



# ORGANIC theory

**Grow awareness  
of inner logic  
Cultivate coherent  
behaviour**



**Organic  
ScoreCard<sup>®</sup>  
theory  
unpacked**





# **ORGANIC** **theory**

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ScoreCard<sup>©</sup>  
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# The invitation

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**The TransMind logo says:  
May I invite you? This is an  
invitation for you to grow into  
your potential and acknowledge  
your inner needs.**

Human beings try to construct the most appropriate way to deal with life.

A pile of experiences, interpretations and images. We call this pile a life strategy.

The life strategy that people use consists of parts from a time in their past when they were useful and effective. However, today, these parts can block meaningful behaviour and hamper optimal growth.

The Organic ScoreCard® (OSC) offers an 'X-ray' of this life strategy.

It gives a picture that shows you where you really want to grow, why you are obstructing your own growth (old obstacles) and what you can do to step into this natural longing for growth.

A score is always neutral. The context determines the extent to which this score helps you.

The questions of the Organic ScoreCard® (OSC) focus on core affinities (that you may be or not be aware of). This creates an honest and open picture of who you really are at that specific point in time and what your opportunities and capacities are.





## About the logo

Around 1975 the famous Heerlense painter Jean Viehoff (1916 Kerkrade – Heerlen 1991) recorded a scene from the morning swim hour at the Sportfondsenbad of Heerlen.

Four children playing with a ball around a priest. Sparkling and lively.

These four children are the brothers Grond and the priest F. Roels, a friend of the family. The painting was a gift to the father of Marc Grond for his 50th birthday on 4 May 1976.

Marc Grond is the right-hand figure in the painting. Jean Viehoff said he had portrayed Marc as the inviting child. Later in his life Marc Grond developed the Organic ScoreCard®.



**TransMind would like to support people and encourage them to look at life and themselves as an ever playing child. Hence, the 'inviting child' from this painting was an obvious choice for the logo.**



## All behaviour stems from awareness.

Awareness is divided into 12 'windows' through which one can look at the world. In Organic Theory these windows are called domains. They are the 'windows' upon which we build our vision of the opportunities in the world around us. If we do not see the 'windows' we have opened and the ones that are closed our behaviour will stay the same.

This inner logic contributes to coherent behaviour. We have a brain strategy and it plays out in our behaviour. The OSC makes our brain strategy visible in the 12 domains.

Domains and their combinations are cross-cuts of our awareness. These cross-cuts are controlled by our brain in three different ways:

### Survival, Connection and Trust.

Once we have insight into this brain functioning, we can understand, explain and predict our behaviour. We can even contribute to behavioural improvement in our environment.

**A stretched awareness can never regain its original form.**

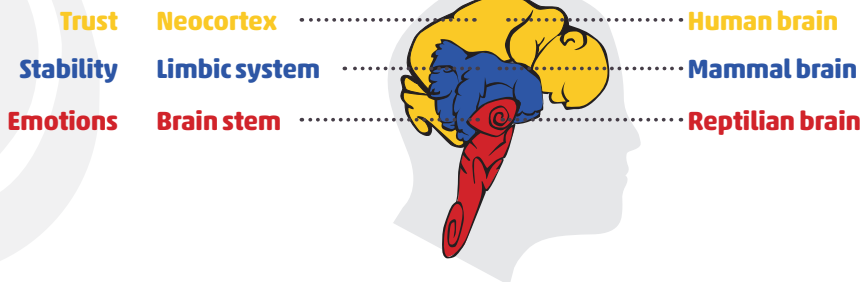
# Symbols

We use symbols or building blocks that tell the story of Organic Theory.

## Brain systems

The complexity of the brain simplified to its evolutionary basics:

Survival (brain stem), connection (limbic system) and abstraction (neocortex).



**Enthusiastic  
Dynamic**

**Vulnerable  
Resisting**



**Reliable  
Sure**

**Rigid  
Doubtless**



**Trusting  
Freeing**

**Detached  
Naive**

## Perspectives

We work with three perspectives: I, WE, IT. Translated and located in the OSC.

### I Perspective

I take full responsibility  
for my situation

### WE Perspective

Responsibility is  
something you share

### IT Perspective

We have no influence  
on what happens.



