

New Rules. New Language. New Story.

by Yanik Silver

"If you want to win the revolution – them must win it with RASTA. You cannot win other way. Because if you win other way, you gonna fight again. When you RASTA win – no more war!" – Bob Marley, Rastaman chant

This concept Bob Marley is talking about has been coming to me so much lately.

Think about it.

There is so much "fighting" against something...

And this only leads to pushing back.

Again and again and again....cycles of fighting and revenge....reaction and escalation.

You see this everywhere right now and the 2020 election in the U.S. was a huge showcase.

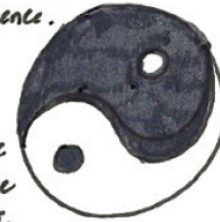
But what if we moved beyond the polarity of right and wrong to a third, more elevated way?

This world is seemingly designed on the concept of polarity and duality. To experience cold you need



warmth. For hunger there is fullness. To be in a relationship shows us the contrast and reflection. Our light side also has a shadow side. These two aspects are intertwined in harmony, back and forth. The perfect paradox.

Male and female represent different aspects of our essence. Not just gender but energy. Push. Pull. Active. Receptive. The dance of universal forces. Finding that beautiful balance



between the two sides. Creating the balance of opposing forces in cooperation.

- Effortless Effort -

The narrative too many of us have been told is one side is right. One view is correct. One way to get where you want to. One side wants to blame the other in politics, in relationships, in agreements. Peace comes from bridging the polarity and seemingly opposite views + ideas.

Two asks us to look in the mirror and see the "Other" in ourselves. What attracts us and what repels us? What do we appreciate about the "Other" and ourselves?

Everything is in CONNECTION - ONE TO THE OTHER.



Left	↔	Right
Modern	↔	Ancient
Heart	↔	Head
Common	↔	Impact
Logic	↔	Intuition
Spirit	↔	Science
Receive	↔	Give
Male	↔	Female
Attraction	↔	Repulsion
Light	↔	Shadow

What if there was a better game (for business, education, finance, health, etc.) that attracted the players to utilize collaboration, cooperation and shared gifts in their highest expression?

And what if that truly felt like PLAY?

With a better choice, the old structures simply topple because what came before is no longer the best option.

What has been coming to me is this:

- ***New Rules***
- ***New Language***
- ***New Story***

New Rules

Let's create new rules for the "game" to reward what we want to see in the world.

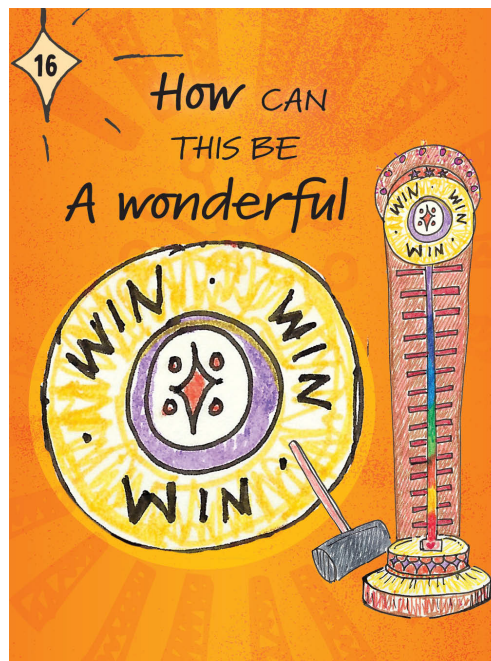
I recently saw a video shared by one of our Maverick Book Club selection author's, Arlan Hamilton, an incredible VC of BackStage Capital, who is funding underrepresented founders.

She shared a video that showed how people behaved in a social experiment playing monopoly when one was arbitrary given more money and the ability to 2x their rolls. The behavior became more aggressive and over the top. You can see a 2-minute explanation here: <https://youtu.be/n8myxhawodw>

Some of us would extrapolate this to mean this with greater wealth will act this way to the detriment of collective society. That's one conclusion however I think it's due to the "rules."

The rules of Monopoly are to bankrupt the other players.

We've been taught to win someone else has to lose instead of another way where everyone can win instead of this...



