



starfishcommunity

POWERED BY HUMANITARIAN INTERNATIONAL SERVICES GROUP

Colorado Springs, CO USA

Jan 20-22, 2009

Together, we CAN change the world!

If YOU
could change the world,
would you?



If We
could *really* change the
world, working together,
would you help?



PONDER THIS

How many people working together does it take to change the world?

According to quantum physics research in “The Divine Matrix” by Gregg Braden, the number is calculable!

Research was so consistent they were able to identify a minimum number of people.

Change the World

The number was the square root
of 1% of the population.

That's about 100 people per
1,000,000!

Or about 8,000 people for our
entire planet!



This is a call to UNITY
This is a call to ACTION
Will you join with us?
Together,
We CAN change the world!

Meeting Purpose



To catalyze the emergence of a
Starfish Community.

Starfish Community Purpose

Revolutionize the way ordinary people can
make an extraordinary difference in the
lives of those in need

Meeting Objective

To determine how each participant can be synergistic to the whole Starfish Community



Meeting Process

- Provide baseline information on
 - our changing environment
 - emerging platforms and tools
 - organization functions and outcomes
- Facilitate Starfish Community
 - Knowing and knitting
 - collaboration
 - operational integration

Meeting Overview and Focus

■ Our Accelerating World

- The Singularity
- Information and Knowledge
- Communications and Interaction
- Globalization and Decentralization
- Natural Disasters



■ A Starfish Mass Movement

- The Rise of Social Networking
- Decentralized Starfish Networks
- The Nature of Mass Movements
- A Starfish Mass Movement

■ Starfish Community

- People Groups and Tribes
- Vision, Doctrine, Culture and Ideology, Structure and Ops
- Community Infrastructure, Products, Services

Our World of Accelerating Change

- The Singularity
- Information and Knowledge
- Communications and Interaction
- Globalization and Decentralization
- Natural Disasters

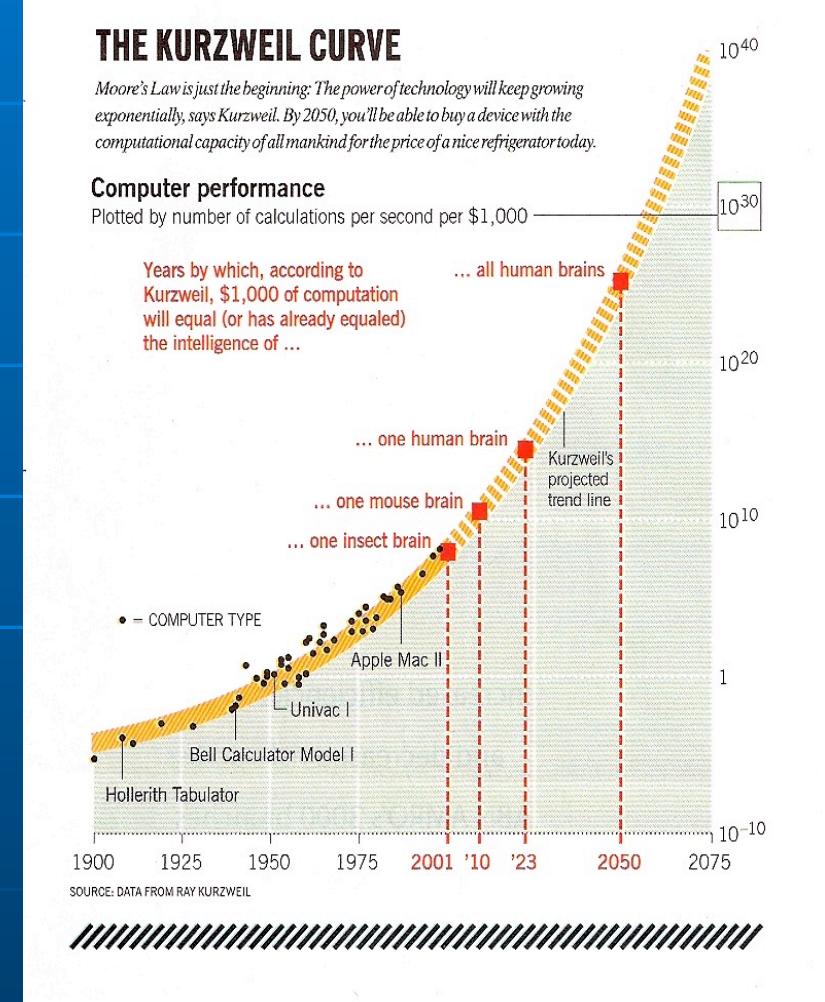
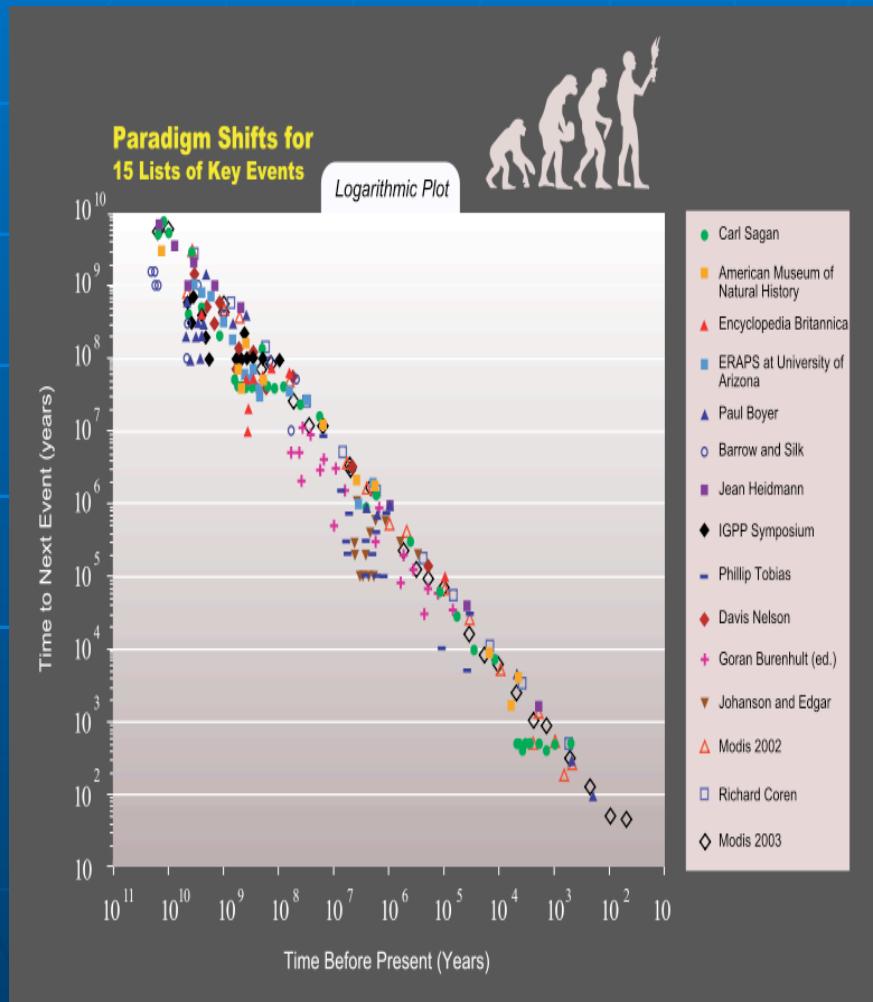


Kurzweil 2001 Essay

An analysis of the history of technology shows that technological change is exponential. So we won't experience 100 years of progress in the 21st century—it will be more like **20,000 years of progress** (at today's rate).

