1 G |  2 G |  3 G |
|---------------------------|---|---|---|---|---|---|
| 1. Physical Health | | | | | | |
| 2. Emotional Health | | | | | | |
| 3. Fun and Leisure | | | | | | |
| 4. Financial Health | | | | | | |
| 5. Work | | | | | | |
| 6. Service | | | | | | |
| 7. Love Relationship | | | | | | |
| 8. Family | | | | | | |
| 9. Friends/Social Circle | | | | | | |
| 10. Spiritual Life | | | | | | |
| 11. Personal Growth | | | | | | |
| 12. Home Environment | | | | | | |
| Total each column: | | | | | | |

3R x 3 = ____ 2 R x 2 = ____ 1 R x 1 = ____ Total Reds: ____

3G x 3 = ____ 2 G x 2 = ____ 1 G x 1 = ____ Total Greens: ____

Scoring: Add up the Reds. Add up the Greens. Determine the difference.

LIFE SCALE SCORE. Circle: **3R 2 R 1R 1G 2G 3G** **Date:** _____

Example

3R x 2 = 6R 3G x 1 = 3G

2R x 1 = 2R 2G x 3 = 6G

1R x 2 = 2R 1G x 3 = 3G

10 R

12G

There are 2 more G's than R's (12-10 = 2) so the score is 2G.

So, What Now?

The *Green Light* Life Scale is a tool for assessing and addressing the color of your life.

You've done your scoring once quickly and once later with more thought. You've gained new insights, discovered some Reds, and happily recognized some brighter Greens. So, at some time in the very near future, look at your scoring and determine some priorities for shifting. Is it more pressing to move something from a three Red to a two Red, from a one Red to a one Green, or from a two Green to a three Green?

Recognizing that more than one thing can be underway at a time, it may be Greener to find something small that is a strong irritant that can have a quick and simple fix that will be energizing. Maybe doing a few smaller things quickly will put you in a better place to focus on some of the greater challenges.

Just reading this scale is Green. Filling it out is Greener. Taking action on it means you are Greening your life! Recognize and reward yourself for every action that moves you away from three Reds and toward three Greens. Consider making this assessment a monthly, semi-annual, or at least annual exercise.

Add to the power of the information you have pulled together here by partnering with people on different aspects. For example, something you have ranked as Red, you may wish to invite a trusted (and Green) friend or colleague to support you in improving. Establish a mini-plan with check-in points and look at this as a game - something to have fun with - not only because it can be fun, but also because fun is a great motivator.

Play this game by yourself first, and then consider inviting your spouse or significant other, roommate, or good friend to provide his or her input and insights on your assessment. Preferably, the other person should do it first without seeing yours so he or she has a totally fresh, open viewpoint, and then after that have a dialogue. If you choose to, it could be part of your plan to reconnect periodically.

For helpful feedback, consider asking questions like:

- What ideas do you have for options for me to consider in any of my categories?

- Where do you see rankings that are too Red or too Green?
- What do you see as some of the quickest, easiest things for me to do for the greatest impact?
- What is something you might like to partner with me on?

The *Green Light* Life Scale is powerful and important enough to restrict it to sharing only with *Green Light* people - people who will view it with a *Green Light* and put on their *Green Light* glasses. Sharing this scale with someone who turns the Red Light on bright would likely discourage you and cause you to issue yourself a “cease and desist” order. Your ideas and answers will come from a private place within you that must be respected and regarded with care. It is far better not to share it with anyone than to offer it up to attacks of Red.

With families, involve children in this process, preferably on a one-to-one basis, ultimately teaching kids to fill out the scale for themselves. Imagine how empowering this process can be for children; begin by having them look at a few elements on this scale, perhaps starting with friends, family, or fun. For example, with “fun” ask them:

1. What is the most fun for you?
2. How often do you do this activity?
3. When is the next time you will do it?
4. What could you do to make it more fun?
5. How could you make it happen more often?
6. What else would you add?
7. What have you never explored that you would like to?
8. What might be one way to begin exploring that?
9. How might I assist you with this?
10. When would you like me to check back with you?
11. What area would you like to explore next?
12. Commend yourself for each step along the way?
13. How would you like to reward yourself for achieving each big goal?

[Note: This list can apply to everyone, not just youth.]

Involve youth. Children often get into *Green Light* and put it to use faster than adults. They have less stuff - experiences - interfering with it. Teaching *Green Light* to young people is not only a very valuable gift to them - it also is a gift to those with whom they interact (like yourself!)

It's only fair to tell you, however, that it's quite probable if you Red on children, they'll call you on it. You'll hear those taps signaling a Red alert. And that's a good thing. It gives you an opportunity to practice Greening up a Red. Your motivation surely is Green - sometimes there's just a lag before it shows up. This opportunity will help you to build your humble muscle and to express thanks for having the Red pointed out - in a Green way. Then set about converting the Red to Green.

Also, it's important to convey some ideas about where and how to begin using it. (Not everyone will necessarily welcome young people having this knowledge, this skill! For example, those who tend to use authority as a power trip often operate on the Red side - and may react Redder.) Have some discussions about how, when, where, and with whom to begin using it. Keep up the discussions as the children's skills build and their experiences increase.

Keep in mind that a few small things accomplished will have far more impact than one great task left untouched. Creating the plan to go from where you are to having a perfect score of total three Greens is a sure way to get stuck, stay stuck, and beat yourself up about being stuck - that would be called Red. It also is counter-productive and can be Redder than never doing the scale in the first place. AND, you can certainly view your life from a three Green perspective, appreciating it all, believing that it is all good, and all for your good, and that you are continually intending to move it in directions more to your liking, more to your loving.

Contentment is a very Green place to be. It can also mean a place of compromise, of settling for less than you prefer, less than you desire, less than intended. It all depends on how you view it.

Use this tool to stimulate the creative juices, to get them flowing in the direction you would like your life to proceed.

So, from a place of being the director of the movie of your life, what do you see in the next scene? What do you see in the next act? In the final act? In the sequel? Recognizing that you're the scriptwriter - as well as the set

designer, costume maker, sound effects team, and producer - consider taking some special time for at least a mini retreat and invest some of your time and creativity into your next production.

Imagine yourself receiving the Oscar for Best Film and sweeping the Oscars in all categories. Begin practicing your acceptance speech and receiving a standing ovation in which all of your friends, family, and acquaintances celebrate you and your royal Greenness.

So what now? So what's next? What are you celebrating? What are you planning? What are you planning to celebrate?! See the multi-mirrored disco-ball flashing *Green Lights* in your direction from every direction!

The *Green Light* Life Scale is very versatile. Be a *Green Light* Actioneer. Consider gathering a group of *Green Light* folks to do this exercise together and support each other in Greening your life - and/or your organization. Call yourselves the GLAD group (*Green Light* Action Drivers).

The *Green Light Way* is very powerful. One of the wonders and elements of magic with *Green Light* is that it's about finding ways to *Green Light* things; it is NOT about being reprimanding or scolding or any of those things that get in our way.

Greening our life is a game and the more we play it as a game, the Greener it gets, and the more we win! So, at every gathering, the sounds we are unlikely to hear are the taps on the table to signal Red Light. The sounds we are likely to hear regularly are salutes, applause, horn tooting, and back patting. The sights we are unlikely to see are scowls, frowns, and evidence of doubt. Instead, we are likely to see great grins, super smiles, arms shot up in the air in exclamations of delight, and full bows to the person who is the *Green Light* star in the Green spotlight taking a long, slow, deep bow to receive fully the commendations and accolades.

*The important thing is this: to be able at any moment to sacrifice what we are
for what we could become.*

- Charles DuBois

What color are you becoming?

Green becomes you.

Notice how you feel at this point. How have relationships improved? How is your growing sense of confidence and clarity for consciously making Green choices? Be aware of the increasing sense of quiet calm that expands as you grow in your use of Green Light. Just as new words are added to our language every year, so new Greens are added to your life every year – as long as you choose.

Green Light: How might I apply and adapt this wisdom?

Global *Green Light* Day

I long to accomplish great and noble tasks, but it is my chief duty to accomplish humble tasks as though they were great and noble. The world is moved along, not only by the mighty shoves of its heroes, but also by the aggregate of the tiny pushes of each honest worker.

- Helen Keller

GLOBAL GREEN LIGHT DAY

March 21

Green Light actions are always a good idea. Celebrate with your Greenest spirit on March 21, Global *Green Light* Day (GGLD.) The usual first day of Spring, it is an ideal date for painting a piece of the globe Green! (In the Southern Hemisphere, it's September 21.) This is the time for us to rally round the planet and Green it up - every way possible. Spread *Green Light* thoughts, words, and ACTIONS. Make March 14-21 a *Green Light* week. St. Patrick's Day is right in the middle of it, spreading Green big time. Plan a series of *Green Light* actions, ending with a celebration of your achievements on the 21st. Honor the friendships expanded in the process. Make plans to continue the efforts throughout the year. Start your day with a *Green Light* greeting. Before you leave the house sound a "Good morning, world! Good morning, family! Happy Global *Green Light* Day!"

Celebrate the day in a bright *Green Light* Way.

Apply an idea from this book. Get ideas from Earth Day, Arbor Day, and other Green kinds of holidays and events. Go to Asknature.org for examples of biomimicry and see wide-ranging innovative Green ideas to adapt from nature.