The new rules for the 21st century are around collaboration, connection, co-creation and community. You can only WIN when others do as well.

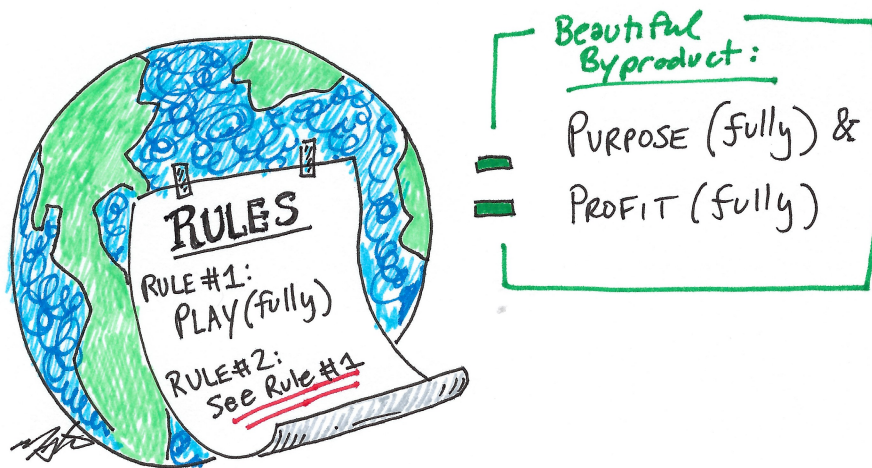
I started calling these ideas “Evil Schemes for Global Good.”

And one of my favorite questions to ask is, “Who has even more to gain than I do by this working?”

My friends from Israel have created something called the **Fresh Biz Game** (FreshBizGame.com) where you win by unlocking collaboration and creativity. And it's working - they have hundreds of facilitators running workshops and playing games with companies and leaders all across the globe.

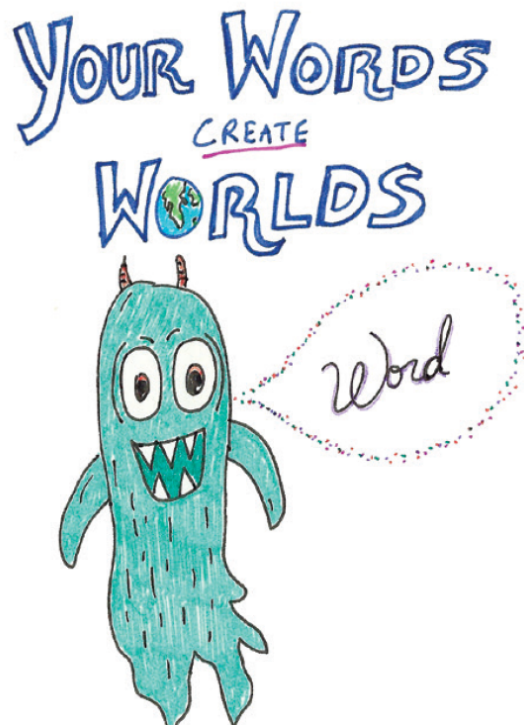
Somehow we've been led to believe we are in a zero-sum game and that's simply not true. Look at the radical abundance of nature. The common notion of “survival of the fittest” is inaccurately thrust upon us and that's not how nature operates.

What if we create new rules like this:



New Language

Your words are the magic spell that build stories that either serve you or muffle your dreams. What words are you speaking forth into the world at this moment?



Listen carefully to those around you.

What do you hear?

Our language determines what we believe is possible or impossible. Our words truly create worlds.

We can create our own new language in order to more fully represent what we want to see in the world. I started as a copywriter so words have immense power and “new language” can take something known and adding a new context.

If you notice in Rule #1 from above I wrote “PLAY(fully).”

What does that even mean?

We know what play means but playfully means fully expressing who you are in the most playful way. It’s about playing but playing full out! Fully is in parenthesis for a specific reason.