Within a few decades, machine intelligence will surpass human intelligence, leading to **The Singularity**—technological change so rapid and profound it represents a rupture in the fabric of human history. The implications include the merger of biological and non-biological intelligence and immortal software-based humans.

The Singularity (~AD 2035-2045)



Accelerating Change

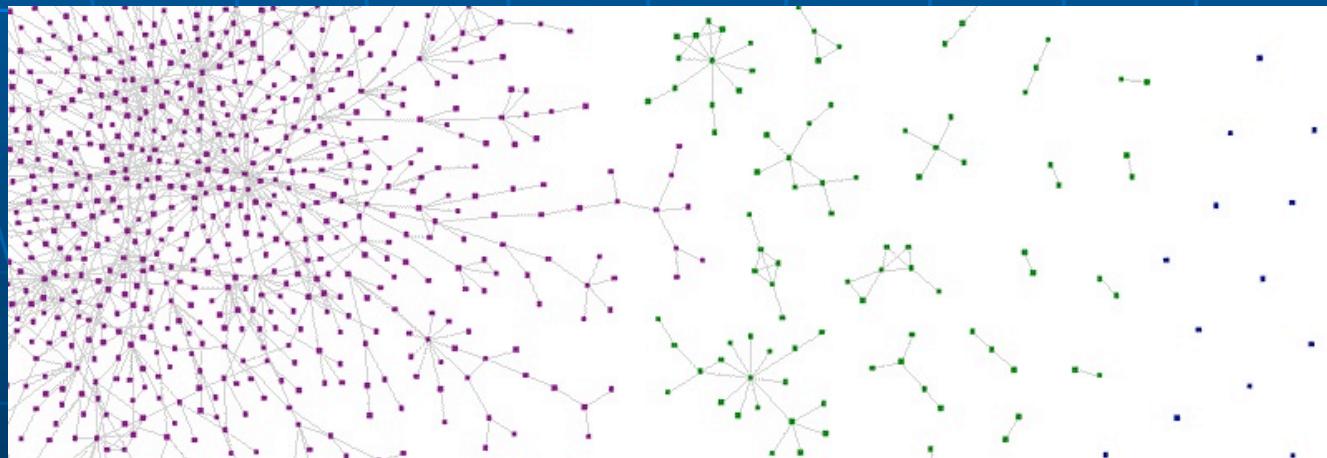
Information and Knowledge

- Micro electronics – 40 years ago
- Desk top computer – 30 years ago
- Cell Phone – 25 years ago
- Internet – 15 years ago
- Wi-Fi – 5 years ago
- Last Year – Bandwidth speeds increased ten-fold
- Last 5-7 Days – Knowledge **doubled** on Earth
- Last Minute - 4,000,000,000,000 new bytes of info
- Knowledge Unbridled by Wisdom
- YouTube Link – Shift Happens; Globalization
 - <http://www.youtube.com/watch?v=IjbI-363A2Q> _

Accelerating Change

Communications and Interaction

- Cell Users (0 to 3.3 Billion in 25 yrs)
- Internet (300 to 1.5 Billion in 15 yrs)
- Social Networks (500,000/Day)
- Email Spam (100,000,000,000/Day)



Accelerating Change

Globalization and Decentralization

- Globalization
- The World is Flat
- Decentralization
- Dis-Economies of Scale
- Threats and Downsides

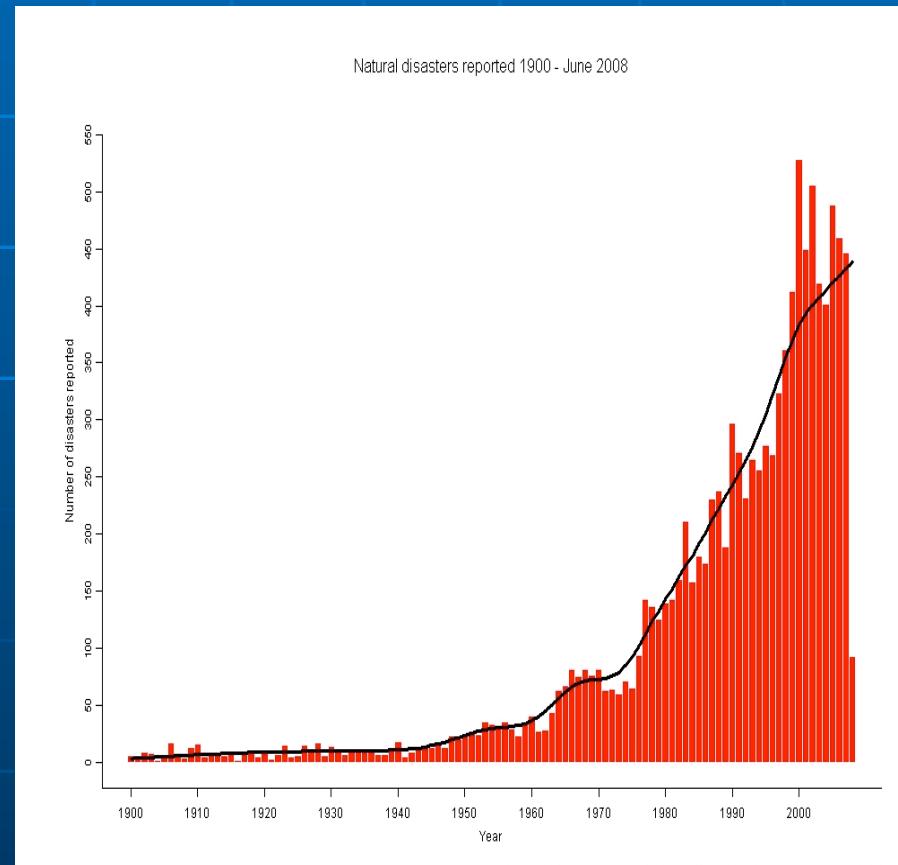


Accelerating Change

Natural Disasters

- Asia Tsunami
- Pakistan Earthquake
- Cyclone Nargis
- Sichuan Earthquake
- 91% of Americans

(Live in regions of Moderate to High Risk of a disaster, Time Magazine)



PONDER THIS

In one generation we have gone from
the stone age to the space age
technologically.

