

COMMUNITY ASSEMBLY
OF THE BRITISH ISLES

CONNECTING PEOPLE & COMMUNITIES



WHAT IS COMMUNITY CULTURE?

WHERE WE ARE TO WHERE WE WANT TO BE



A PRESENTATION BY

SUE CARTWRIGHT BASED ON A THEORY OF
CULTURAL TRANSFORMATION BY JEFF CARTWRIGHT



October 2023

WHAT IS COMMUNITY CULTURE?

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What is a culture?

What are different types of culture?

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Transitioning to an ideal culture

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CULTURE HAS A STRONG INFLUENCE ON
HUMAN MOTIVATION, ATTITUDES AND
BEHAVIOUR.

IT LITERALLY MEANS TO GROW, TO PRODUCE
AND TO CULTIVATE THE MIND THROUGH
LEARNING.

JEFF CARTWRIGHT, CULTURAL TRANSFORMATION, 1999

WHAT IS COMMUNITY CULTURE?

WHAT IS A CULTURE?

An organisation of people with core beliefs and values working towards a common vision and purpose.

A culture consists of:

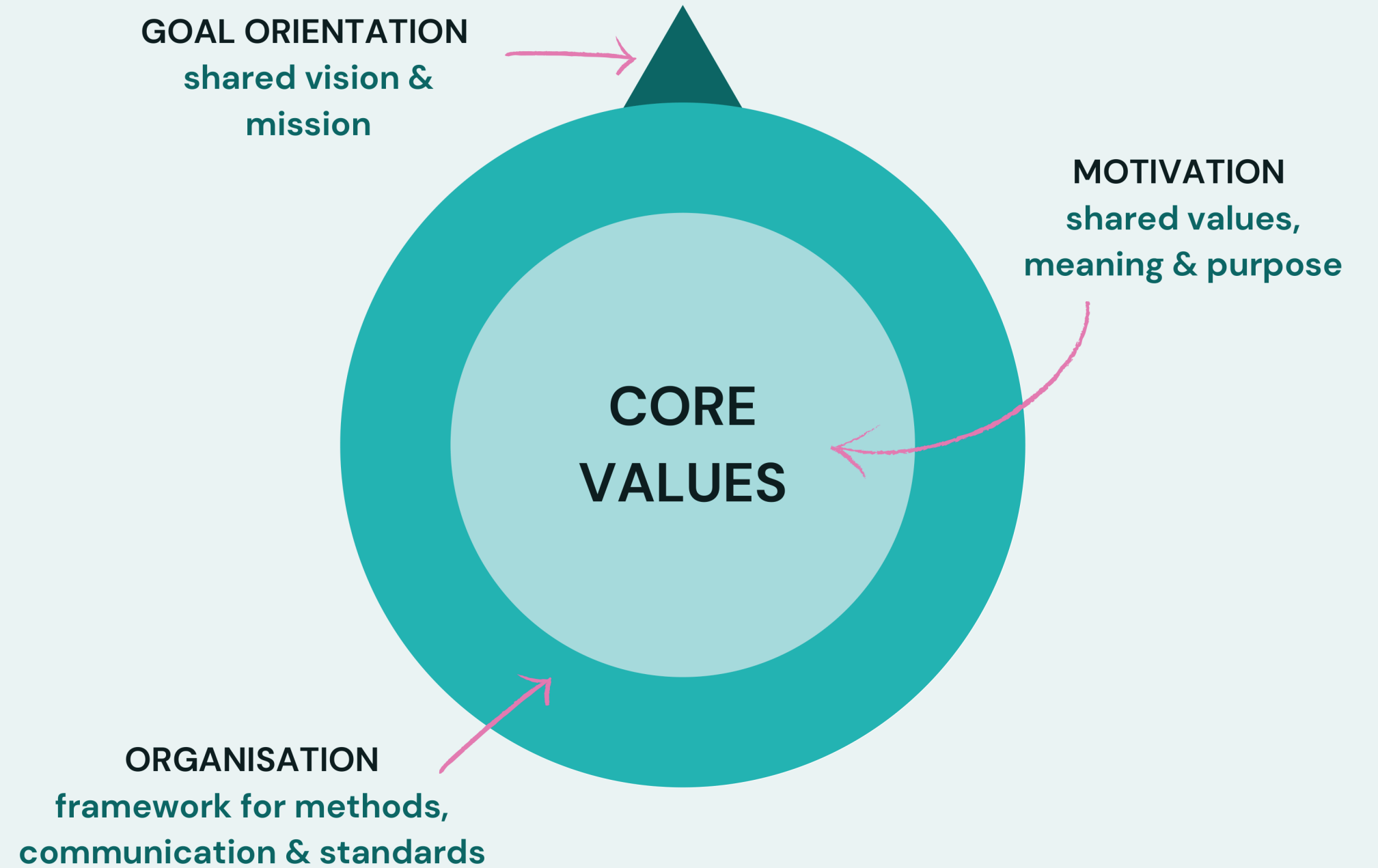
- **GOAL ORIENTATION** – vision and mission
- **MOTIVATION** – values, meaning and purpose
- **ORGANISATION** – methods, communication and standards