## Domains

The 12 domains work in combinations:



6 axes



3 axes-crosses



4 triads



18 zones

These cross-cuts of awareness form the scaffolding of the brain strategy we have developed for our lives. Discovering them is the first step in telling our life story.

## Archetypes

12 domains of awareness in 3 brain varieties make 36 archetypes. This gives us a comprehensive and recognisable translation of organic awareness into human behaviour. We call them Organikins.

Organikins tell the stories of success, pitfalls, dreams and things to do. They guide us through periods of agony and doubt. They pop up at moments and change roles and places during our journey towards reaching our goals in life.



# The Organic ScoreCard

Organic ScoreCard gives insight into your own personal strategy of life.

The OSC is **organic**, because it is about life. It is about growth up until this point and about continuous growth.

**Scores** make the organics measurable. Scores make the organics 'objective'. Scores open up the opportunity to measure awareness varieties and growth over time or in groups.

**Card** is about the graphical display of the results. The graphs and statistics provide detailed information.

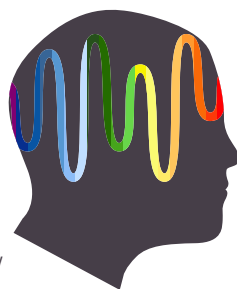
## Brain strategy

Our contexts often determine behaviour. It is thus important to look beyond behaviour to understand why people act like they do.

Understanding the brain strategy gives insights into the origin of our behaviour. Thus giving a starting point for sustainable change.

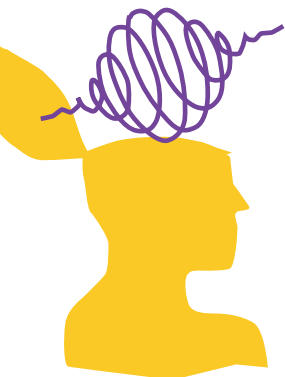
If all impressions in life would be totally and properly 'digested' our behaviour would be 'authentic'.

All our previous impressions have accumulated in our brain. That is what is shown in our Organic ScoreCards. It is an X-ray of our personal life strategy. However, this strategy is often based on 'historical' circumstances and our reactions to such circumstances.



## Diagnostic tool

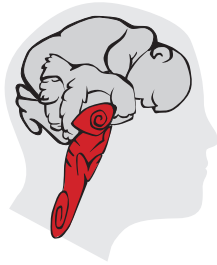
- It shows our inner drive rather than acquired and controlled behaviour.
- It reveals our awareness as well as the unconscious energy used in our brains.
- It can help us develop an action plan for a growth trajectory.
- It can help us reflect on our own development based on a personalised ScoreCard.
- It deepens our insights at the level of intrinsic motivation and consciousness.
- It assesses intrinsic consciousness that drives behaviour.
- It identifies growth areas.
- It makes real-time consciousness interventions possible.
- It appreciates and validates current strengths.



# Brain functioning

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## 3 dominant systems



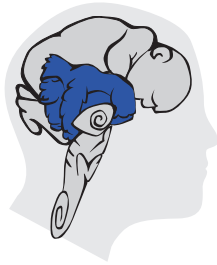
### Brain stem or reptile brain

The brain stem offers survival opportunities in situations when our lives are in danger. It is popularly known as the fight or flight mode of our body. It also refers to freeze, hide and submit.

All emotions in their absolute origin stem from our fear of death. This makes our brain stem the key system in our daily caring and daring. In our lives we seldom meet real danger of dying, but our brainstem directs us anyway.

It guides us in wanting to win and hating to lose, in changing, in passion, in creating and in fearing, in being restless or unable to act.

We call this the 'humanised' outcomes of the brainstem.



### Limbic or mammal brain

The limbic brain evaluates who can help us to survive and who is threatening us. It gives us the ability to stabilise. It assures our lives through finding the most helpful company on our life journey. It shapes our emotions into feelings that are acceptable in our human encounters. It makes us predictable and understandable. It helps us to understand others, make friends, and be loyal and reasonable.

But it also has the capability of holding tight, not letting go, and of being rigid through a 'logical' reaction from its origin (self-defence), which can cause trouble in life.



### Neocortex or human brain

The neocortex creates the opportunity to surpass your survival intuition and let go of inappropriate life strategies.

Hope and belief, unconditional love, abstract thinking, and time and space insights derive from here.

It is our non-emotional system, not occupied with surviving.