The next 3-5 years of transformation
will dwarf the last 10,000 years

What is in store for our children?
What does one more generation hold?

Discussion Items

Which trends impact you the most?

- Information and Knowledge
- Communications and Interaction
- Globalization and Decentralization
- Natural Disasters

What will you do differently?

Where do we have an opportunity to change the world?

Quotes

"In times of radical change, the learners inherit the earth, while the learned find themselves perfectly equipped for a world that no longer exists"

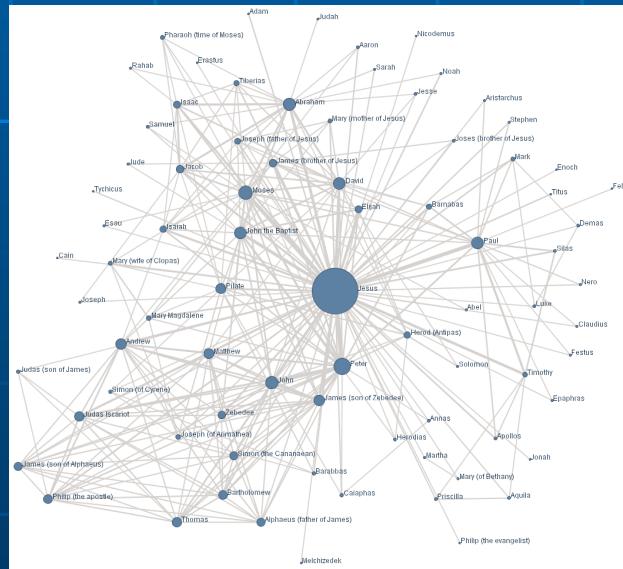
Eric Hoffer

"If you don't like change, you'll like irrelevance even less"

Gen Eric Shinseki, Former US Army Chief of Staff

A Starfish Mass Movement

- The Rise of Social Networking
- Decentralized Starfish Networks
- The Nature of Mass Movements
- A Starfish Mass Movement



The Rise of Social Networking

- Levels of Belonging
- Knowing and Knitting the Network
- Social Network Shapes
- Connecting and Sustaining the Network

Quote

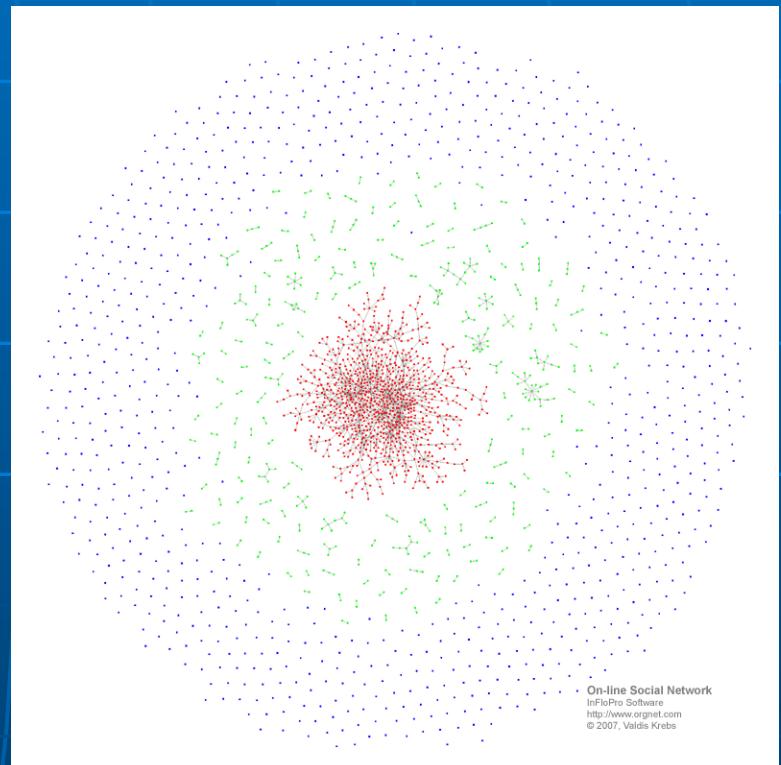
*Equality and community
are the passion of the masses*

Eric Hoffer, The True Believer

Social Networks

Levels of Belonging

- Highly Connected
- Fragments
- Lurkers
- Connections are Key
- Knowing the Network
- Knitting the Network



Knitting the Network

Scattered Fragments

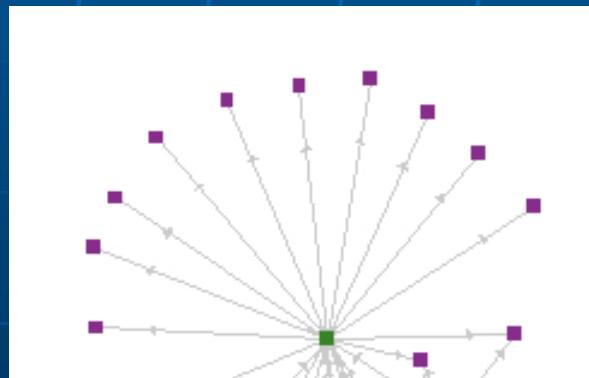
- Isolated clusters with weak connections
- Spontaneous connections emerge slowly
- Network Weavers knit the network
- Questions to beginning knitting the network
 - From whom do you get new ideas that benefit your work?
 - From whom do you access expertise that improves your operations?
 - With whom do you collaborate?



