

Expectancy!

John F. Kennedy declared:

Most people look at the way the world *is* and ask “**Why?**”

But *I* look at things that have *never* been and ask “**Why Not?**”

There are at least three critical keys to societal change:

The *First Key* is to *imagine* a future that is radically different from the present. There is no particular shortage of better Visions of the future, yet most of these Visions do not appear to be coming to fruition; **why is that???** Iconoclasm is a *Vehicle* that **can** carry us forward into a different future and **Imagination** is the very *engine* that drives that vehicle; unfortunately, *mere* imagination often deteriorates into wishful thinking or worse, into cynicism; like a vehicle that has no gas, Imagination without *Expectancy* will not take us anywhere!

Momentarily skipping ahead, *Expectancy* is the *Third Key*; it is a Can-do Attitude! It is the optimistic belief that something *worthwhile* can actually be accomplished! Expectancy is what *motivates* people to want to pay the price of participating in an effective plan. Next we will consider the *Second Key* which is what enables us to unlock the *Gas Pump of Expectancy*. So how do we convince people to put gas into the tank of our vehicle of social change? How do we convince them, to join us in asking “Why Not?”

If we want someone to provide gas, we first must convince them that we have a **real vehicle**. Imagination is just an engine; to be sure, engines are marvelous things; nonetheless, most people soon tire of watching an engine that is merely idling on a display stand in a wrecking yard, a *wrecking yard* that is *filled* with *failed cars*! They want to know that the gas is actually going to *get* them somewhere. They need to know that an idea is worthwhile enough for them to be investing their mind, emotions, energy, time and money. They need to know that the idea can actually succeed! They have been disappointed many times; they need to know why this time is *really* different!

So far, we have only considered the motor and the gas to run that motor. Now we must consider the Vehicle itself. The *Vehicle* is what actually carries us from our point of origin to our destination; the vehicle represents a concrete plan of action, a plan of *action* that gives all the participants a Seat in the Vehicle, a *Position* in the *Movement*; this Plan must define the *Roles*—*that is, it must define* the *activities* of the different participants.

Giving everyone a Role to play is *vital*, because *this* is what gives them *Ownership* in the enterprise; it is what gives each person a *sense of Importance* and *Value*; *this* is what gives each person the belief that if *they* could become motivated to pursue something then *others* can *also* be motivated, and convinces them that the entire movement really can succeed!

Naturally, this provides the needed labor to get things done; however, this consideration is *far* less important than the aspects of building participation and a sense

of belonging, a sense of history-in-the-making, a sense of destiny! **We must always focus more on meeting the needs of the laborers than on the work that needs to get done!**

The outcome of this is that the participants **gain** a sense of Expectancy! They begin to believe that the Vision is really going to *happen!* This sense of Expectancy will literally propel the movement forward!!! This optimistic view of life and in their role in history is what the **Movement** is *giving to them!* **This is the payoff; this is the human capital that funds our enterprise! In other words, the self-respect they gain from participating and the soundness of the plan unlocks the gas pump of Expectancy, the fuel for the journey into a better future!**

Leaders need to earn the respect of their followers by serving their needs. It is of *critical* importance to honor the participants and to keep feeding their need for recognition and *appreciation*—literally their need to be *valued!* The most important role for leaders is not to give orders, or to receive recognition and honor, but rather to *feed* the people with the bread of honor and recognition.

People will naturally **want** to join a movement that gives them the *opportunity* to play an important role, the *rare privilege* of participating in a momentous event, the sense that *they* are making history! This is in stark *contrast* with the usual approach of trying to impose some sense of civic obligation or moral requirement on people. The point is to *give* them what they *need*, not to use moralistic *manipulation* to *take* what we need from them!!! What do people need?

They need a community of people that extends beyond their immediate circle of family and friends. (Sadly, many people do not even have many friends!)

They need Hope; however, I use the word *Expectancy* to distinguish hope from mere wishful thinking! They need to believe that the problems we face are actually *going to be solved!*

They need a sense of significance and recognition, a sense that their lives matter to other people.

We *all* (should!) know that we **all** get *far* more out of Society than we contribute. It has been well-stated that the Self-made Man *has a fool as his Creator!* This is because *everything* we enjoy today is built upon the successes of previous generations; for example, Bill Gates did indeed build a great business empire but he did not create the great consumer economy or the technology that made his truly monumental achievements possible. We all need a sense that we are serving a larger purpose than just pulling in a regular paycheck. I remember my Great-Grandfather's overflowing pride as he showed me Grand Coulee Dam, a project that consumed many years of his life, delivering load after load of concrete. Inside, we **all** *yearn* to add just *a few loads of concrete* to the infrastructure of human progress.

So a good plan identifies *how* to take a particular set of ideas from the Realm of Wishful Thinking to the real-world Realm of Accomplished Fact; furthermore, it sets the Stage and defines Roles for all the many Actors to play in the unfolding Drama of Human Progress.

The Actors must see themselves on the Stage of History. They must consider the actors who came before them and what *they* were able to accomplish. They must be coaxed into accepting the idea that the Delusional Strongholds of today's Society **can** be overthrown. They need to be reminded of what they actually already know; of how we have gone from a society that was indistinguishable from the Taliban to an era of unprecedented human liberty, in a matter of only six hundred years; we need them to start thinking:

"If *they* could overthrow the Inquisition, then **surely** we can overthrow the destructive mindsets that befuddle us!"

Most of all, they need to learn that these changes were brought about by ordinary people, just like them. So what transformed these ordinary people into World-Changers??? Historically, these people had a plan. **They had to form Secret Societies** just to avoid being *burned at the stake!!!* We (at least in *most* countries!) are much more fortunate! Instead of forming Secret Societies, we can form *open* communities of World-Changers that will enable us to help one another. We will show people *how* to take ideas from the Realm of Wishful Thinking to the Realm of Accomplished Fact and break that down into all the many individual Acts that will be needed to fulfill the Vision!