Creativity specialist Marci Segal co-founded International Innovation Day, with a focus on everyone creating new ideas for a brighter future. It expanded into Innovation Week, April 15-21. (www.creativityday.org). Check it out for action ideas to adapt to Global *Green Light* Day. Sarah Brown Wessling, a high school English teacher in Johnston, Iowa, is the 2010 top teacher in the country. Grab an idea from her students' projects. They write songs, make public-service announcements, film storyboards, and do grant proposals for their own not-for-profit organizations.

Jane McGonigal, Institute of the Future, Palo Alto, California directs the institute's game research and development. She says, "Good deeds will become a bigger draw for gamers. Players will undertake missions to help others." Imagine what games can be created, in a range of forms, for a variety of goals, that promote *Green Light* actions! Bring 'em forth!

"World Pulse", a new, vital network connects women worldwide - to each other and to resources, solutions and opportunities. The enterprise uses media to cover global issues through the eyes of women and children, from big cities to isolated rural regions. Founded by Jensine Larson, World Pulse Magazine (semi-annual) and Pulse Wire (www.worldpulse.com), an interactive web community, bring unheard voices and *Green Light* ideas to the world.

Green someone's day. Who might you thank for a favor, gift, or contribution? Who might you call with an uplifting message? What pocket park, parking lot, roadside area, or sidewalk can you clear of trash or beautify? Who might love an hour of two of help - babysitting, running an errand, bringing a cup of coffee, or just being good company? Gather pieces of *Green Light* news to share with others. Every Green thought, every Green word and Green action Greens up your day and likely many others' days as well. Know that you are contributing to a global movement.

Recreate yourself in a Green way. Revisit your dreams and take a step in the direction of a favorite one. Take action on a source of suffering in your family, neighborhood, or organization. Communicate your *Green Light* intentions, words, actions, and meditations. Find *Green Light* workers in action and commend them; spread the Green news about them. Initiate *Green Light* conversations. Greenly re-direct a Red Light conversation. Write a compliment or thank you on a business card or note pad and give it to a flight attendant, server, mechanic, or other day-brightener. Send a *Green Light* message

by mail, phone, or email. Inhale gratitude. Exhale regret. Inhale joy. Exhale stress. Spread joy around you.

Serve a worthy cause - the environment, social justice, literacy, animal rights, or other concerns. Volunteer. For more ideas, check out ODE Magazine, "YES!" magazine, the Giraffe Project, the Hunger Project, and similar Web sites. Share *Green Light* ideas and actions at a hospital, school, or retirement center. Collect books for shelters, inmates, and disadvantaged youth. Support *Green Light* efforts of Chambers of Commerce, government, professional, and civic groups.

Play "How Green can you be?" Notice your Green thoughts. Catch the Red ones and switch them to Green. Find a *Green Light* colleague or playmate and make something Green happen. How many smiles can you generate? How many compliments can you give? On March 21, give the term "Green with envy" a new meaning!

Go Green Light. Become unbeatable, unstuckable, unstoppable. GO!

"Far too many of us have adopted Red Light living as the norm, when actually it is the abnormality," says Debrena Jackson Gandy, author, international speaker, and business consultant. "So instead of experiencing joy, we're chasing and pursuing happiness. Instead of experiencing flow, we're constantly forcing and over-controlling. Instead of experiencing ease and prosperity, we're experiencing struggle, stress, strain, and lack. Instead of experiencing ourselves as loving, unlimited creatures of possibility, we experience ourselves as limited, fearful, insecure and unloving.

"The delicious by-products of *Green Light* living and our natural state of being - ahhh, yes - joy, flow, ease, prosperity, and operating from possibility and our unlimitedness. Shifting to Green also means I am shifting into my highest self and thus my 'highest way of living.'"

Teachers, invite your students to create art, posters, poems, stories, essays, and other projects that convey *Green Light* concepts. Consider posting them in class. Create a contest and display the winners in a public area, perhaps social networks as well. Make a book of the class posters. Keep a copy in the room. Place an extra copy in the library.

If the date for Global *Green Light* Day were May 4, the rallying call might be, "May the forth be with you." Since it's not, when you wake up on March

21, sound the call, “March forth - and GO Green!” Issue the call each day - and watch your world get Greener.

Brain on Green Light: VROOM! Give it a GO!

The standard first rule for many groups is “First do no harm.” With *Green Light*, it is, “First do some good -then do some more.” Extend invitations for folks to put creativity to use - to include it in projects as well as play. As *Green Light* DO-ers, see how you’d like to turn your creative ideas into reality. Then add the ACTION piece. Do it! Enjoy it. Celebrate it. Spread the Green news. Salutes for your contribution to Global *Green Light* Day - and for every *Green Light* act.

Our deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure.

It is our light, not our darkness that most frightens us.

- Marianne Williamson, *A Return to Love*

Green Light: How might I apply and adapt this wisdom?

GLOBAL *GREEN LIGHT*[®] DAY[™]

*Perform frequent acts of Green Light,
Shine Green beams far and wide.*



March 21^{*}

The first day of spring.
It's Green time.
(It's *always* Green time.)

**Think, speak and ACT for the most good,
in the best way, for the most people, for the longest time.
Move toward Ideal Scenarios – toward the 3 Green Light goals.**

**What can you do today, this week, this lifetime
to make a positive impact? *GO* for it. Thank you.**

* In the Northern Hemisphere, the first day of spring is usually
March 21, in the Southern Hemisphere, September 21.

www.GoGreenLightWay.com

Live It UP – Greenly.

Vocation is where your great joy meets the world's great need.

- Frederick Buechner, theologian

Creativity remains my lifelong great joy. *Green Light* has grown out of that. Challenging times call on us to step up to the challenge the best way we can. Being as Green as we can be, partnering with others being their Greenest helps to increase our Green impact.

In the book and film *The Shift*, Wayne Dyer speaks of the shift from ambition to meaning. He says, “We make a commitment to living a life based on experiencing meaning and feeling purposeful, rather than a life based on never-ending demands and false promises that are the trademark of the ego’s agenda.”

Physicist Albert Einstein said, “If people are good only because they fear punishment, and hope for reward, then we are a sorry lot indeed.” Going Green feels good because it’s about doing good things - for the joy of it, the nobility, the benefits it generates. A Green deed done with the intention to cause a Red result for someone else ceases to be Green. Going Green feeds your heart, mind, and spirit. It is its own reward. It makes you proud of you - in the moment and in your future recollections of it.

Revisiting some interesting times reminds me I’ve had some grand adventures - and I am anticipating many more. Driving the streets of Taiwan when buffalo carts, bikes, motorcycles, trucks, and taxis came at you from multiple angles - the right of way belonged to whomever honked first - or was bigger. Walking the streets of Saigon during the war. Strolling the beaches of Rio when news of crime reports were high and travel frowned on. Cruising down

the Nile when acts of violence were predicted along the way. Exploring Jerusalem when the news declared it unsafe. Swimming with manta rays when others feared getting stung.

Many other adventures abroad and at home rank among my most favorite memories. Yet each was advised against - by well-meaning friends, sensationalizing or over-generalizing news reports. Much of the richness of memories - and plans - center on using street smarts, adequate information, and a *Green Light* style. Life is full of risks - some much bigger and more unwise than others.

Tornadoes, floods, typhoons, and earthquakes. Burglaries. Two botched sinus surgeries, one serious. Leeches all over my legs from swimming in an infested lake. Missed flights, missed luggage, canceled reservations. Loss of parents, brother, sister-in-law, pets. Such are the parts of life - and not the sum of life. Our response is always an option; always a choice. Practice Zig Ziglar's "awfulizing" and play "How many Red Lights can I find?" Play "How Greenly can I play the game of Life?" Many one, two, and three *Green Light* experiences have and will continue to decorate my life. Like you, I have the ongoing choice: focus on the Reds or on the Greens. Be a victim, be a victor.

*When you find a boulder in the road, be bolder.
Chip it into chunks, turn it into gravel,
spread it on the road – and drive over it.*

Red Light living focuses on fear, limitation, and lack - expecting disaster, disease, disappointment, and difficulties. *Green Light* living begins with the intention to step into each moment with all the gusto one can muster - and expecting that no matter what happens, you can - and WILL make the best of it. Beyond that, keep expecting Green outcomes - and doing your Greenest to make them reality. Think, speak, act, be Green - to the best of your ability.

Green Light guides people to their heart centers - and feeds their welcoming Green spirits. Our capacity for love and joy is infinite. The Greener we go, the more of each we experience.

All Green Roads Lead Home.

When we align our thoughts, emotions and actions with the highest part of ourselves, we are filled with enthusiasm, purpose and meaning... when the personality comes fully to serve the energy of its soul... that is authentic empowerment.

- Gary Zukav, *The Seat of the Soul*.

Red Lights in Today's World

“Who killed the love story?” This question, asked as a headline in a *TIME* magazine article, referred to the 1997 movie, *Titanic*. It was listed as the last romantic movie in the annual top box-office hits, grossing \$600 million and netting eleven Oscars. “Hollywood is drifting toward the negative, just like the news media that fill headlines with despair, failure, fear and fraud,” writes Jurriaan Kamp, Editor-in-Chief of *ODE Magazine* (3-08).

Richard Curtis, author of such romances as *Four Weddings and a Funeral* and *Notting Hill*, says in the same *TIME* article, “If you write a story about a soldier going AWOL and kidnapping a pregnant woman and finally shooting her in the head, it’s called searingly realistic, even though it’s never happened in the history of mankind. Whereas if you write about two people falling in love, which happens about a million times a day, all over the world, for some reason or another, you’re accused of writing something unrealistic and sentimental.”