Knitting the Network

Single Hub and Spoke Networks

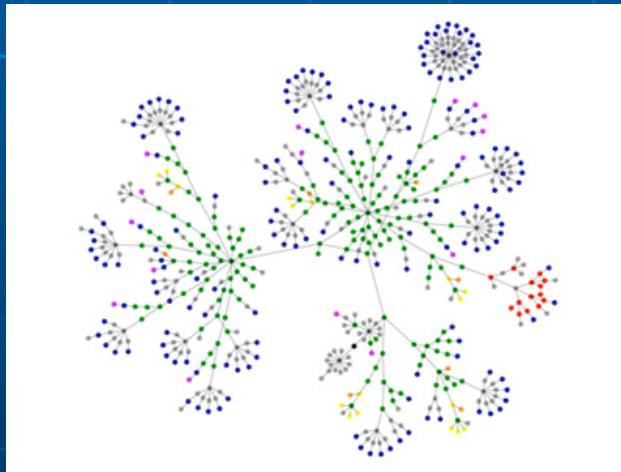
- **Network Weaver**
 - Has vision, energy, and social skills
 - Actively creates new connections
 - Generates information flow among diverse groups
 - Creates external links to bring new information and ideas
- **Community, equality and belonging**
- **Purpose and focus**
- **Unified actions**
- **Communications**



Knitting the Network

Multi-Hub Small World Networks

- Network Weaver to Network Facilitator
- Identify and mentor new Network Weavers
- Increasing scale, impact, and reach
- Stronger, more productive network
- Bridging networks increases innovation and creativity



Knitting the Network

Core/Periphery Networks

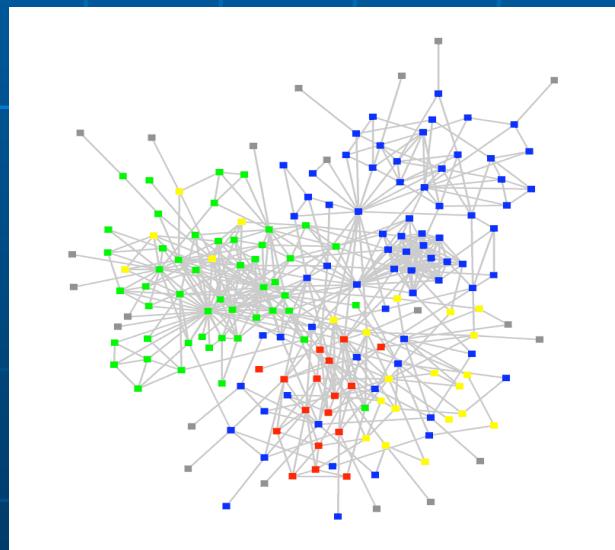
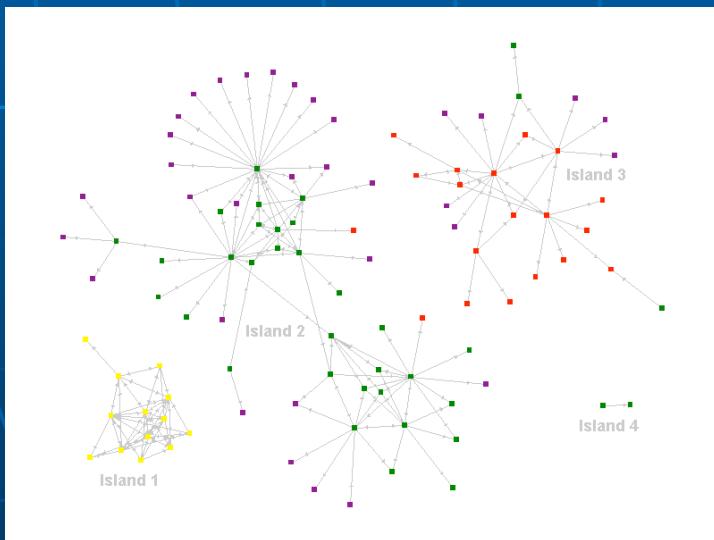
- Vibrant, stable, and sustainable structure
- Core contains key community leaders, many who are Network Weavers themselves
- Multiple links to diverse communities elsewhere
- Access to resources outside the community



Social Network Shapes

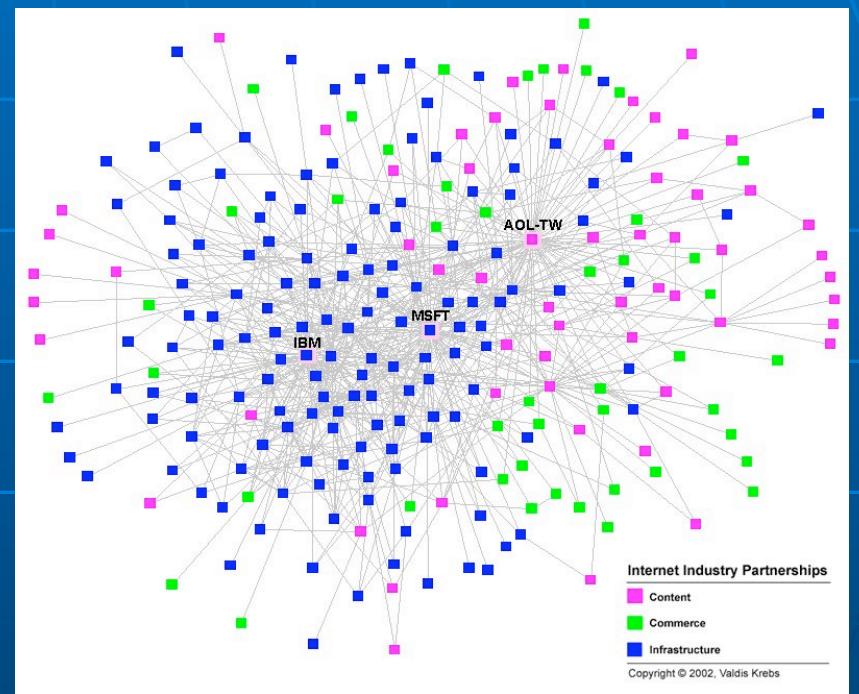
Loose or Tight

- More information vs. stronger connections
- Wider influence vs. stronger commitment
- More creativity vs. greater reliability
- More secure vs. faster communications



Sample Social Networks

- Websites
- Mashng Platforms
- Basecamp
- Linked In
- Facebook
- Networking Events