It gives words and reasons to our survival-oriented behaviour that is dominant in most of human life.



# Perspectives

## The I perspective

The way we think we can control responsibility over and logic of our lives. **Survival** is the dominant issue here. It contains the domains (from right to left, top of the graph):

	<b>Ambition</b>	what I show
	<b>Motivation</b>	how I feel
	<b>Insights</b>	how I understand myself
	<b>Agility</b>	how I react

## The IT perspective

Further to the right is the IT perspective. The way we feel responsibility over our life is out of our reach. That makes **trust** its centre point. It contains the domains:

	<b>Planning</b>	how I dare to be alone
	<b>Knowledge</b>	my inner knowledge
	<b>Norms</b>	the way I am my roots
	<b>Position</b>	my right to exist

## The WE perspective

The last perspective is the WE perspective. The way we partly share the responsibility over our life with others, who in return hand over part of their life's responsibility to us. The key theme here is **connection**. Its domains are:

	<b>Structure</b>	outer support to facilitate me
	<b>Values</b>	the co-reaction of others
	<b>Connection</b>	my safety among others
	<b>Relevance</b>	my contribution to others

# Domain combinations

These domains are given meaning in various ways:

## Axes

Opposite situated domains tell a similar story, but from different perspectives. The domains in relation with one another form an **axe**.

existence axe	MOTIVATION & POSITION	= right to be	height
ordering axe	INSIGHTS & STRUCTURE	= growth stability	width
change axe	AGILITY & VALUES	= right to evolve	height
stability axe	PLANNING & CONNECTION	= existential stability	width
empowerment axe	KNOWLEDGE & RELEVANCE	= right to grow	height
adaptation axe	NORMS & AMBITION	= evolvment stability	width



# Domain combinations (continued)

## Crosses

Two perpendicular axes combined establish a part of one's life story. These parts are called the **crosses**:

- |          |                         |                                  |
|----------|-------------------------|----------------------------------|
| <b>1</b> | <b>Origin:</b> Roots    | Existence axis + Stability axis  |
| <b>2</b> | <b>Growth:</b> Trunk    | Empowerment axis + Ordering axis |
| <b>3</b> | <b>Evolution:</b> Crown | Change axis + Adaptation axis    |



### Crown

#### Change

- The felt possibilities for change.
- How aware am I of the movement in me and in others?

#### Adaptation

- The seen necessity for fitting in.
- How aware am I of what I show in terms of what is being asked of me?

### Trunk

#### Empowerment

- The experienced power to direct one's life.
- How aware am I of the influence of my original being in relationship to others?

#### Ordering

- The longing for structured being.
- How aware am I of the consistency of my inner and outside patterns?

### Roots

#### Existence

- The basics of being, the felt right to exist.
- How aware am I of my right to exist in life?

#### Stability

- The necessary support, in people and continuity.
- How aware am I of where I stand in life and with others?

## Triads

Every perspective has four cornerstones — one that shows the perspective’s form, one for its source, one to check its soul and one that represents its goal. That makes four triads in the circle of the OSC:

1	Form		Ambition	I perspective
			Planning	IT perspective
			Structure	WE perspective
2	Source		Motivation	I perspective
			Knowledge	IT perspective
			Values	WE perspective
3	Check		Insights	I perspective
			Norms	IT perspective
			Connection	WE perspective
4	Goal		Agility	I perspective
			Position	IT perspective
			Relevance	WE perspective



# Domain combinations (continued)

## Zones

The last cross-cut to discover the meaning of an OSC is the 'extended' domain or zone. It has four categories:

### 1 Broad shoulders

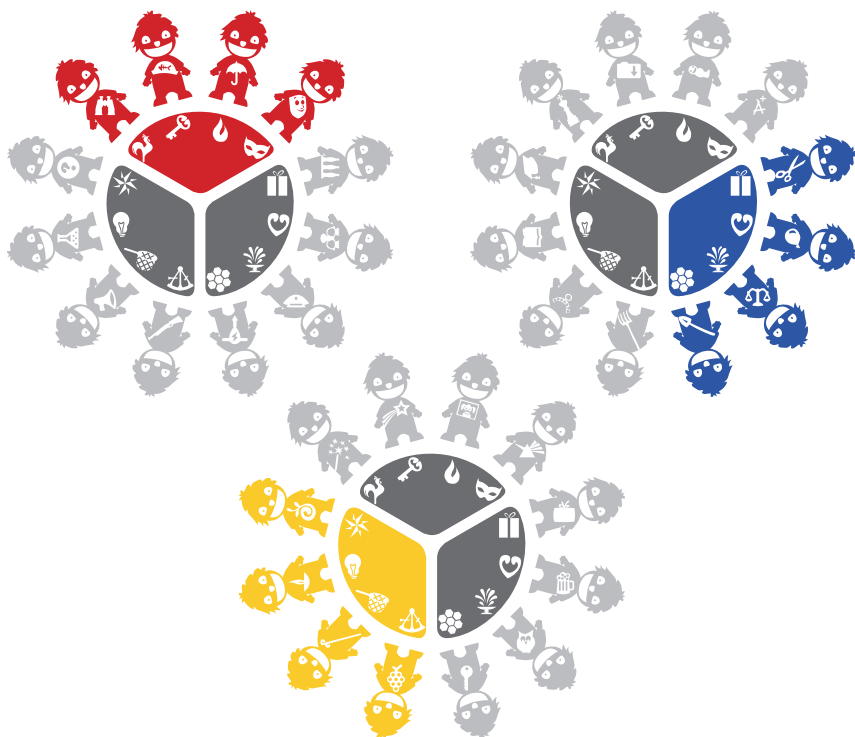
When a domain has strength (a lot of strategy), its meaning can be strengthened by its neighbouring domains when they have about the same strength.

**For example:** With Ambition in the middle ('I want you to see how friendly I am'), Motivation says: 'Because I feel happy' and Relevance says: 'And I know that you like to see me smile'. So the force of Ambition gets tripled by its neighbours!

### 2 Narrow shoulders

Not as strong as shoulders, but still neighbouring domains that underwrite the domain's meaning, only in a more silent and subtle way.

**For example:**





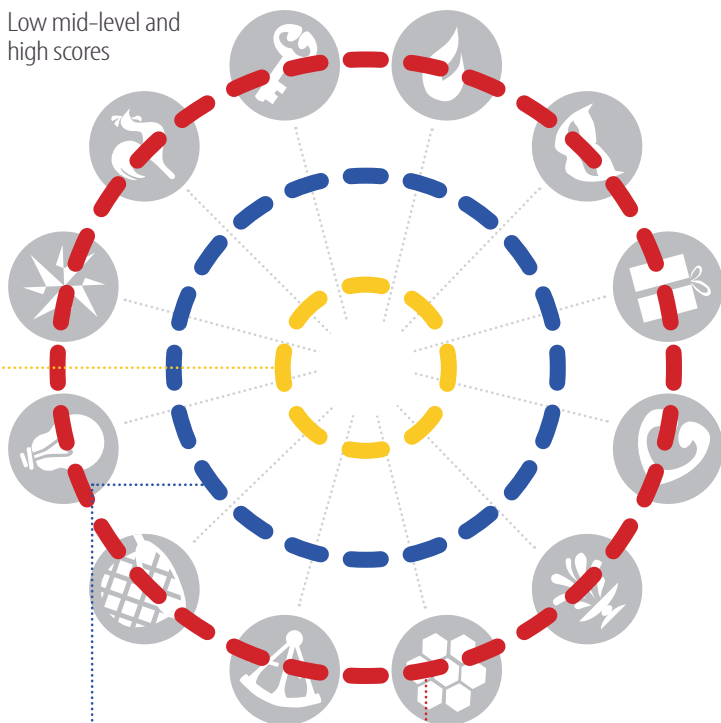


Perspectives

Aspects

# Range of scores

Low mid-level and high scores



## Introspection scores

The inner circle is called the Introspection circle.

Domains with scores in this circle receive relatively little attention in relation to what 'people see of me'.

A person looks at the world from Introspection via Floating to Contact scores.

People will therefore first see their own Introspection scores while knowing that others will first see the Contact scores.

## Contact scores

The outer circle is called the Contact circle.

Here, contact refers to 'in contact with the other'.

Scores within this range indicate the domains that the person is strongly aware of.

These are also the domains in which people encounter other people in their environment.

The effectiveness or experience of this as positive or negative is determined by the context and therefore through others.

## Floating scores

The second circle is the circle of Averages.