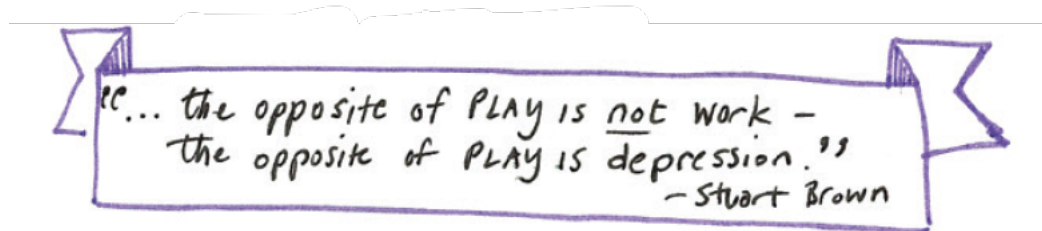
Playing full out and not being smaller for whatever reason. Utilizing your fullest and most unique expression or another bit of language I really like is...

Effortless effort!

Seems odd, right? In yoga you can find this beautiful mix sometimes in a pose of just pushing your edges but not overdoing it.

As you play fully, you'll start to develop a sense of when to push and when to just allow. There's a dance of action and surrendering. Of doing and being.

By putting your full heart and 100 percent effort into something, you actually win. Putting in the work er....play! (if it's from a true place of purpose) is itself your reward. It's only the attachment to results that creates disappointment, frustration, depression, etc.



What I'm taking about is not making work “playful”...but doing what feels like play!

Check in with your internal energy. When do you feel drained and when do you feel like you could keep going and going even without food?

For me, I absolutely love collaborating & co-creating new ideas, concepts, business models, communities, etc. that have unique facets of impact layered into them. And part of that is coming up with “Purposeful play” that creates more of this for everyone around, especially if they have the leverage to really create tremendous ripples. That's fun for me! As I call it, “Catalyzing the catalysts!” That's completely joyful and feels like play.

Then from my playing fully, the inevitable byproducts are purpose(fully) and profit(fully).

How?

Well if you noticed mine is tied into the impact piece. Just brainstorming new ideas is not as exciting as actually overlaying the impact elements in unique ways that also enhance the marketing, story, collaboration opportunities, etc.

That's frickin fun!

(Note: If your company is 7, 8 or 9-figures – this is the kind of work we do with Maverick Visionaries. You can reach out at Maverick1000.com to inquire more.)

Our purpose is linked to everything up to this point which has brought you right here with the exact right set of circumstance, experiences, learnings, relationships, “successes,” and “failures,” etc. to play(fully).

And then the final piece is Profit(fully) with...

Infinite Dollars

Imagine, on the day you were born, the Universe set up an unlimited bank account drawn on Infinite dollars paid to you for rendering your unique contribution to the evolutionary game...your ONE thing (ie. the ONE thing that felt like play!)

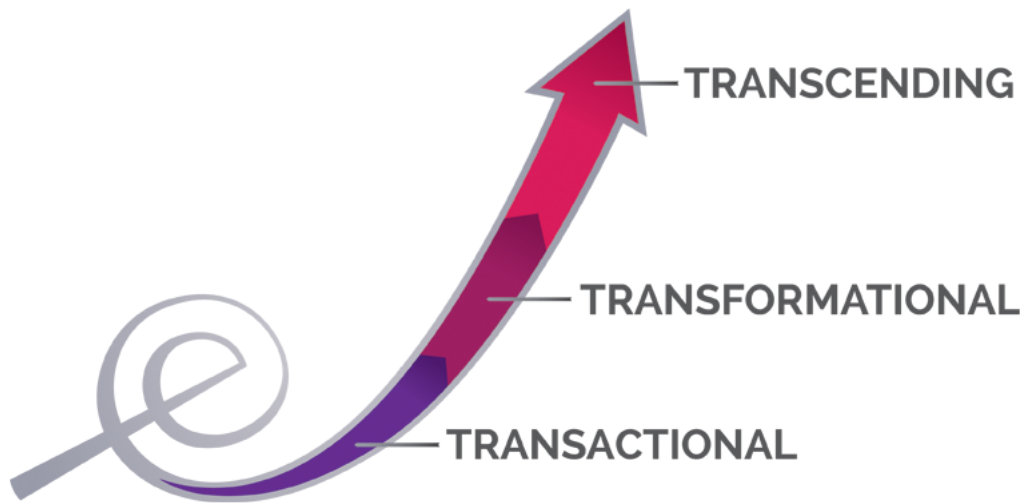


Infinite dollars are more valuable than any kind of contrived monetary unit like U.S. dollars, Euros or even bitcoin. These are your fullest rewards for completing your "Cosmic assignment" aligned purpose(fully) with your why.