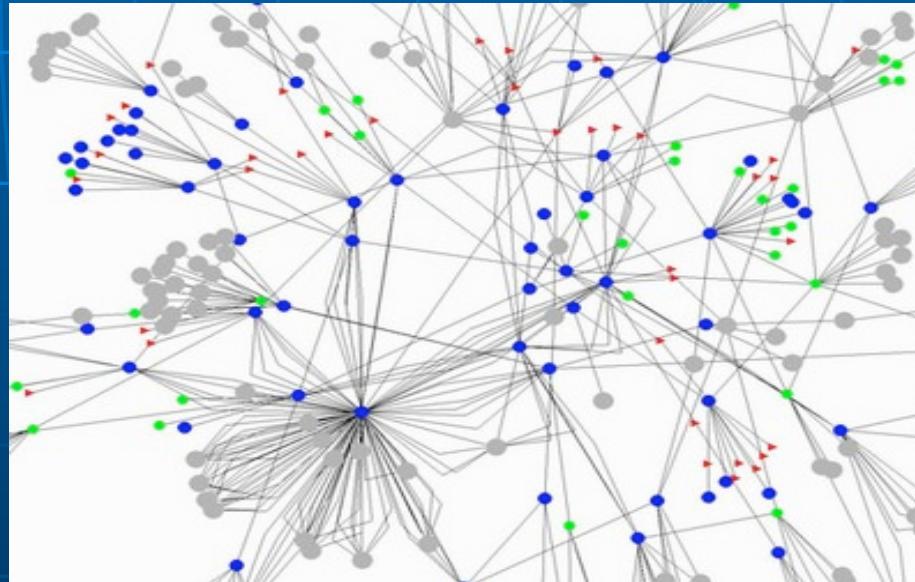


PONDER THIS

**Over 500,000 people
a DAY
are joining online
social networks!**

Discussion Item

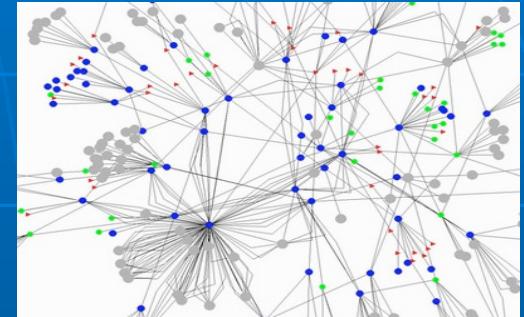
What are some of the keys to connecting and sustaining a vibrant social network?



Vibrant Social Networks

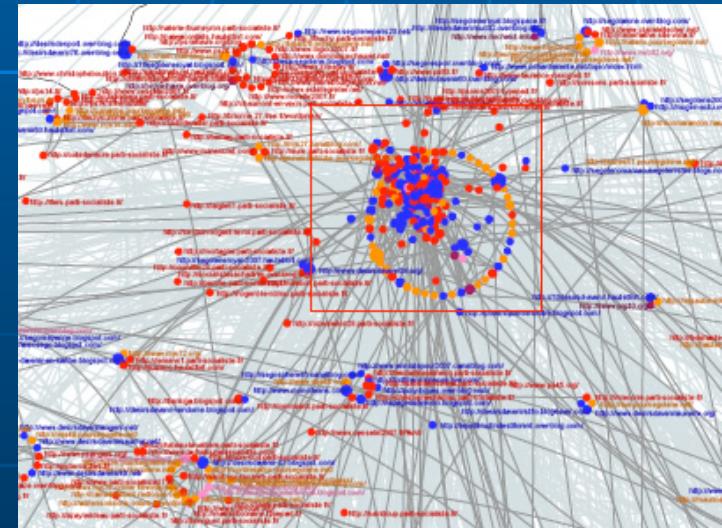
Connecting and Sustaining

- Purpose and focus
- Equality and belonging
- Connection to those we know and trust
- Positive experience with practical benefits
- Information sharing and communications
- Network Weavers and Facilitators
- Bridging clusters for creativity and innovation
- Rapid information dissemination



Decentralized Starfish Networks

- Starfish and Spiders
- A Flat Decentralized World
- Legs of a Starfish Network
- Decentralizing a Centralized Organization



Decentralized Starfish Networks

Starfish and Spiders

■ Starfish

- No Head
- No Central Control
- Network of Cells
- Self Regenerates



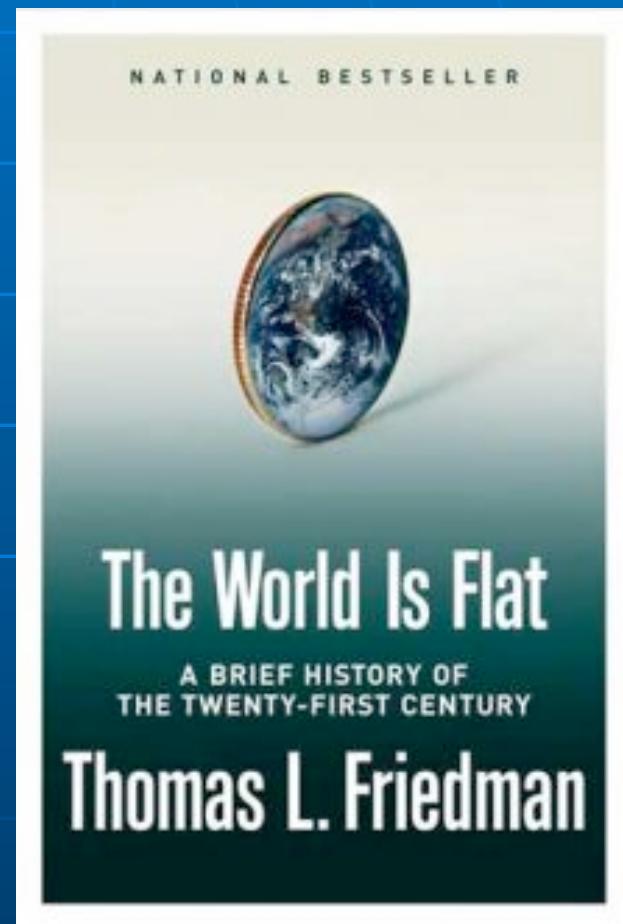
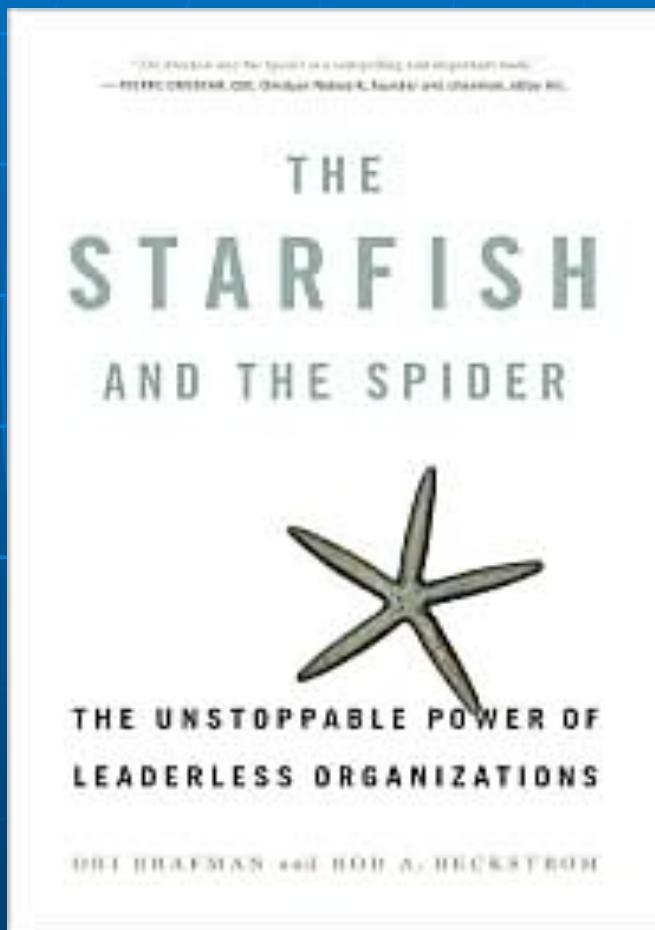
■ Spiders

