



## Social Brilliance ... Bringing our World Alive!

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As we step into 2011, we're seeing a shift like no other -- **SOCIAL AND GLOBAL BRILLIANCE**. Real people all over the world are turning their yearning to make a difference into highly creative projects, visions and businesses that create brilliant societies and an alivened world.

It's the latest trend of the 21<sup>st</sup> century as we no longer wait for the 'powers that be' to get it right. We're seeing the emergence of people power the world over, in all countries, all walks of life, all ages and all income levels. We're bursting boundaries, seeking brilliant collaborations with people everywhere. We're celebrating connection, inspiring the best in people and finding the potential in every situation.

Here are just a few of the socially and globally brilliant projects we've come across that brilliantly demonstrate the people power we're pointing to ...

- turning plastic back into oil and teaching children that garbage is treasure [www.flixy.com/convert-plastic-to-oil.htm](http://www.flixy.com/convert-plastic-to-oil.htm)
- interest free microfinance loans empowering entrepreneurial creation in underprivileged countries [www.kiva.org](http://www.kiva.org)
- unleashing the brilliance of children excluded from school [www.enterprise-academy.org](http://www.enterprise-academy.org)
- a solar roadway prototype [www.consciousmedianetwork.com:80/video/2010/061810.htm](http://www.consciousmedianetwork.com:80/video/2010/061810.htm)
- children teaching children to grow gardens and feed the homeless [www.katieskrops.com](http://www.katieskrops.com)
- businesses that care and do good things for the world, like this rapping ad from the great folks at Yeo Valley Organics demonstrates so well [www.youtube.com/watch?v=-lIMWuqnR0w](http://www.youtube.com/watch?v=-lIMWuqnR0w)
- building schools for children in countries where education is a luxury few can afford, like [www.street-child.co.uk](http://www.street-child.co.uk) in Sierra Leone and [www.periamma.org](http://www.periamma.org) in India
- connecting up talent and genius around the world for super brilliant creations to stir the whole of humanity, like Eric Whitaker's Virtual Choir [www.youtube.com/watch?v=D7o7BrlbaDs](http://www.youtube.com/watch?v=D7o7BrlbaDs) or this simple, but wonderful message from kids around the world that we're all in this together [www.youtube.com/watch?v=q9ySxrzpP-g](http://www.youtube.com/watch?v=q9ySxrzpP-g)

These socially brilliant creators are creating the world anew, bringing it alive in brilliantly creative ways. They're inventive, collaborative, passionate and celebrate the brilliance of everyone they touch. They're not waiting for someone else to fix things. They're not even in many cases needing big money to do what they do. They're creative people who get that it's time to transform our world together and they're setting out on that adventure with fun, fabulous friends and finesse!

## Socially Brilliant Businesses

We're seeing the emergence of socially brilliant businesses with creative cultures and an ethos that's oriented to contributing to everyone the business touches internally and externally. In 2010, some of the leading edge business conversations were framed around **'Who cares wins'** (Havas Worldwide), **'Doing good is good for business'** (Diageo) and **'Leaving things a bit better than we found them'** (Innocent Drinks). We're seeing equal peer collaborations now versus the stand alone leader. It's the co-creation of everyone in their genius flow - the quantum effect - the sum of the parts fully expressed exponentialising the whole! In 2011 this will show up in many more companies as collaborative cultures are generated, where each person is encouraged to contribute their passion and genius to drive the business forward

Socially brilliant businesses ...

- contribute to and positively impact their customers, suppliers, shareholders and communities -- locally, societally and/or globally,
- have vision at the core of the business and everything in the business is aligned with that vision,
- source creative environments that ignite the passion and brilliance of their employees to drive the business forward,
- are eco-aware and align their business operations to being environmentally conscious
- influence the world of business, inventing new ways of doing things, breaking the boundaries of how business has always been and
- measure their success through financial profit AND new indicators like employee happiness and well-being, creativity, collaboration and social contribution.

These businesses provide products and services that make us better, healthier people; that offer society innovative new ways of engaging and interacting; and that contribute to the creation of a vibrant world where everyone thrives. Companies like Innocent Drinks, Google, Yeo Valley Organic and Pixar Studios are just a few of these kinds of highly creative, difference making businesses in our eyes.

## Socially Brilliant Charities & NGOs

Previously in charitable and NGO efforts, we've seen a tendency to provide aid and assistance, connecting with people as disadvantaged and helpless. Socially brilliant initiatives connect instead to the brilliance of the people they're helping, knowing they have the inherent ability to create a life of their choosing. Assistance then takes the form of empowerment of individual and collective creations rather than the offering of aid. It inspires entrepreneurial action and liberates people from the aid cycle. Kiva.org is one of these brilliant and inspiring organisations that work in this way. Other initiatives include [www.mali-initiative.org/](http://www.mali-initiative.org/) created by visionary Elise Klein, unleashing human potential in communities around the world and [www.rhythmofchange.org/](http://www.rhythmofchange.org/) created by visionary Shelly Burton using music to link youth across borders for positive individual and social transformation.

## Brilliance in Education

Kids today are very different from 50 years ago when the current education system was being formed. They're globally connected and not just in the sense of the internet. They seem to be born that way. We're seeing amazing brilliance popping up from children of all ages all over the planet. They operate not from a 'mind only' approach to learning, but from a place of passion, creation, connection and self-direction. They're calling for a paradigm shift in the ways that they learn and live. The mind / memory approach to education is dissolving and a new connective learning that empowers individual brilliance and genius is emerging. Our education systems are just beginning to realise that we need a system that inspires and empowers the brilliance of every unique individual versus a 'fit the norm' kind of approach. We're working now with visionary educators who have been creating alternative learning approaches to source a visionary educators network to share breakthroughs and winning modalities.



## The Centre for Social Brilliance

The Centre for Social Brilliance was launched in June 2010 and has a vision for all societies around the world to be empowered to enable the brilliance of people to shine and be experienced by all! Imagine a world where everyone is seen and related to as brilliant and given the opportunity to express their unique talents for the betterment of us all.

The Centre brings together visionary social entrepreneurs, socially conscious business leaders, innovators and creators to collaborate and create vibrant societies, businesses and communities that enable the sharing and collaboration of individuals' contributions and talents from all peoples around the world.

We host events and international programmes to celebrate and inspire social and global brilliance in as many people as we can reach. This February, we're hosting the 'World Alive Conference ... Bursting Boundaries! Bursting Brilliance!' in London on the 21<sup>st</sup> & 22<sup>nd</sup> of February. If you feel the call to be inspired and inspire others who share your vision of a brilliantly sourced world, join us for this exhilarating event. Information and registration at [www.socialbrilliance.org](http://www.socialbrilliance.org)



**About the writers:**



Manisha Dahad is the founder of the Centre for Social Brilliance. Find out more at [www.socialbrilliance.org](http://www.socialbrilliance.org)

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Both are global visionaries who are passionate about alivening a vibrant new world and unleashing brilliance and genius in everyone everywhere!