This is all connected to the idea of business being the greatest lever to make a difference in the world with...

Evolved Enterprise

Another new language example is the term "Evolved Enterprise" – it combines two known concepts into something that has a higher aspect. It's also the name of my book showing how the concept of an Evolved Enterprise® is about the greater impact companies can create which unlocks greater profits and more joy and fulfillment for everyone.



It's about moving from a transactional company to transformational to even transcending business as usual. (See more at EvolvedEnterprise.com or get the book from your favorite bookseller.)

Another one of my favorite new language words I've been using for quite some time is, "**RE-remember.**"



RE REMEMBER

Your deepest Re-remembrance is not on a material level, it's on a deep spiritual level...

An intuitive perfection that you don't need to explain or put logic behind. (In fact, you probably couldn't fully.)

You can feel it in a deeper part of yourself. A Full Knowing like awakening from a dream and seeing again.

You are coming back to your center. Your origin point.

There's nothing to learn or study, it feels like a perfectly worn pair of shoes you slip on or tailored suit. The Knowing was designed for you by simply following your deepest callings and interests, no matter how odd or unsure you are.



And what about “old” words and language?

Maverick member, Derek Coburn, recently had spiritual teacher, Rob Bell, on for a cadre event and he shared about the origin of the word, “*Apocalypse*.” The common definition has something frightening for us but really it is from the Greek to “uncover, disclose or reveal.” This is exactly the part of the story we are in right now.

But you won’t know that unless you know our place in the bigger story...

“New” Story:

The new Cosmic story takes place in three acts:

I: Unity

II: Separation

III: Return home

I say “new” in quotes because this is the most ancient story we can (RE)remember. Our place in the coming ascending age or this approximate 26,000 Great Year cycle.

Many ancient civilizations predicted great periods of darkness followed by light. There are different ages of our world, and it moves more in a cycle than just a straight line. Just like day and night is a 24-hour period and the seasons repeat after one solar year, there are even greater cycles within cycles.

Science has labeled the wobble of the earth as precession over a period of roughly 25,000+ years; however, what if this was known much earlier and there was a different reason for this happening? What if this was associated with our consciousness as a people?

The Mayans were one of the greatest time-keeping civilizations, and they had 13 different calendars they tracked, with one of the longest being a 5,128-year cycle.

Why the heck would they be interested in 5,000-year cycles? When you multiply that number by five, you get 25,640—pretty much in line with precession and this Great Year.

What if instead of history only being linear and a continual evolution, there was a circular aspect? We are going to discover humanity is older than the official story.

The ancients also focused on certain spots on our planet as sacred places. Why were incredible monuments built in stone? What was the message that would stand for generations? Many of the mysteries of these locations will be uncovered again and reactivated in a ceremony.

Recognizing THE bigger cosmic story is also part of recognizing YOUR part to play in this collective story emerging. This decade is discovering your role to play in the greatest shift of consciousness our world has seen. And then your process of awakening wakes others up to their part. I like to even think of it as a game of Cosmic "Hide and Seek."

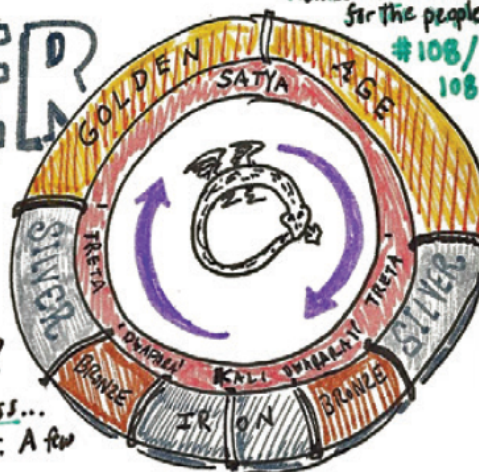
WELCOME TO THE ASCENDING...