- Headquarters
- Centralized Control
- Controlled Units
- Managed Growth



Decentralized Starfish Networks

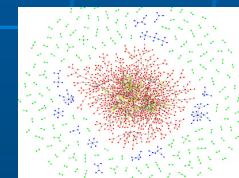
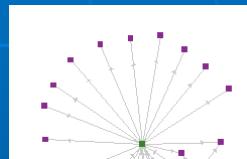
A Flat Decentralized World



Decentralized Starfish Networks

Legs of a Starfish Network

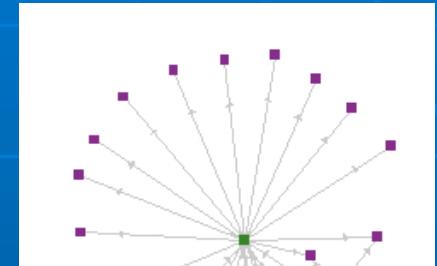
- Circles
- The Catalyst
- Ideology
- Pre-Existing Network
- The Champion



Legs of a Starfish Network

Circles

- Once you join, you're an equal.
- Based on trust and relationship
- It's up to you to contribute your best.
- Creates ownership - People commit to what they help create
- Virtual circles are larger but less bonding
- Not lawless. Values control behavior
- Ordinary people gain immense power



Legs of a Starfish Network

The Catalyst



- Develops ideas, shares, leads by example
- Trusts community, lets go of organization
- Often not aware of who is doing what internally
- Always trying to connect new acquaintances
- Good at navigating complex social networks
- Comfortable in influential circles
- Has fun meeting and helping new people
- Mobilizes by sharing inspirational stories
- Never pushy but works to try to understand you
- Mission oriented, not command and control, or objective driven

Legs of a Starfish Network

The Catalyst's Tools

- Genuine interest
- Loose connections with thousands
- Map social networks
- Desire to help
- Meet people where they are
- Emotional Intelligence
- Trust the community
- Inspiration
- Tolerance for ambiguity
- Hands-off approach

Legs of a Starfish Network

Core Ideology

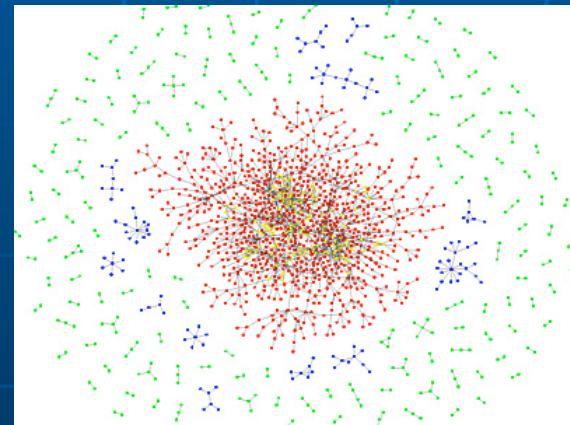
- Glue that holds the decentralized network together
- Common set of values and beliefs
- Controls behavior
- Impacts strength and longevity of network
- More emotional than logical
- Cultural DNA of the “tribe”



Legs of a Starfish Network

Pre-Existing Network

- Pre-existing networks are critical to birthing decentralized networks
- New ideas are not good enough
- Need Circles for active involvement and ownership
- Need new shared values and beliefs
- Internet provides ideal platform for rapid and simple communication
- Loose knit networks are ideal
- Catalyst is necessary to birth



Legs of a Starfish Network

The Champion

- Restless pioneer in promoting new ideas
- Draws people in and make them comfortable
- Fascinates people through passion and excitement
- Tenacious and hard working
- Operates well in non-hierarchical environment
- Salesperson to help people get involved



Decentralized Starfish Networks

Options for a Centralized Organization

- Learn to interface with decentralized organizations and networks
 - Decentralize the user experience
 - Adapt aspects of decentralization
 - Partner with others
- Decentralize
- Face extinction

Decentralized Starfish Networks

Decentralizing a Centralized Organization

Questions to ask about decentralizing:

- Is there a person in charge? Are there headquarters?
- If you thump it on the head, will it die?
- Is there a clear division of roles?
- If you take out a unit, is the organization harmed?
- Are knowledge and power concentrated or distributed?
- Is the organization flexible or rigid?
- Can you count the employees or participants?
- Are working groups funded by organization, or self-funded?
- Do groups communicate directly or through intermediaries?

PONDER THIS

Decentralization is shifting control from the provider to the consumer!

Decentralization is shifting control from the teacher to the learner!

Decentralization is shifting power from the organization to the individual!

Who can then voluntarily give it back to the group, because they want to belong!

Discussion Item

How are decentralized networks impacting
your life, organization?

What are some ways you can effectively
deal with decentralization ?

The Nature of Mass Movements

- Adherents to Mass Movements
- Causal Factors for Mass Movements
- Emergence of Mass Movements
- Support to Mass Movements



The Nature of Mass Movements

Adherents to Mass Movements

- A readiness to “die” for the cause
- Proclivity for united action and self sacrifice
- Blind faith, uncompromising, single hearted allegiance
- Enthusiasm, willingness to attempt the impossible
- Intense fervor and reckless abandon, willing to sacrifice the present in preparation for the future
- Bold and immediate hope for the future
- Collective spirit of community and corporate success
- Its about the heart (emotions), not the head (logical)
- Every mass movement is in a sense a migration – a movement towards a promised land

The Nature of Mass Movements

Causal Factors for Mass Movements

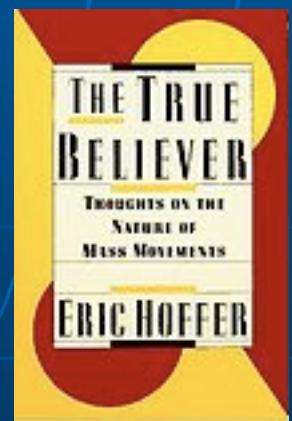
- Boredom, Frustration, Discontentment, Disillusionment with Status Quo
- People wanting to escape from an unwanted self
- Disruption of the social glue that holds groups and communities together
- Lack of community and equality
- A new mass movement can quickly emerge where one already exists
- The right leadership is necessary.
- A mass movement is
 - Pioneered by men of words
 - Materialized by fanatics
 - Consolidated by men of action.



