

Second Tier: 'Being' Memes

First Tier: 'Subsistence' Memes

- Turquoise: Holistic Meme**  
*Experience the wholeness of existence through mind and spirit*
- Everything connects to everything else in ecological alignments. Energy and information permeate the Earth's total environment. Self is both distinct and a blended part of a larger, compassionate whole. Holistic, intuitive thinking and cooperative actions are to be expected.
- Yellow: Integrative Meme**  
*Live fully and responsibly as what you are and learn to become*
- The magnificence of existence is valued over material possessions. Flexibility, spontaneity and functionality have the highest priority. Understands that chaos and change are natural. Differences can be integrated into interdependent natural flows. Life is a kaleidoscope of natural hierarchies, systems and forms.
- Green: Communitarian Egalitarian**  
*Seek peace within the inner self and explore, with others, the caring dimensions of community*
- Spreads the Earth's resources and opportunities equally among all.
- Orange: Achievist Strategic**  
*Act in your own self-interest by playing the game to win*
- Societies prosper through strategy, technology and competitiveness.
- Blue: Purposeful Authoritarian**  
*Life has meaning, direction and purpose with predetermined outcomes*
- Impulsivity is controlled through guilt. Everyone has their proper place
- Red: Impulsive Egocentric**  
*Be what you are and do what you want, regardless*
- Enjoys to the fullest right now without guilt or remorse
- Purple: Magical Animistic**  
*Keep the spirits happy and the tribe's nest warm*
- Shows allegiance to the chief and clan
- Beige: Instinctive Survivalistic**  
*Do what you must just to stay alive*
- Food, water, warmth, sex and safety.