If you dropped in from another planet and watched television for a while, to see what this place was about, you’d likely think crime is everywhere all the time - that the only newsworthy topics are disasters, downfalls, and threats of more and worse to come. Many commercials would make you think most people are sick - of countless new conditions, syndromes, and diseases, and they need an expensive new drug to get better - or at least cope. With the exception of public television and some outstanding shows, much of the network programming is of a depressing, distressing, downer variety.

Sometimes it seems we live in a time of crassness. Social graces seem a lost art. Humor means humiliating someone - preferably publicly. Respect for parents, neighbors, and leaders appears absent. Tolerance for other cultures or viewpoints vanishes without a trace. We choose adversarial styles over col-

laborative ones. In public discourse, we not only accept the unacceptable; we focus concern on the offender and dismiss the offense.

So much emphasis on fighting - physically, mentally, spiritually, emotionally - portrays it as a common, expected condition. This desensitizes us, causing us to ignore or tolerate what previously we would have taken firm actions to prevent or ameliorate. So much emphasis on bad news, endlessly repeated and regularly sensationalized, makes it more accepted as reality.

Portraying such uncivilized, uninspiring, and unappealing situations as the norm deceives and debases, denying the actual positive realities available to us. It is a standard form of psychological warfare. Stressed, depressed, hopeless, and fearful people are much easier to control. Negative, destructive, and demoralizing attitudes, abusive, rude, and harmful actions lower our spirits, our energy, and our collective sense of wellbeing. We disserve ourselves.

Small-mindedness and self-only-serving groups and individuals seem to have increased in number in recent years. When did we, as a people, stop being civil to each other? When did we cease honoring debate and instead start blocking another's right to be heard? When did "reality" shows substitute for creating productive, positive realities? When did "victim" become such a common label, such a frequent explanation for lack of accountability - or hope? When will we...? When is it time to...? Never mind. Shift. Now is the time. Now is always the time - for action. Green is always in style, always in demand. We have a limitless supply to put to constructive use, re-Greening our actions, interactions, and results.

Greening our Present

To counter a negative culture, Kamp and Helene de Puy founded *ODE* - an uplifting, intriguing publication, accurately described as being for intelligent optimists. The magazine, along with its readers, inspires and assists in life-changing, earth-serving work - with profound impact. Check out its purpose below.

We are an independent international journal, without strings to the world of commerce and power. We believe in progress, ongoing opportunities and the creativity of humankind. We contribute to progress by publishing stories about the people and ideas that are making a difference. We address society's problems too, because they represent

opportunities for positive change. We publish the stories that bridge the gap between thinking and doing, between rage and hope, and the painful gap between the right and the poor. By doing so we build peace and sustainability. This is the news we promise to deliver. We offer our readers the chance to link up with an international network of inspiration and cooperation, strengthening the forces devoted to respect, justice and equality. This way we hope to invite them to make their own contributions to a more just and sustainable world. (For a free issue of *ODE* see www.odemagazine.com).

As intelligent, optimized optimists, where might each of us take some Green action?

In the state of the “art” (?) observations about film entertainment, how might we assist in shifting away from the emphasis on the brutal, the gory, and the grim to the celebration of goodness and kindness, to joy and caring?

Another organization addressing this concern is Spiritual Cinema Circle, a DVD production company and distribution club. Co-founded by Stephen Simon, producer of *What Dreams May Come*, starring Robin Williams, it is dedicated to bringing uplifting entertainment through inspirational films to its fans in eighty countries.

How might we take back our imaginations and refocus them - collectively - on that which serves our highest callings instead of our lowest inhumanities? How might we help redirect the current status of Red Light productions to a return to and an advance of *Green Light* contributions? The media has the power to act as a cultural degenerator or regenerator. We have the power to choose what we buy, watch, read, and listen to - and to drive the media. What actions can we best take that moves the media - and ourselves - in a Green direction?

A key question comes from a surprising source - “Red and Rover,” Brian Basset’s cartoon strip for kids of all ages. It features the smiliest dog, Rover, and his young owner/best buddy and fellow mischief-maker, Red. A recent strip features them out on the corner with Red hawking newspapers. Shouting, “Extra! Extra! Read all about it!” he announces, “Linus gets blanket back from Snoopy! Dagwood fixes largest sandwich ever! Hagar not so horrible!” Then to his faithful companion, Rover, he says, “Unlike television news, I lead off with only good news.” A very Green idea. Would it sell? Would you buy it?

Imagine what might happen when, as in *Field of Dreams*, we are inspired beyond logic and find our dreams - our best dreams - becoming reality. What shall our impact, our legacy be? We vote with our feet - and our funds. What are we voting for? What are we funding? What color is it?

“I’m officially boycotting anything that tries to take my attention away from what I can have a positive impact on. That means I’m boycotting negative thinking, blaming others, complaining, criticizing,” declares Christine Comaford, author of *Rules for Renegades: How to Make More Money, Rock Your Career, and Revel in Your Individuality* and CEO Freedom Fighter of www.MightyVentures.com. What is on your list of Reds to drop, Greens to gather?

In countless projects and organizations, Green, courageous, and creative people gift others with the remarkable contribution of their brave hearts. One of them, the Giraffe Project, recognizes heroes around the globe. “The world needs REAL heroes so we can all see what passionate, caring people are doing around the world,” states Ann Medlock, founder. A searchable database of over 1,200 international *Green Light Way* show-ers - of all ages - tells the stories of how they Greened the world around them - often at significant risk to themselves. Fascinating books of short stories of these world-shifters and superb curriculum materials help grow future Giraffes through the classroom. Whenever you get discouraged, read a Giraffe story to re-Green your view and re-inspire your own Greening.

If You Stop, You Don’t Have to Stay: Moving to a *Green Light* Future

Recently, Trini Evans, an intuitive business coach, was driving Charlotte Rigdon Hutchinson, “Mrs. Hutch,” around to run some errands. She’s ninety-four - and usually speaks about a dozen words a day. As they approached an intersection, the light quickly switched from Green to yellow.

Suddenly extra alert, Trini warns her passenger, “Hold on! We’re going through!” Offering her verbal gift of the day, the wisdom of Mrs. Hutch arrives: “It’s not Red yet!” What a simple, versatile, and profound piece of Green perspective and philosophy - in four words.

It’s also a good phrase to recall at those times when there are lots of high watt Reds and the Green is faint, its wattage low. As long as the light’s not Red

yet, it's clearly time to *GO!* Even when it's Red, it only means stop. It doesn't mean stay. While you're stopped, you can regroup your forces, consider alternative routes and options - and review or revise the strategy to attain your Green goal.

Life is a miracle every moment of your existence.

- Paul Hawken

Hawken, entrepreneur, visionary, environmental activist, and author of *Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw It Coming*, uses his gift of insight to uplift and encourage *Green Light* attitudes and actions.

In his classic 2009 commencement address at the University of Portland, he gives us a *Green Light* challenge. Referring to a period in the eighteenth century, "...for the first time in history a group of people organized themselves to help people they would never know, from whom they would never receive direct or indirect benefit." What might we do today, right where we are, that would be that kind of a pay-it-forward gift? And then what? And then what?

Around the globe, thousands of organizations and millions of people practice frequent acts of *Green Light*, thoughtful deeds that glow Green. A flock of dedicated earth angels with *Green Light* goals - without fanfare or monetary gain - Green the world. Likely, you are among them.

When you know better, you do better.

- Maya Angelou

In the October 2009 issue of *O, The Oprah Magazine*, Oprah interviewed Jay-Z, a wildly successful recording artist, who sold 30 million records and received seven Grammy awards. He also created a growing business empire and was honored for his work on a United Nations team to raise awareness of the worldwide water shortage. Oprah asked how he escaped the extremely tough neighborhood where he lived. "Many of the little boys who grew up in the Marcy projects are either in jail or dead. Why do you think you got to grow up and buy your mom a house?" His response follows.

*There's the gift, there's the spirit, and there's the work -
all three have to come together. If one of those things is off,
it can stop you from becoming what you were meant to be.*

- Jay-Z

Prediction by Creation: Creating a *Green Light* Future

Rationality doesn't have to come at the expense of wonder, of joy, of feeling.

- Carl Sagan

Ann Druyan, collaborator and widow of Carl Sagan, recently spoke about the musical version of *Contact*, which was preceded by her husband's novel and a film by the same name. "Carl was always faithful to the methodology of science," she stated. Borrowing that perspective, as you continue to expand your use of *Green Light* language and actions, be open to and grateful for the wondrous, the mysterious, the profound, and the *delightfull* outcomes your Green style generates.

When we're setting off to create a *Green Light* future, we clearly create best from a *Green Light* mindset. That comes with a bonus. When you're in a good (Green) mood you actually see better. The visual cortex takes in more information, such as more objects in a space. When the mood is negative (Red), tunnel vision results. The *Journal of Neuroscience* (June, 2009) reports this relationship of mood to vision. It also triggers some interesting thoughts and questions about the implications of our moods.

There are no ordinary moments.

- Dan Millman, *Peaceful Warrior*

"Beautiful people aren't happier than the rest of us. They just look better unhappy," says Tracy Stanton. *Green Light* people are happier than the rest - by choice. And, yes, they do look better unhappy. They have Greener faces because they have Greener neurons dancing in the mind, shaping everything. It's been said Mother Nature is responsible for your face until you're forty. After that you are. Scowlers or smilers - what shape, what color are the lines on your face?