Scores within this range indicate domains that are familiar to people in intimate relationships. Scores in this band are supportive.

# Inside-out Organic Growth

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Organic Growth underlines the fact that people are living organisms. Down to cellular level, we as organisms are developing under the influence of environment and time.

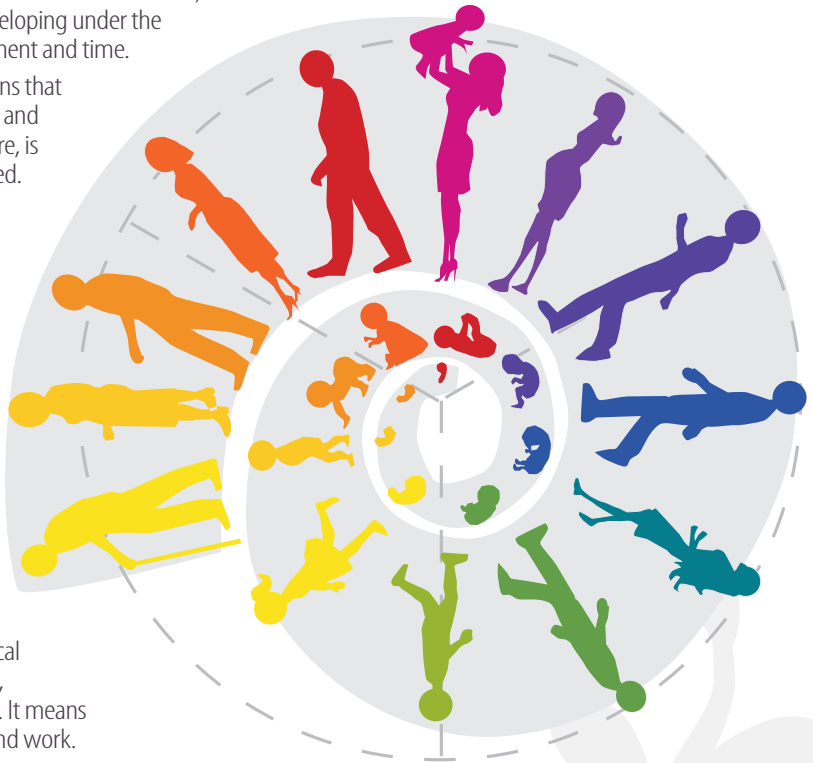
Organic Growth means that every cell is growing, and that growth, by nature, is weighed and balanced. It also means that each component is co-evolving in conjunction with all other components. Each cell is influencing all other cells while also being influenced by these cells.

Optimal life and awareness means that a person can move freely, unhindered by physical or mental numbness, damage or obstacles. It means development, play and work.

To help people reach their full potential, it makes sense to first gain insight into where they are in terms of their development.

- Where is this person holding back?
- Where has he or she slowed down or lost mobility?

**This is inside-out coaching.**  
**This is true Organic Coaching.**



## 6 Behaviours



Our behaviour is the interplay of six basic reactions in an infinite number of combinations on the 12 domains of awareness. This interaction between these systems make up 'the voices in our heads'.

Our three brain systems described before play a key role in this.

Each one of these systems is governed by two core principles (shown below). This simplification allows us to bring our behaviour back to its essence.

### FIGHT



### FLIGHT



### Brainstem (red): Fight or flight

Leads to behaviour that is either pro-active, aggressive, full of initiative, etc.

On the other hand, it leads to behaviour that is passive, hesitant, 'figuring out which way the cat will jump' kind of behaviour.

### EMBRACE



### EXCLUDE



### Limbic system (blue): Embrace or exclude

Leads to behaviour that is stabilising, controlling or persistent; it can also lead to conservative, rigid or excluding behaviour.

### DEVOTE



### DENY



### Neocortex (yellow): Devote or deny

Behaviour driven by the neocortex can be loving, trusting and letting go. On the other hand, it can be denying, dissociative or abstracted.