SILVER AGE

COMING SOON

"WE ARE ON TIME..."
- Nekko + Medicine
for the people

#108/
108



Can you feel what's happening?

There's an acceleration of consciousness...

Mindfulness is just one leading factor. A few years ago, if I asked a room how many

meditate, only a small group of hands would go up. Now, it's much larger - sometimes the majority. The number of con-

versations I have about shamanic wisdom + ceremony is remarkable. There is something happening... and it's happening faster + faster!

It is an ascending cycle of the... GREAT YEAR!



Everything occurs in cycles...

and cycles within cycles of greater cycles.

The cycle of day + night and the turn of the seasons are easy ones to grasp. Many cultures

also speak of the importance of much longer cycles. This is a "Great Year," completing one cycle of the equinoxes approximately every 26,000 years. But what if all meant something much more than the slow wobble of the Earth's axis?

Perhaps so many cultures tracked these long cycles because of our tendency to forget who we are... these calendars were like setting a

COSMIC ALARM CLOCK

It's time to awaken again to our true nature. We've come out of the descending ages where we fell asleep and only believed our 5 senses. Where we stand now is a restructuring

of WHO you are from the inside out emerging from our chrysalis. This journey through your Cosmic Journal is an evolution of your next greatest work. We are awaiting your addition to the majestic tapestry of the Universe, to sign your TRUE name as the artist. The "end" is really just the beginning again of your journey back to the stars...

Golden, Silver, Bronze + Iron ages...

Hindu texts speak of the four-age cycles known as Yugas. And the ancient Mayans had 13 different calendars for tracking different cycles of time. The longest was an era of 13 Baktuns, or 5,120 years.

(144,000 days x 13 Baktuns = 5,120 years)
And multiplied by 5 = GREAT YEAR



This is also perfect timing to share (or be reminded of) the prophecy of the Eagle and the Condor.

You can read more of it here on Pachamama Alliance's blog:
<https://blog.pachamama.org/the-eagle-and-the-condor-prophecy>

I'll quote from here:

"The path of the Condor is the path of heart, of intuition, and of the feminine. The path of the Eagle is the path of the mind, of the industrial, and of the masculine."

The prophecy says when the Eagle and the Condor come together to fly in the same sky, this will bring in a new level of consciousness for humanity.

And as we head more and more into the most transformative 2020s decade, this is the moment for you to bring forth the story you want to write. We can stop being only "actors" in our roles and become the writers (and producers) of our own mythic story.

Here let me start it for you...

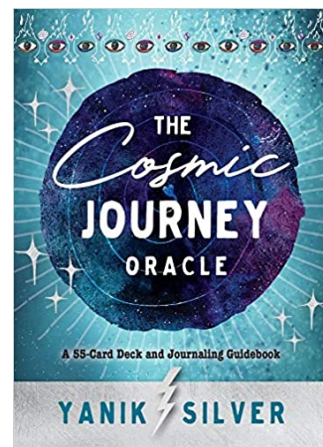
"Once upon a time...."

RESOURCES

[Order the Cosmic Journal](#)



[Order the Cosmic Journey Oracle Deck](#)





About Yanik Silver:

Yanik Silver has been called a Cosmic Catalyst, a Maverick Mischief-maker and a Galactic Goofball. He redefines how business is played in the 21st century at the intersection of evolutionary growth, impact and fun. Yanik is the creator of the *Cosmic Journal*, author of *Evolved Enterprise* and the founder of Maverick1000, a global collective of visionary entrepreneurs making a serious difference in the world, without taking themselves too seriously. In fact, it's not unusual to find him dressed as a lemur, a showgirl or even in matching mermaid tails with Sir Richard Branson.

Yanik believes we all have our own "Cosmic Alarm Clock" that goes off at exactly the right time to fulfill our destiny of greatness. It starts as a whisper, a small voice that gets louder and louder until you either answer it or hit snooze. He has spent his life exploring that connection of head, heart and highest purpose....with his colored pens in hand. It might have all started when he snuck out at the age of 5 to buy markers—only to catch the wrong bus home and end up at the police station. (Undaunted, his love of doodling and exploring still continue to this day!)