One way to keep the lips curling up, not turning down, is to avoid the ubiquitous unofficial emergency rooms - trauma/drama scenes full of Red Light thinking. Here non-medical personnel routinely perform joy-ectomies, happy-otomies, and Red Light implants - without benefit of anesthetic - or informed consent. This Red Light thinking can shut down your endorphin factory, blocking your body's feel-good chemistry production.

In places like those, my dad would attempt to lighten the mood and switch the tone of the environment. If no shift occurred, his next likely action would

be to say, with a smile, “Well, I’d rather have a bottle in front of me than a frontal lobotomy.” That usually changed the emotional state of folks, opening up a Greener pathway. He could then redirect the conversation or action to a Greener focus. If still unsuccessful, he would kindly bid adieu, exit the scene, and head for a Greener one.

Similarly, in - or after challenging situations, Mother would remind us, with a smile, “Everyone brings joy here - some by coming, some by going.” My parents’ humor was void of ill-intent, filled with wit - and the wise insights that often come with living close to the earth. (As kids, the four of us practiced a much lower level of humor. If overheard, we might be invited to come up with kinder forms).

You know secondhand smoke is toxic. What you may not know is that so is “second-head” Red Light. It poisons our thinking. What comes out of someone else’s head and into yours can affect your head, your thinking. Sarcasm, insults, ridicule, depressing diatribes are all Red toxins. What you hear (or see) at some level goes into your mind. When it’s Red Light, you want to clear it out. (Some folks say, “Cancel” or “Cancel. Clear.” to themselves, telling their brain to erase the Red thought. Then they replace it with a thought of what they want.) Second-head *Green Light* thoughts do the opposite. They fill your brain with invigorating, healthy thoughts. Invite them in - to stay. Choose what you allow into your head, into your mind, into your life.

Your expanding Seventh Sense, your ever-Greening style attracts Green people. Enjoy them as traveling companions along the Green journey of a gratifying, satisfying life. Going forward Greenly is one of the most life-giving gifts you can give yourself - and those you love. There is no just you or me. There is truly only “We.” Take the We-est way of life. How can WE love better, work better, live better?

We all live in fear or in Love. When you live in fear you contract your cells, your DNA. You contract everything within you. But when you live in Love, you expand. The choice is in your hands.

- Sai Maa, *Petals of Grace*

Recently a growing interest in and hunger for personal fulfillment and growth has led to a focus on raising one’s level of consciousness. Oprah made television history with her live and Web delivered series of programs featuring

Eckhart Tolle's book, *A New Earth: Awakening to Our Life's Purpose*. Millions from 139 countries were introduced to expanding awareness and deepening one's spiritual life. While in a different genre, practicing *Green Light* increases one's focus and intention on goodness and leads to higher levels of living.

Greening the Future

What might you do to spread some Green around? What might make you feel Greener, go Greener? At home, I'm surrounded by *Green Light* reflectors - heart-shaped rocks found on the beach to notes and gifts from my family, a treasured painting a dear friend and gifted artist created for me, delights of feathers from a flicker, pheasant, or Leonardo da Finchy himself, a sporty model John Deere MT tractor - my childhood favorite one to drive - a gift from my youngest brother, Bruce, and the request from my middle brother, Dave, to make the first purchase of my book.

A string of star-shaped lights strung near the ceiling in my bedroom offer faint indoor twilight. With Green thoughts, I clap them on at bedtime, clap them off at dream time. How do you get your daily dose of Greens? Are there any Reds to remove? What touches might Green up your living space even further - especially regarding what opens and closes your day - what you wake up and drift off by?

Far removed from my earthly stars, a studious search of the heavens seeks the origins of life! That's the beyond-description enormity of a challenge facing scientists at the Fermilab near Chicago. It contains the Tevatron, a four-mile long round particle accelerator. Here, physicists smash particles and scan the effects, feverishly working to find answers about the Big Bang and the birth of the universe.

A central focus of their quest is to find the Higgs boson, or "the God particle." Physicists theorize this subatomic particle permits all other particles in the universe to have mass and take form. (A boson is a particle that carries force. Of the five types, this one remains unseen, therefore uncertain.)

At this writing, they are madly (well, at least fiercely) competing with a team at the new seventeen-mile round accelerator (Large Hadron Collider or LHC) in Switzerland, built by a consortium of sixty countries, including the U.S.

Leon Lederman, an eighty-seven year old resident genius of the Fermilab, declares, “You know, we have a genetic disease here - called optimism.” It may be congenital for some of the researchers - for others, a contagious condition sought and caught. *Green Light* leadership is essential for the kind of teamwork needed with this monumental task. The intense, focused action powers their mission.

It’s easy to imagine the twinkle of eye and determined, yet joyful, zestful, enthusiastic commitment to the goal of this earthbound, heaven-searcher - and see it reflected in his colleagues. Clearly, their optimism is optimized - their actions extraordinarily intent, directed, and moving an amazing mission forward, upward, and outward.

Shifting from journeys into outer space, we join Copper Edens, who leads us on enticing exciting journeys to inner space. In one of his exquisite and beautiful books, *If You’re Afraid Of The Dark, Remember The Night Rainbow*, Edens gifts his readers with an inviting and creatively illustrated challenge – and a surprise solution. A favorite is, “If the light goes out - wear it around your neck and go dancing” (you might even paint it green first). He takes common difficulties and offers up uncommon possibilities. With each turn of the page readers begin to see many potential solutions – and their ability to create more. A very Green gift we share.

A growing sensation of the *Green Light Way* is a deep sense of wonderment - and gratitude for life.

As a high school graduation gift, my father gave me a gift of perfume. Not just any perfume but an exotic, sophisticated perfume. Worlds beyond my adolescent cologne, it drew me into a whole new sense of possibilities, experiences, and anticipations - graduation on another, grander level. Now, decades later, I still love that fragrance - for its essence, yet far more for the memory it holds. We don’t always know what gift - even a word, a smile, or a hug - holds deep and lasting meaning. We do know we receive a gift in the giving - All else is a Green bonus.

Making *Green Light* choices a core value is central to living a satisfying, gratifying life. “What are the core values that drive everyday decisions?” Evelyn Clark, gifted speaker, consultant, and author of *Around the Corporate*

Campfire: How Great Leaders Use Stories to Inspire Success, asks her clients this vital question.

Thank you, God, for this good life, and forgive us if we do not love it enough.

- Garrison Keillor

A Singapore Renaissance man, gifted writer, thinker, and Green global citizen, Kirpal Singh wrote, “We looked inside us, we looked around us but we seldom looked beyond us.” He encourages diversity of thought as well as passion for enhancing our world. Author of *Thinking Hats and Colored Turbans: Creativity Across Cultures*, he is closely involved in the nation’s focus to foster creativity across the board. Accepting his invitation to look beyond can lead us to more ways to Green today - and the future as well.

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Green Light is the language of the heart –
the home, base of Green intentions.

When we start in the heart,
then connect to the mind,
we are congruently
Green.

From this space, with our heart-driven action,
we now give our gifts to the world.

Our thoughts, words and deeds
are Green.

.....

GO the *Green Light Way*.
Illumine the path for others.
Go forth with your head lights
and heart lights on high.

Let your Green beam shine - radiantly.

.....

Now you know. Now you can choose - consciously.

Choose Green intentions, words, questions, actions.

Choose a *Green Light* life.

.....

This is Freedom.

.....

Live spherically. Spread your Green Light intentions and thoughts around the world in every direction. Take Green Light actions every day. Grow your Green Seventh Sense. Nurture your sense of childlike wonder. Share joys, delights, and surprises. Revel in the growing Green that returns to you. Foster hope. Optimize optimism. Produce joyous creations. Identify Ideal Scenarios and Greenly move toward them. Play the game of Green Light for a more light-hearted, uplifting life.

Know that your actions and your contributions make a powerful positive difference - an impact beyond what you can know in this moment. Your Green Light energy inspires and uplifts - and returns grace to the world. Welcome your grand new ever-Green universe. Celebrate your place in it - and your Greenness.

.....

Don't ask yourself what the world needs; ask yourself what makes you come alive.

*And then go and do that. Because what the world needs
are people who have come alive.*

- Harold Whitman

.....

Let us live confidently, irresistibly, irrepressibly Green!



Bonus Section: *Green Light*
Stories and Articles





Cook Up a New YOU!

How about, just as an experiment, you explore re-inventing yourself. Create yourself anew. Savor and celebrate all the wondrous elements you've been growing yourself with over the years. Consider what you might like to add, tweak, or omit. You may discover you allowed parts into yourself that, upon examination you figure, "Hey, I don't really want that anymore. Actually, maybe I never wanted it. I didn't think about it. I just let it be a piece of me."

How do you choose which parts to keep in the re-created you and which to leave out? One way is to weigh them on the *Green Light*/Red Light scale. In general, *Green Light* is the good stuff. Red Light is the other stuff.

For example, if you want to bake a great cake, you think about gathering ingredients. You remember chocolate, flour, sugar, butter, eggs, and vanilla bean extract are good things to stir in. Onions and ammonia, soap, and sand make bitter batter so they don't make the list.

Likewise, in creating an even greater new YOU, you probably want some of your favorite personal ingredients, like your passion and compassion, your creativity, sense of humor, and your ability successfully to complete significant projects. You might also sprinkle in your strengths, interests, achievements, relationships, goals, dreams, and aspirations - those hearty elements that renew your Self. These are *Green Light* ingredients.