The Nature of Mass Movements

Catalyzing Emergence of Mass Movements

- Create an immediate and audacious hope for the future
- Define the Doctrine – Unintelligible, Vague, Unverifiable
- Define a common enemy to rally the troops
- Help people escape from an unwanted self
- Define the source of irresistible power that people believe in
- Substitute for or transition from an existing movement
- Create a vehicle for unity of action and self-sacrifice
- Identify and connect the inspirational leaders and operational managers
- Create community and equality
- Empower people to communicate
- Enable people to connect with one another
- Rapidly capture and assimilate all newcomers



PONDER THIS

***Mass movements can emerge rapidly
and elicit large-scale drastic changes.***

***We would do well to understand their
nature and causal factors. In doing
so, our hope is to influence their
direction and outcomes***

Discussion Item

Do you see any environments that
are ripe for a mass movement?

How can we work together to
catalyze the emergence and
direction of a mass movement?

Quote

**"When hopes and dreams are loose in the streets,
it is well for the timid to lock the doors,
shutter the windows,
and lie low until the wrath has passed
for there is often a monstrous incongruity
between the hopes, however noble and tender,
and the actions which follow them."**

Eric Hoffer, The True Believer

Discussion Item

A Starfish Mass Movement

Identify common attributes between
social networking, decentralized
starfish networks, and mass
movements?

A Starfish Mass Movement

Common Attributes

- Bold and immediate Hope for the future
- Ideology – a set of shared values or beliefs, cultural DNA
- A Common Cause or focus to rally the Tribe
- A common enemy to unite the troops
- Community, equality, and belonging to a Tribe
- Structure of decentralized Circles with voluntary leadership
- Inspirational and operational leadership
- Decision-making decentralized to the front line

A Starfish Mass Movement

Common Attributes

- Knowledge and information is disseminated rapidly and widely across the network
- Common picture to provide self-synchronization of efforts
- Communications is ongoing, real-time, and peer to peer
- Bridging of clusters/circles/networks for increased creativity and innovation
- Units are self-funded and self-sustained
- Training for dissemination of culture, models, process, and platforms
- Flexible, rapid adaptation, and large scale change

The Starfish Community

Together, we can change the world!

- People Groups and Tribes
- Vision and Doctrine
- Culture and Ideology
- Structure and Operations
- Infrastructure
- Services



The Starfish Community

People Groups and Tribes

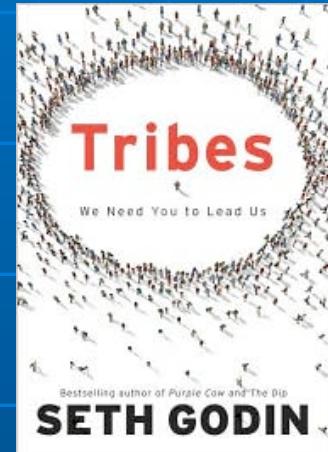
- Local Cultures
- Globalization and Global Tribes
- Our Tribe – Two Rules of Our DNA
 - We don't work with people we don't like
 - Have fun or go home



The Starfish Community

Tightening the Tribe

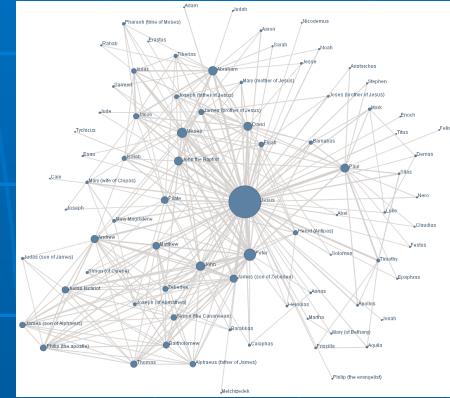
- Communicate more often with positive excitement and emotion
 - Facebook and Twitter
 - www.StarfishCommunity.net
 - Get together
- Share about the quest, the journey
 - Bring an “experience” to the Tribe
 - Highlight young leaders doing new things that work
- Chronicle and track progress to show momentum
- Focus on a 1,000 True Fans
- Tribe members make great 3x volunteers
 - Donations, Volunteers, Leadership
- Tribes grow when people recruit people



The Starfish Community

Vision and Doctrine

- Bold Immediate and Hope
 - Together, we CAN change the world!
- Define the Doctrine
 - Ordinary people can make an extraordinary difference
- Common Cause to rally the Tribe
 - Connect Resources to Needs to Liberate the Poor
- Define a common enemy to rally the troops
 - Apathy, despair, hopelessness, empire building
- Substitute for or transition from existing movement
 - Disillusioned and disenfranchised masses of current system
 - Looking for purpose and meaning in life
 - People who want to make a difference



The Starfish Community

Culture and Ideology

■ Culture

- Work hard and have fun with friends
- Be learners and learn from our mistakes
- Share resources
- Communicate openly and speak the truth
- Share the credit (don't plant banners)

■ Ideology

- Liberating the poor
- Community and equality
- Trust and commitment
- Losing self identity to gain a community identity
marked by committed service and fun



The Starfish Community

Structure and Operations

- Structure
 - Empowered autonomous Circles of Influence voluntarily bridging together based on relationship and trust
 - Resources sharing and 501c3 donations management
- Inspirational and Operational Leadership
 - Networked through collaborative platforms and events
- Information Sharing and Dissemination
 - Websites, Data Fusion Suite (DFS), Mashed Platforms, Facebook, Blogs, Wikis, Reports
- Communications
 - Website, Facebook, Conferences, Networking Events
- Training
 - Starfish Community, HIST/IDR Models, 26 SME Skills

The Starfish Community

HISG Support

- Texas Global Information/Operations Center
 - Information Sharing
 - Project Reports
 - Country Reports
 - Disaster Situation Reports
- New York Training Facility
- Colorado Operations Center
 - Disaster Response Collaboration
- International Supporting Offices
 - Vancouver, London, Nairobi, Beirut, Khartoum, Singapore, Dubai and Jakarta, more on the way!