# Longing

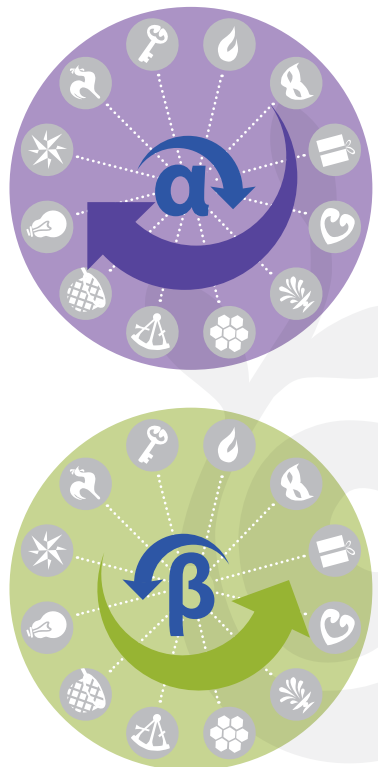
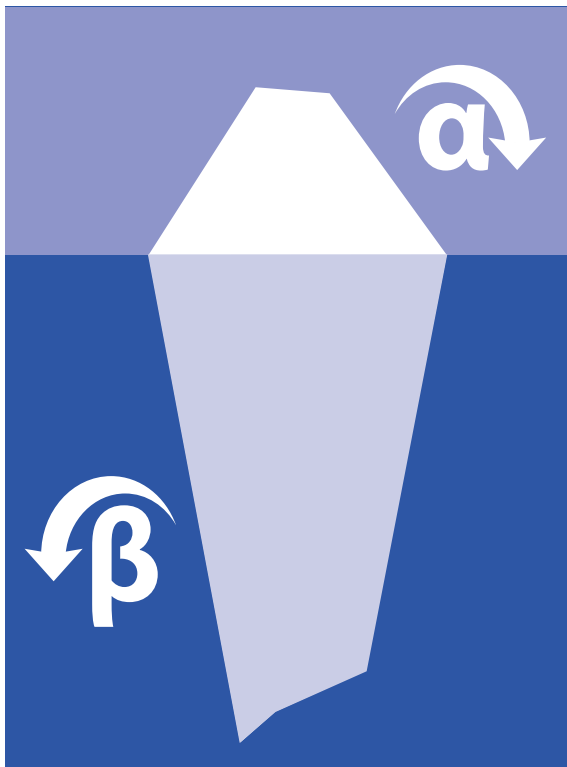
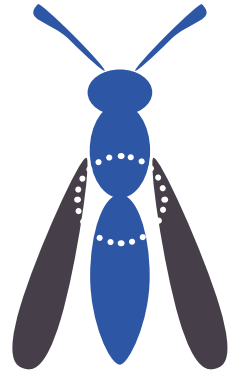
17

The empty spaces in the OSC represent the longings we have. They originated from the same periods as the active domains: Strategies. Some people put all their energy into Strategies while others take over the empty spaces in the OSC.

The smallest axe (wasp waist) in the OSC indicates the area in which the longing is the biggest. Everything about cross-cuts in strategies is also true when talking about longings.

Our longing can thus be deducted and 'softly nurtured', allowing our awareness to start healing itself in the direction of that Longing.

This healing process can lead in an  $\alpha$ -direction (adapting to others) as well as a  $\beta$ -direction (fulfilling ourselves).



# Advantages and effects

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**Original**



**Simplified**



**Relevant**



**Accessible**



**Effective**



**Time-efficient**



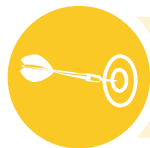
**Money saving**



**Original:** The Organic ScoreCard is a unique way of looking at awareness. The way in which this tool presents the results makes the unconscious workings of the brain visible and accessible.



**Simplified:** The Organic ScoreCard can serve as an easy-to-use tool to incorporate insights from awareness theory into our way of working and living.



**Relevant:** Insights from the Organic ScoreCard offer pointers on how to achieve sustained success.



**Accessible:** The Organic ScoreCard translates directly to life and is more like a practical coach than a theoretical teacher.



**Effective:** The Organic ScoreCard is highly effective. It shows how organisational development can follow the path of natural (organic) laws.



**Time-efficient:** The coaching is focused on what matters most to you. It ensures that you grow, understand the tool and know how to use it immediately.



**Money saving:** The OSC helps you to quickly, efficiently and accurately pinpoint the areas you need to work on. This saves time and money for you as individual and for companies.



Developed by Transmind International  
in partnership with ClariAct.



Helping leaders, individuals and teams deal with organisational change and acquire EQ, self-awareness and interpersonal skills to deliver sustained high performance within complex environments as cross-functional, self-organising teams.

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