What color is your style? How do you think, speak, ACT?

Red Light

What you don't like
Focus: Obstacle
Attention: OFF goal
Intention: MISS goal.

Green Light

What you prefer
Focus: Objective
Attention: ON goal
Intention: GET GOAL.

Old insults, grudges, arguments, embarrassments, failures, and feuds don't make it to the pot of possibilities when cookin' up the new You. Sarcasm, putdowns, belligerence, dishonesty, selfishness, and cruelty only show up in the garbage can. They may appear in pity party recipes (with more pity than party.) These are Red Light ingredients.

 **Red Light:** Life is a pile of pits.

 **Green Light:** Life is a bowl of cherries.

We can't change our history. We can change our view of it. We can't re-birth ourselves by picking new parents and a new childhood. We can, every day, rebirth ourselves by picking new viewpoints. They can range from deep dark Red to bright glowing Green. It's a bit Red to expect to be Green all the time - yet it's a good target at which to aim. Practice the skill of *Green Light* and watch your life get Greener.

Count your blessings.

 **Red Light:** I don't have ONE!

 **Green Light:** 101, 102, 103....

People can paint the world Red. For example, check out the weather reports. One day it's sunny half of the time, cloudy half of the time, with five minutes of rain - in one small area. What's the report? "It rained." Rain is often considered Red weather. Red gets reported. A day 95 percent Greenish may get reported as 100 percent Red. So make your own weather report. It's an interpretation anyway, so have at it. You want a Green day? Rain or shine, just tune in to your own Green weather report!

| What color do you focus on? | |
|---|--|
| <p>Red Light *</p> <p><i>Magnify the bad stuff.</i> <i>Minify the good stuff.</i></p> <p>What you don't have What you don't want What you want less of What makes you scowl What makes you angry</p> <p><i>* Doing something constructive about it could make it Green.</i></p> | <p>Green Light *</p> <p><i>Magnify the good stuff.</i> <i>Minify the bad stuff.</i></p> <p>What you have What you want What you want more of What makes you smile What makes you excited</p> <p><i>* Doing something destructive about it could make it Red.</i></p> |

Create a *Green Light* life. Consider it a game: how Green can you be? How quickly can you catch yourself when you tilt toward Red? How fast can you shift back to Green? How long can you maintain the shift? Just playing around with these questions lightens your spirit and makes it easier to Green up your viewpoint. With apologies to Dr. Seuss, go get some Green eggs - and ham it up. Take a swig of Green bean extract, then playfully, artfully, create your new role. Act the part of a Green being. The world needs more Green beings!

Take the *Green Light* game a step further and view a situation as a stage production. Your life is the play. The current scene is being written. What role do you want to play? What role do you not want to play? How will you choose to play it in various situations, with various characters? Pick a scene from your recent past that didn't go the way you wanted, where you didn't handle it the way you prefer. Replay it in your mind. Rewrite the script the way you like, then Green up your role in the next performance.

Who is your Chief Life Officer,

⊗ **Red Light: Why I can't...**

your CLO? You are!

😊 **Green Light: How I can...**

When you see life as a game, you can step back a bit. You see the things you missed when the focus was on how others disappointed you, ignored you, treated you unfairly. (Insert whatever Red Light stuff is in your life).

To keep the game going in your favor, when you find yourself in a challenging situation, ask yourself three questions:

1. How does it look from a *Green Light* viewpoint?
2. How does it look from a Red Light viewpoint?
3. How do I want to see it?

Then decide to see the view you chose. Make a conscious choice instead of auto-piloting through life. That helps free you from being locked in old patterns and beliefs - and seeing Red.

 **Red Light blocks creativity.** 

 **Green Light unlocks creativity.** 

When you feel yourself slipping back into Red Light modes, commend yourself for noticing. Then just repeat the process. *Ask the questions. Choose*

the view. You'll soon recognize the Red earlier in the game and shift more quickly and easily.

♥ Handle the Red stuff Greenly.

Who makes you grin? Who makes you frown?

Who turns your world quite upside down?

Who decides it's ease or it's strife?

Who's in charge of you and your life?

🚚 **Green Light - first aid for the Red, cross.**

It is easy to be cross with oneself. Be careful not to harp at yourself - it's not a pretty sound. Notice your self-talk. What do you whisper so softly in your head that you don't quite catch the words but you sure catch the feeling? That's the Red Light stuff - discouragement, ridicule, failure feelings - a nagging, a doubting of your abilities.

Pitch those contaminated ingredients into the Red refuse bin - to be refused - tossed out with the rest of the trash of putdowns and deflators. Mine your experiences for the nuggets you can grasp. Keep the lessons. Lose the lectures. (Failure is just an event minus the message. If you got the lesson, it wasn't failure. It was an experiment that led to a discovery).

🕶️ **Put on your Green glasses.** 👁️ **See the world you want.**

Who decides?

Who decides what you think, what you feel?

Who decides what you say, what you do?

Who decides how you view a memory?

Who decides how you interpret a life event?

🌟 **Green Flash**

Happiness doesn't depend on circumstances. They change.

Happiness depends on our decisions. We, too, can always change.

The most intelligent life - on any planet - is Green! So - go ahead. Get the Red out. Turn yourself into a bright Green bein'! The Jolly Green Giant pales next to you.



Red Light: The universe is conspiring to do me harm.



Green Light: The universe is conspiring to do me good.

So WAKE-UP! Live the life you love. Choose today, at this moment, this tiny precious piece of the present, to create a *Green Light* being. It's as easy as that - and as challenging as that. Collect the choicest Green ingredients and cook up a delicious, splendiferous new YOU - a human being Green. A Green being. Tis the season. Tis always the season for reNEWal. So grow your Greens!

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(“Cook Up a New You” appeared in “Stories of Personal Transformation,” Little Seed Publications, 2007.)

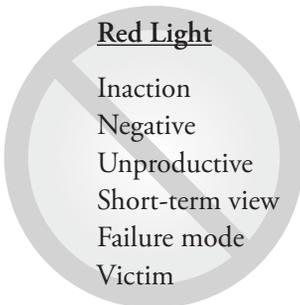


Get a Life - *Again!*

It's true. Lots of tough things happen to lots of good people. Nothing new about that. However, we can make matters worse by continually focusing on the tough stuff. Life isn't so much what happens to us as what we DO about what happens to us.

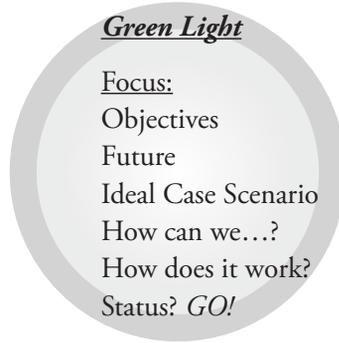
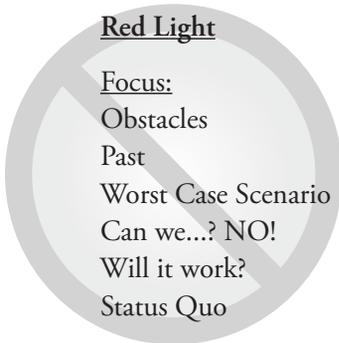
So what do we do? What action do we take? Grief can be lightened or intensified. Sorrow can be an escape from life or a normal part of adjustment. Anger can be debilitating or harnessed to power great causes. Uncertainty can leave us paralyzed, forever on edge. Or it can prompt us to take new paths, to discover what would have been missed, to make connections we would have overlooked. We choose whether we wake up with the proverbial "Good morning, God!" or "Good God. Morning!"

We decide, consciously or not, thoughtfully or not, to make a good day - or complain about a bad day. Those who make the most of whatever life hands them use the *Green Light* style. They make the best of every situation. They can also guide others who want a better way. Their *Green Light* thoughts lead to *Green Light* words and then to *Green Light* ACTS. Like a magnet, they draw out and bring together the best of everyone.



In the short term, it's often easier to give up, to think Red, speak Red, act Red. In the long term, it's a life sentence of hard labor - short on laughs and long on gripes, short on relationships and long on loneliness. We get

our teeth drilled not because it's fun but because it's wise. It's tough. We do it anyway.



Do we want to be in charge of our life or host our own pity party? Many will join the Poor Me Parade - but no one will march to Sousa. No one will wear a grin, let alone a big red clown nose. Crowds won't line the streets to see who floats by.

Red Lighters, like Chicken Little, continually sound the alarm, "The sky is falling! The sky is falling!" *Green Light* creatives concoct sky-hooks and hold things up. They determine, as best they can, what is the reality of the situation. Then they take the ACTION they believe produces the best outcomes. They also put on a happy face - or at least a stiff upper lip - and carry on.

With incomplete information, with no crystal ball projecting a view into the future, *Green Lighters* make the best decisions they can at the time. As new data, new circumstances, new options appear, they readjust and again take the best ACTION they can at the time. Action uplifts and encourages. Inaction fosters a feeling of being helpless, discouraged, and adrift.



Red Light pulls us into a negative downward spiral.



***Green Light* draws us into a positive upward spiral.**

Many of us are now much better health advocates for ourselves, no longer expecting the medical profession to do it all for us. We must also be our own life advocate, our own decision-maker, designer of our future. It never was a good idea to trust it to some person or program. Inventing, creating, designing, and directing our destiny - that's the *Green Light* style. (*Green Lighters* pull themselves up by their light bulbs!) We can always give up. We can't always change our mind, say, "Oops. I want my life back," and thus undo

the damage.