The Starfish Community

HISG Support

■ HISG Website

- Project Reports
- HIST and IDR Models
- IDR Spot Reports
- IDR Situation Reports
- Interns and Field Assignments

■ Starfish Community Website

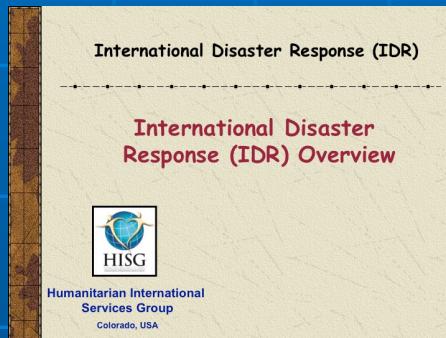
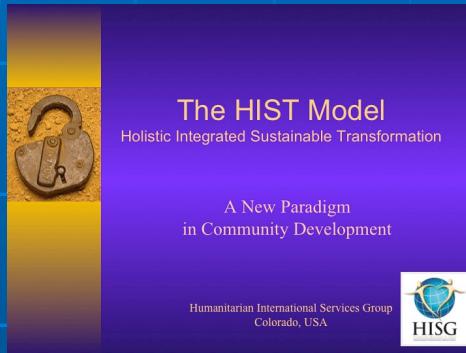
- Capabilities Survey (Asset Mapping)
- Resource Sharing
- Sector and Regional Forums
- Project Networking



The Starfish Community

HISG Support

■ HIST and IDR Models and Training



■ VOIP Phone Network

- Global network
- IDRN Partners



■ GOCONX Secure Email

The Starfish Community

Additional Networks, Alliance, Opportunities

- International Disaster Response Network
 - Rapid Assessment Teams
 - Local Coordination Teams
- Hope Resource Network
 - Warehouse Partners
 - Logistics Support
- Business Partners Alliance
 - Engaging Business Professionals
- Angel Alert Network
 - Safety and Security
- Interns and Field Assignments



PONDER THIS

Change is accelerating, needs are escalating, and technology for rapid connectivity and mass communications has emerged.

Will you join with us?

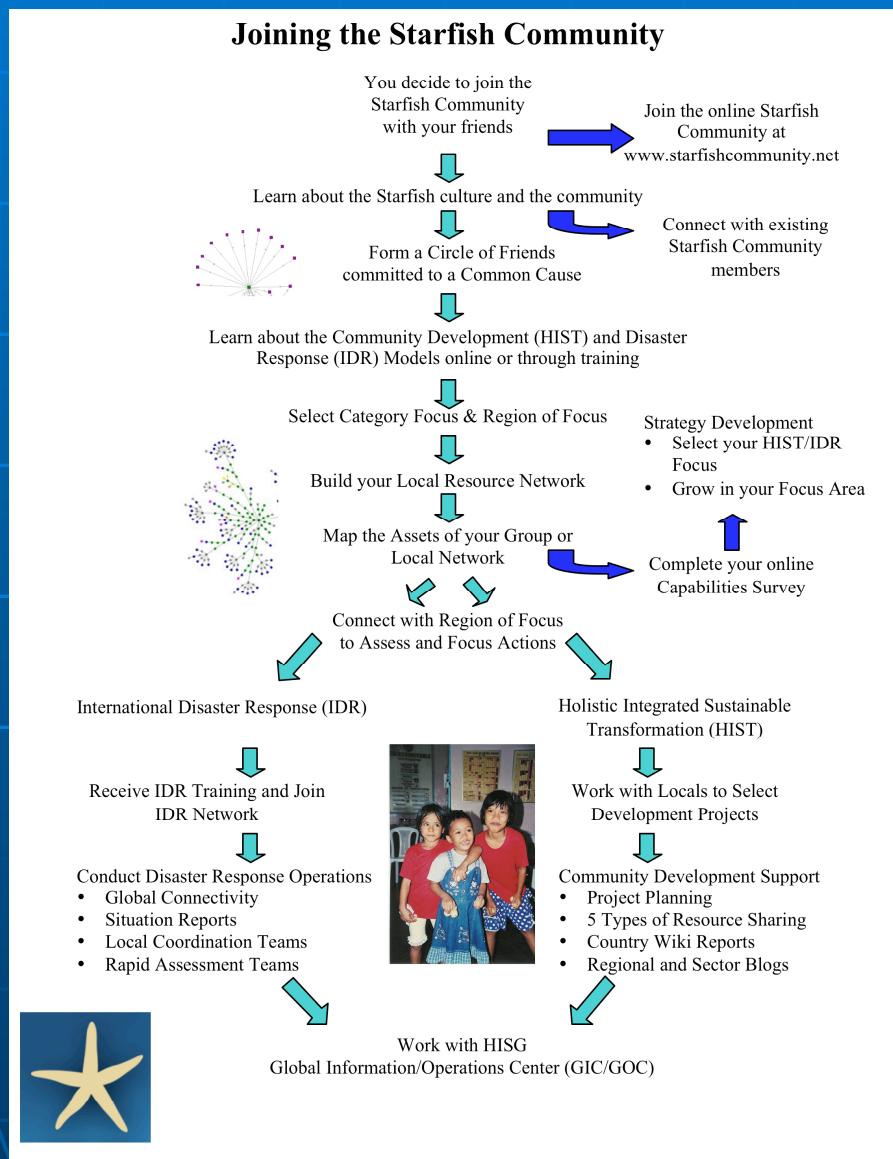


Together,
We CAN change the world!

How can you get involved?

Starfish Community

Joining the Starfish Community



The Starfish Community

Getting Involved

- Visit www.StarfishCommunity.net website
- Learn about the cultural DNA of this Tribe
- Form a Starfish Community Circle of Friends
- Review and Learn about the HIST and IDR Models
- Receive Training on the HIST and IDR Models
- Select a Category of Focus and Region/Location of Focus
- Build Your Local Resource Network
- Map Your Assets by Completing the Capabilities Survey Online
- Make Connections With Local Partners in the Field
- Begin Resource Sharing
- Become an IDR Network (IDRN) Response Team Member
- Share Information with the Global Information Center (GIC)
- Invite others into the Starfish Community

Contact Information

HISG is here to support the Starfish Community. The following contact information is being provided to support you in connecting to the community!

- Catalyst – Kay Hiramine, KHiramine@HISG.org, 1-719-332-5006
- Executive Director – Mike McCausland, MMccausland@HISG.org, 1-719-337-4913
- Donor Development – Michael Mastrodonato, Mmastrodonato@HISG.org, 1-719-352-5217
- Disaster Response Director – Keith Stone, KStone@HISG.org, 1-214-801-2000
- Intl. Director - Asia, S. America – Tom Jennings, TJennings@HISG.org, 1-719-650-4939
- Intl. Director - Middle East, N. Africa – Norm Brinkley, NBrinkley@HISG.org, 1-719-900-9197
- Training Director – Charlene Jennings, CJennings@HISG.org, 1-719-650-5228
- Global Information Center Manager – Matt Wallace, MWallace@HISG.org, 1-303-222-1940
- Hope Resource Network Manager – Scott Whiting, SWhiting@HISG.org, 1-616-502-3144