Green Light Questions

- What information do I need?
- What shall I ignore? Forget?
- What perceptions need to change?
- What are the odds I'll face a major disaster?
- What can I control? Influence?
- What is my focus?

Green Light

Ask the questions that:

1. Prompt the thinking.
2. Force the discoveries.
3. Propel the ACTION.

Auto accidents kill thousands a year, yet people don't quit driving for fear of crashes. Remaining in the driver's seat means more control of the destination. Turning the wheel over to fear leads to dead-ends. Fear will never take us where we want to go.

So DO something. Not only will it feel good. It will achieve good - at least for ourselves, often for others. Inaction leaves us even more vulnerable - victims in waiting. Victimhood and feeling vulnerable - twin Red Lights often in the media spotlight. When things go well it rarely makes the news. We never know what nasties we prevent - by our careful choices, kind concern, wise actions. Commend yourself for them anyway.

We can be timid followers or fearful, angry, mindless revenge-seekers. Choose to be strong, caring, generous, unified people. We possess the power of choice. Every day, every moment, we can choose to be fearful or confident, to worry or to do the best we can - and relax. The more we worry, the more we have to worry about. We increase our stress and decrease our health. We perform a disservice to ourselves, to those who love us - and to our world as well.



Green Light Questions that Reveal Insights

- What am I undervaluing, misunderstanding, or not communicating?
- What people, priority, conflict, or legacy needs attention?
- How might I maintain a sense of optimism, control, normalcy, future?
- How might I best serve my family, group, society?
- What are the things I need to do, not to do?
- What is my best balancing act between inertia and frenzy?

Many things are still right with the world. We won't often find them fea-

tured in the media or rising from the masses. Know whom to have faith in, whom to count on for a boost, for ideas and options, for a nudge in a better direction.

Respond to a question posed here. Choose an action - one that seems especially important right now. Take a few moments to think deeply about it. Notice what you feel about it. We tend either to avoid action totally or to charge into things without thought. That can lead to unintended outcomes and unexpected consequences, painting our world a deeper Red. Think new thoughts. Convert them to new Green action.

 **Green Light**

How might I give someone a laugh? A break? Hope?
Who might give me a lift? A smile? Comfort?
How soon might I take action on these?

When the going gets tough, the tough - and the wise - go Green. Okay, maybe that sounds trite or trivial. If you've read this far, you know a Red Light flicked on. (Red: the quick, unwise reflex, the rush to negative judgment). Switch to Green and tweak the ideas to make them work for you.

 **Red Light**

I can't forget this.
I don't feel safe anywhere.
I look at everything & worry.
I'm a victim. Life's a drag.

 **Green Light**

I direct my thoughts well.
I am happily moving ahead.
I choose my view confidently.
I am a victor. Life is good.

Choose your dominant style. Think, "In what ways, places, and situations might I *Green Light* things?" Put your Green glasses on and look around. Find the good news, great role models, superb creativity, stunning courage, amazing selflessness. Discover and address community needs. Notice new possibilities, opportunities, and urgencies. Everyone is Green some and Red some. How might we promote more of the good (Green) stuff and diminish more of the other (Red)?

Take action. Take care of yourself. Then you can also better take care for others. Make a list of:

- 10 things that make you smile. Smile. Again.
- 9 memories that make you feel honored. Feel them.
- 8 gifts you'd like to give. Give them.
- 7 things you want to read. Read them.
- 6 people you want to meet. Meet them.
- 5 interesting places you've never seen. See them.
- 4 positive experiences you've never had. Have them.
- 3 favorite childhood activities you still like. Do them.
- 2 people you want to know better. Reach them.
- 1 new quality you'd like in your life. Grow it.

So you may not do it all. So you may only do one. Do one. It's worth a salute. You chose a constructive act and did it. ACTION - *Green Light*
ACTION - one of the best ways out of the dumps and into the mounds - of joy.

What we see is what we get, for the most part. So what do we look at? Is it the upbeat or the downer? The disaster or the good deed? The failure or the breakthrough? The terrible stuff we won't affect or the need we can address? Red or Green? It's our choice. It's always been our choice. What color life shall we choose? Every day presents another chance to get a life - again. Pause, take a deep breath, then go out and Green it up.





How's Your Weather?

What's the forecast among your personal collection of weather reporters? If you saw or read the weather reports about Seattle this February morning, you would see much of the Northwest marked as experiencing blizzards, with heavy snow accumulation, freezing temperatures, and gale-like winds. I heard this national weather report on the radio, and I saw it on television. It was so incredibly inaccurate that if I didn't know the area, I would have thought it was an early April Fool's trick.

I am on the western edge of Seattle, facing the Sound. At nine a.m., it's forty-five degrees. The sun is shining way across the expanse of sky. There's a narrow band of white clouds in the west, just above the horizon. It's truly a beautiful winter day here in mid-February. At noon, I feed the seagulls and take an hour's walk along the beach. (The welcome smell of freshly mowed grass delights the nose and surprises the eye). Now at four p.m. it's still a glorious day. Sunrays beam so brightly in my window I must tilt the blinds to direct them away from the computer screen. Nary a flake has been felt or seen in the vicinity. Oh, did I mention crocuses are blooming and lilies sprout their green spikes skyward?

The reported/purported weather conditions have nothing to do with what's going on here. They do actually exist in some parts of the area - in the usual-suspects parts. (These are "responsible" for offering more sensational [read "news"-worthy] reporting). The mountain passes and various convergent zones must trigger the creative juices for weather reporters by offering out-of-the-ordinary stuff to work with, avoiding the bland and boring.

An ancient observation can come into play here - the higher up the mountain, the lower the temperature. The higher the elevation, the greater the moisture - and the greater the wind velocity. (Corollary: The greater the desire to find the dramatic, the better the choice to head for the hills [the moun-

tains] - especially in the winter).

Seattle meteorologist, Jeff Renner, refers to Seattle's thirteen climate zones. Many times during the day, I can look out my living room windows and see at least two weather patterns nearby, often three. The hills, rivers, wind currents, Olympic Mountains to the west, Cascades to the east - these factors combine to concoct a wide range of weathers in the Puget Sound region. They affect the amount of moisture, the form it takes as well as the length and times of daylight.

Wise home-hunting folks consider their preferred weather, then search sections best matching it. They know if you live on the east side of a mountain, the afternoon sun will disappear over the top, giving you a shorter day of sunlight. Sunsets will be out of your range of vision. If you live on the west side of a mountain, the sunrise may not be visible - and the dawn's early light may arrive a bit later. Those up in the mountains can also get great wide sunny vistas - and look down on clouds covering folks in the valleys. The "shadow" of hills and mountains impact many aspects of outdoor conditions. This isn't torpedo - or even Roman candle - science.

People can rail against the weather as though it were some strange unexpected and unwelcome phenomenon, deposited upon them to wreak havoc with their plans and preferences. It's the source of so much talk (maybe not conversation), much lamenting and complaining, fussing and fretting - a bit looney-tuney.

It seems like a classic example of Red Light operating on auto-pilot - at full power. The weather gets Red Light labels; they get repeated and intensified - over and over and over and over - spewing dreary stuff out into the no-longer-fresh air.

Red weather reporting provides an area ripe with possibilities for impact. Offering a *Green Light* view or comment can be a helpful contribution, upgrading the small talk/talk-to-fill-space/talk-from-habit stuff.

Other weather lessons abound. You may read that today Seattle had rain. What you probably won't read is that what it amounted to was one section of the city had a light shower for five minutes. That means it rained .004 percent of the day - in one small area. What's the likely perception based on the report? The entire city had rain all day - almost the exact opposite of reality.

**Labeling something Red Light doesn't make it so -
except for the labeler.**

**Re-labeling something in Greener terms may, by itself,
Green the experience.**

Inaccurate Red Light labels, left unchallenged, can have the same impact as if they were true. When faced with a false or misleading Red declaration, one option is to offer another viewpoint. Give a Green interpretation Greenly - without argument or confrontation. We need to notice how our thoughts and our conversations about this most ordinary of topics can affect our day.

The forecasting is getting more accurate by using different icons to convey the message. The weather report used to say we should "expect showers today" - just stated as a fact. Many times there were no showers but people were "expecting" them, hyping them anyway. Later reporting switched to giving percentages (70 percent chance of rain today). Now multiple images convey several conditions in one small space - clouds, sun, rain, wind. It's common for the day's prediction to include multiple, rather than singular icons of sun, cloud, and moisture or a large sun and a small cloud.

The weather seems to affect our lives more than we may realize. It shows up in various ways. One morning, I was at a meeting and we were gazing out a wide expanse of windows. Facing the Olympic Mountains, overlooking Puget Sound, we saw ferries pass in the distance, snow-capped peaks rise up in the west and reflect wondrous shades of sunrise - all quite spectacular. Even so, some folks spoke as though they were living in a media-driven reality instead of the Mother Nature reality delivered right to their hands, right in their lives. It was quite mystifying. They looked out at beauty and grumbled about the weather to come - later in the day - maybe.

An acquaintance used to complain we hadn't seen the sun for days. Knowing that was not the case - and growing weary of the false declarations - I decided to record the sun's daily appearance or absence for one month - December. Each day it came out I marked it down. In thirty-one days, there were three (yep, three) days when the sun didn't show its shiny face. Sharing that information caused a dramatic drop in the false no-sun reports. (I'm not sure what affect it had on the person's beliefs, however).

The sun often plays peek-a-boo multiple times a day, offering a screen test - screening in those expecting it, seeking it, catching it, enjoying it.

Red Light: “Boo humbug. No sun here.”

Green Light: Take a peek; catch the rays.

The same Red Light phenomenon - to see Red predominantly - can occur with predictable Red results. When people turn a small specific into a big, Red inaccurate generalization, it can still have a significant impact.

Red Light

Ignore vital information.
Deny legitimate information.
Act from old history.
Gripe about unchangeables.
Focus on what you want that you are unlikely to get.

Green Light

Seek vital information.
Apply legitimate information.
Act from current reality.
Focus on the changeable.
Focus on what you want that you are likely to get.

A few days ago, I was with someone who looked at the early morning overcast sky and declared it a gloomy day. Someone else said, “It feels like a calm, quiet day.” A third person said, “That feels better. That’s how I’m going to see it.”

How one talks about the weather can yield insights about people’s perceptions, behaviors, and expectations. A comic pontificates that everybody complains about the weather but nobody does anything about it. Well, let us have at it and do something. One of the best things we can do about the weather is to view it Greenly.

Red Light

It’s a gloomy day.
It’s a dreary day.
Rain. What a bummer.
It’s always like this.
I hate this weather.

Green Light

That’s an intriguing cloud formation.
Feels like a day to snuggle in.
This is a good day for reading.
This is a day that invites reflection.
Time for hot tea and fresh muffins.

What climate zones do you live in - at home, at work, out in the community? What’s the weather reporting system and style in your office? In the family, the neighborhood, the club? Check the weather reports on office politics, policies, procedures, lunchrooms, re-assignments, and contracts. See what the weather report is at school, at the worship center, the condo association, the mayor’s office.

Our internal weather report greatly affects the reports we give about the external weather. As surely as April showers bring May flowers, our Green weather reports bring Greener experiences.



What Happened to My Pocket?

In 2000, I had the joy, privilege, and adventure of speaking in China for two weeks at Yan Shan University in Qinhuangdao. A port city near the Sea of Bohai on China's northeastern coast, Qinhuangdao is about one hundred miles east of Beijing. My university hosts, Mary, Wei-dung, and Mr. Liu, kindly and generously took care of the many details for my classes. With a focus on creativity and entrepreneurship, I instructed and interacted with students in various fields of engineering. They were fascinating, fun, and (most) highly motivated.

The course, through Dowling College, provided a useful tool to expand students' English skills as well as their business views and abilities. Having taught at the Taipei American School in Taiwan from 1969-1974, I relished the chance to return to what for me is a cherished Asian culture.

After arranging to walk on the Great Wall of China - an astonishing marvel and a heart-touching experience beyond my imagining - I set about addressing another standard goal. I wanted to get some clothes tailor-made. I told my host early on and she helped make it happen. After class one day, a student kindly led me to a bus that took us to a fascinating section of the city. At our destination, we entered a non-descript commercial building, climbed three long flights of stairs and entered an amazing world of cloth and creativity.

This blocks-long collection of small shops all support the business of fabric - and even made clothes, tablecloths, drapes, wall hangings, etc. Individual shops offered buttons, zippers, snaps, thread, needles, and bobbins to use to make upholstery coverings, evening gowns, linings, pajamas, and tuxedos. For whatever you could possibly want made out of fabric, shops and shopkeepers stood ready to supply you.

The process of making tailor-made clothes was more complex than I real-

ized. The base shop was where my garment - an amethyst-colored suit jacket - would be made. Here I described what I wanted, using a combination of my limited Chinese, my more extensive international sign language, and my translator's kind assistance. After being measured extensively, I created my design by combining favorite Asian features from three jackets hanging in the shop - one for a baby. I also said I wanted a small pocket to hold a couple of business cards. A pocket was not Asian design. The seamstress really didn't want to make one - the reasons lost in translation. Only after much discussion did she agree to put one in.

Next up was choosing the main fabric. I wanted my Chinese-inspired, dressy suit jacket to have contrasting trim around the neck and sleeves. There would also be frogs - those wondrously intriguing fabric fasteners, works of art themselves. After choosing the color and complementing fabric, next up was selecting the trim fabric, the piping, and the lining.

Scouting numerous nearby shops for the various jacket components, I made purchases from four of them and returned to home base and presented the materials to my tailor. It's truly a creative and fascinating process - remarkably different from picking a ready-made item off a rack.

Two days later, I came to pick up the jacket after my class. It was a mad dash to get in, get the jacket, and get out before the building doors locked at 5:00 p.m. - or spend the night locked inside. The seamstress and I quickly traded jacket and cash. With no time to try it on, I made a hasty exit and hopped on the next bus. I returned to my lovely, spacious, well-appointed, and inviting university hotel suite, excited about my new purchase.

Before even trying on the jacket, I eagerly set about checking my pocket. AWK! Wait a minute. AWK! SQUAWK! Where IS it?! I looked on the left side of the jacket. No pocket. I looked on the right side of the jacket. No pocket there either! DANG! Double dang! DANG! DANG! DANG! There WAS no pocket!!! Grrrrrrr. Red Light! Red Light!

I was looking for what I ordered, what I'd expected, and I didn't see it. I was not happy. I'd made such a point of the need for the pocket. The tailor initially declined to make it. I'd struggled to get agreement on it, and now, I found the agreement disregarded. Worse yet, I was leaving the next day. No time to go back - righteously - to share a frown or scowl or scolding, to point out the error - or to get some sort of add-on pocket. Not my favorite memory

or experience to tell people about when recalling my trip.

A few days later, I was past my momentary and (thankfully) private hissy fit. I decided perhaps the reason the seamstress really didn't want to put a pocket in my jacket is that she thought it would destroy the look, the smooth style she wanted to create.

She probably expected the pocket to be stuffed with something big, marring her elegant style lines. Maybe as she was making it, she decided neither of us would be happy with it. So using her best judgment, she omitted it. (This viewpoint made me feel better - and kinder - and Greener).

Months later, after wearing the jacket several times, I put it on and felt something strange inside on the left side. I couldn't quite tell what it was. I took it off to look more closely. There, at the top of the left side, about five inches below the neckline, was a four inch strip of purple rickrack - that zigzaggy fabric trim used for decoration or hems. How odd! What was that about? The color was a perfect match. Along with the inconspicuous placement, the superb stitchery made it nearly invisible.

My curiosity speeding up my examination, I suddenly said, right out loud, "AHA!" There, (to my narrow-focused mind) was an opening. The entrance to...oh, could it be?! After all this time, could it really be...? YES! You guessed it - a pocket!!! Not just any pocket, mind you, but a uniquely designed and cleverly disguised, real live pocket. Not the pocket I had in mind, but definitely a pocket.

Instead of a small space to hold a couple of business cards, I actually had a big pocket. It extended all the way down to the jacket hem! It was deep enough to hold a foot long hot dog! (Of course, that would definitely alter her sleek, graceful lines). Oh, the mix of emotions. The delight of the creativity, the surprise of discovery, the anticipation of actually using it, the fun of telling about it - and the relief that I hadn't made a big Red scene where, at the very least, I'd have ended up with egg (egg fu yung?) on my face. Clearly it wouldn't have Greened the image of Americans abroad either.

Now, several years later, as I write this, I had a Green thought: better check the jacket to see if any details needed revision. I took this long-loved jacket out of my closet and simply re-enjoyed it as I verified the specifics. Looking it over, I laughed out loud, re-discovering - *the pocket!* Ah, yes, the pocket. That

pocket. Looking back, it's brought me so much more delight than if I'd only gotten what I said I wanted. A Red-to-Green experience. I get the gift of a grin every time I think of it.

Today, if you see me wearing a purple Mandarin-style jacket with elegant piping and trim around the neck and sleeve, hang around. You just may see me strangely, awkwardly raise my right elbow up in the air, to send my right hand and fingers outstretched, diving down into the depths of the left side of my jacket. This is a curious sight so I try to do it discreetly - unless, of course, you, dear reader, request the full (but will settle for half-full) Monty.

With some effort, and no small amount of coordination, I reach all the way down to where a couple of business cards rest - properly - flat and unobtrusive - in the bottom of what must be, in the field of women's jackets, the world's longest hidden pocket. I always giggle mid-maneuver. (Witnesses usually guffaw).

At this moment, I must tell you I'm extra glad to relay this story. Upon examining the pocket just now, once again feeling how very deep it is, I met up with a happy surprise. There, at the bottom of the nearly thirteen-inch long pocket, was a treasure! A very special memento. It had lain there (obviously out of sight!) for months, since I'd last worn it. I'd searched for this treasure several times and lamented its loss. Now, oh, glorious Green, it's back! The hidden pocket had become a hiding pocket.

Green Light Principle

**When you don't get what you ordered,
turn on the *Green Light* to see what you got!**

Sometimes, it's even better. Imagine how embarrassed I would have been if I'd rushed back to the smiling, proud seamstress and begun a Red diatribe about how she had ignored my pocket request and given me an incomplete, flawed garment.

After some challenge with translation, she would have understood me. Then probably politely, she would have shown me my error. Stunning me with her magic, she'd likely model Green graciousness. My inappropriate and Red action, based on a Red and inaccurate assumption, would look even worse, even Redder.

Designing a special pocket just for me - against her own preference - and

then placing it where, in her view, it would be the least distracting - she had ingeniously blended my request with her knowledge and concerns. She was going Green and I would have been quite Red - red in the face as well. Funny (or not) how Red Light and red face often connect. I'm grateful for the grace of Red Lighting postponed, allowing me the gift of *Green Light's* continued shining - on the experience and the relationship connected to my one-of-a-kind, creative and unique long, deep pocket.

.....

What connections can you make to a situation of your own? Did you ever assume someone didn't do what he or she was "supposed" to do, so you got upset about it, then later realized things weren't quite the way you thought? How Greenly did you handle it? How Greenly might you handle it today? Write down how you would handle it today. Then read it over and see how many Green actions you can find. Consider how you might add more Green to the scene.

Use the time, circumstances, skills, and resources you have to minimize the Red, maximize the Green. Then keep the *Green Lights* on by not whipping yourself about it. That leaves red marks on your body - and spirit ('twould be a bloody shame). Using what you learned will help you get over it, get beyond it, and get going forward - Greenly.



A Closing Note

Dear Reader Going the *Green Light Way*,

Sometimes, this is the hardest, happiest road you will ever travel. It's the road from lemons to lemon meringue pie. This is the journey that forever joys you, each and every day and every, every time you recall and re-experience it - knowing that you gave it everything you had, that you willingly paid whatever price it extracted, that it was worth every bit that it took from you - and gave you back ever so much more than you gave, ever so much more than you imagined. Know that it will feed your soul and many who follow you - beyond the known, beyond the seeable, beyond the beyond.

As one who has gone there, traveled with you, I thank you for reading this book. I thank you for gaining whatever morsel you have gleaned - and put to use. I thank you for your every Green thought, every Green word, every Green gesture, every Green intention, every Green plan, every Green action.

I salute your courage - for every Red Light, for every dark Red Light, for every deep dark intentionally blood-Red Light you faced - for every one you passed, you ignored, you circumvented, you unplugged, you covered-up - or you un-veiled.

I honor you - for every time you could have gone dark Red yet chose to go at least a step toward the hint of Green. I recognize and respect the times when that was as far as you could see, when it was as much as you could muster - when that was all the energy you had left.

I thank you for persisting - through all the times when you had no support, when many Red Lights were flashed at you, when they were hurled at you - as full giant heavy metal traffic signals, uprooted in fury from a ten-lane super-highway toll booth bay. Yet once again, somehow, by yet another miracle, you found a grain of Green - and clung to it, somehow absorbing

enough energy to move you another millimeter in a Green direction.

I commend you - for continuing to choose to go Green - no matter what. You are the world's heroes and she-roes. Most of all, I commend your commitment - from the deepest, Greenest, most connected, most loving and grateful place in my heart.

I give you my great admiration, my sustained, unwavering eternal commendation, appreciation - and my gratitude. I delight in your every Green idea, and every Green particle of your energy that nudges it onward and upward, toward the Green end of the scale.

You and I have dwelt in Red places, even turned Red Lights on ourselves - and on others. And yet, our hearts have always maintained the original Green - that lives without end. We have been Red and gone Red together, sometimes feeling Green had become temporarily invisible or had disappeared entirely. Yet at some level, we remain forever fueled, cradled, and nurtured by Green Grace.

We are created Green. We are given a Green world - with the holy commission forever to sustain, support, and spread its Greenness. Knowing the God of Creation is Green, we are forever joined in the beauty, wonder, magic and majesty of this glorious Green universe. Our Green hearts are forever connected as one - yet another Green marvel to revel in, rejuvenate with - and receive sustenance from.

.....

Ahhhh. Now you step into the Green present, creating your Green future. You find more Green fuel moving you forward - magnetizing you toward another *Green Light* - and another - and another. And - wonder of wonders - re-seeing those three soft *Green Light* hues - on the One signal that remains - in your focus - the One with the endless power supply.

You and I - we remember that it was - we know that it IS - always there. No matter what else is happening - no matter how else we view things - no matter - no matter - No Matter. We always - even as we experience other lights that flash in our peripheral vision - we always have the choice to see - to focus on - one - two - yes, three *Green Light* signals.

And so, kind reader, this becomes the one piece most precious, the one

that matters most. Whatever else you gain from this book, please use this understanding that the choice is always there with us forever. It speaks of - and honors - our mutual experience of Greening.

.....

And so - Greenest of the Greenest. We are Green. Our life is Green. It is all good. My prayer is that we choose to live - and view - life in the ever-fresh, ever-calling, ever-welcoming Omnipresent Green - and that we find it - forever accessible - forever viewable - through the lens of our eternally Green heart.

.....

(Read this aloud - alone. Read it with a trusted Green soul. Read between the lines. Remember when you traveled each inch, each mile. Re-feel it. Release it. Now. Again. Breathe in the new - your fresh Green New. Let it refresh and re-energize you for your next Green action - your next Green adventure - your next Green gift).

.....

*Please share this message with your loved ones.
Give copies to strangers struggling.
Keep one at your desk. Let it support you in recalling your Greenest times -
and thus re-Green your scene - your present - and your future.*

*And when the Reds reappear, remember the Green One -
with the endless power supply -
always available to you.*

May your vision remain ever Green.

Be **The End**lessly Green one.



About the Author

Marilyn Schoeman is described as a visionary think tank – and sometimes called “Greenius.” Designated a “Champion of Creativity” by the American Creativity Association, her mission is to dramatically expand creativity - to super-charge professional success and personal fulfillment.

Delighting audiences at a wide variety of conferences, business events, and educational summits, Marilyn has delivered presentations around the globe. Her clients include Helsinki University, IBM, Harborview Medical Center, Resources Development of Egypt, REI, DuPont, Industrial Research Institute, Boeing, ACED, SMPS, Young Presidents Association, Yan Shan University/Qinhuangdao, China, TI-IN TV Network, and state agencies in Iowa and Washington. She has served as an adjunct instructor at several universities.

In addition to presenting keynotes and seminars, Marilyn designed **BOFF-O!**[®] (*Brain On Fast Forward*). This simple, yet profound, card game/deck yields astonishing on-the-spot creativity breakthroughs for many of her clients. The mind-expanding and versatile tool elicits intuitive responses and deeper insights for new opportunities - products, services and systems.

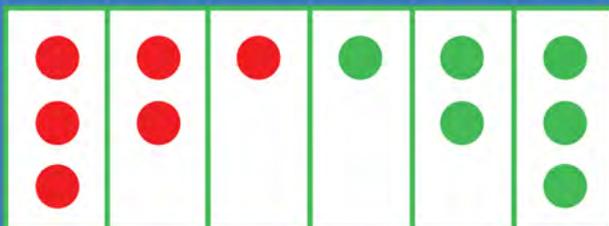
As a business consultant and creative strategist, Marilyn facilitates and generates breakthroughs - for products, marketing, operations and profitability. She also partners with organizations to implement the *Green Light*[®] system, dramatically improving employee satisfaction, corporate culture, and net gains. Often called the Queen of Green, Marilyn helps people gain *GO*-mentum.

For information about Marilyn Schoeman’s consulting services, upcoming workshops, speaking engagements and events, as well as custom editions and quantity discounts for books, visit:

www.GoGreenLightWay.com

Use this new *Green Light*[®] tool. Gain **GO**-mentum.

Red Light: the ungood stuff. **Green Light:** the good stuff



Move forward. Use the *Green Light*[®] Scale. **Now you can identify WHERE YOU ARE, WHERE YOU WANT TO BE AND HOW TO GET THERE. Shift from 3 Reds to 3 Greens.** Learn how to diminish the Red Zone. Live in the Green Zone. Shift negative, counter-productive actions to specific, positive, productive action. **Consciously move toward Ideal (Greenest) outcomes.**

Red Light Style

Focus: Obstacle

Dislikes

Can we...? (NO!)

Victim

Fizzle

Status quo

Green Light Style

Focus: Objectives

Preferences

How can we...?

Victor

Sizzle

Status? **GO!**

Think Speak and ACT the Green Light Way

- Conquer challenges.
- Flex with change.
- Produce better results.
- Cut pain, suffering and conflict.
- Enjoy a more fulfilling, rewarding life.
- Live with more fun, satisfaction and joy.

Green Light reduces stress and helps your body release positive, feel-good bio-chemicals. This improves brain health and brain function. Live a *Green Light* life. Get **GO**ing!

Praise for GO's Green Light[®] system.

"You made a lot of Green Light thinkers here. Thank you!" ~ E. Martinson, Helsinki, Finland

"Green Light is applicable in every country & territory on the globe. I call it the "Greenest revolution." It adds up to make the fifth factor of production, in addition to land, capital, labour & entrepreneurship. All the initial four factors will fail to produce successful products/results if the labour force and entrepreneurs fail to go Green Light ways, think Green Light innovations, to Greenly manage land and capital." ~ Mohamed (Sparo) Tarawalley Jr. co-founder, West African Youth Agenda Against Corrupt Practices (WAYAACP)

*"GO...GO GREEN...TURN ON THE GREEN LIGHT. It is rare to come across a book which demonstrates the power and beauty of good, creative, thinking. Here is a book which all should read, if only because there is such wisdom within its covers." ~ Dr. Kirpal Singh, Director, Wee Kim Wee Center, Singapore Management University, author, *Thinking Hats and Colored Turbans.**

GO! Get a *Green Light*[®] jump start. See pages 22, 28, 71, 120, 181.

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