In a healthy culture, everyone is coached, motivated and supported to grow and make a valued contribution.

WHAT IS COMMUNITY CULTURE?
WHAT IS A CULTURE?

All organisations are culture bound

Jeff Cartwright



WHAT IS COMMUNITY CULTURE?
TYPES OF CULTURE

TYPE 1

MONOCULTURE

A single-minded indoctrinated culture where people are forced, coerced or covertly programmed to accept dogmatic ideology

Monoculture
fundamentalist - 'having culture'



COVERT & FORCED
(MENTAL PROGRAMMING)

WHAT IS COMMUNITY CULTURE?
TYPES OF CULTURE

TYPE 2

DIVISIVE CULTURE

A divided culture where people reject the monoculture ideology and develop their own agendas causing 'us and them' conflict

Divisive Culture
disruptive - 'wanting culture'



SEPARATED & DIVIDED
(FEARFUL COMMUNITIES)

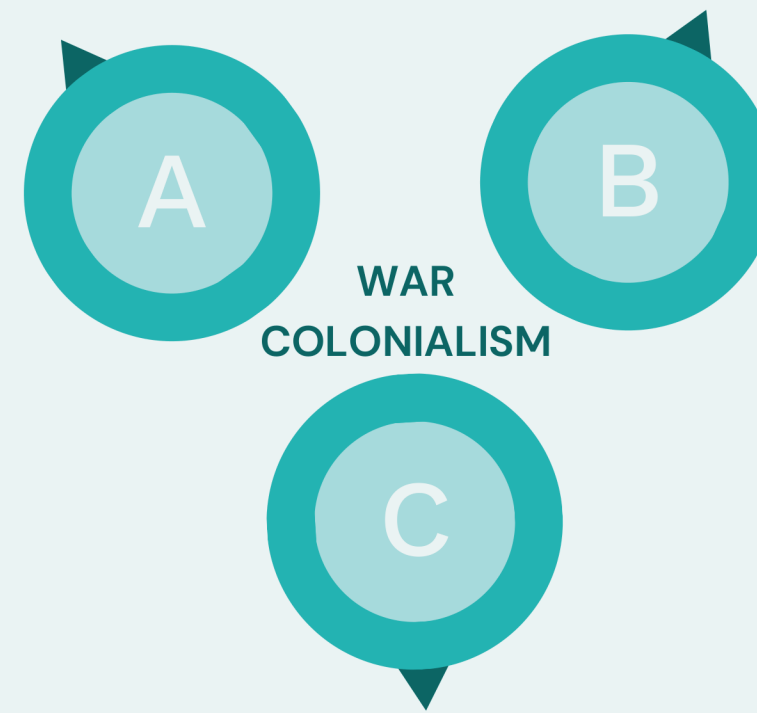
WHAT IS COMMUNITY CULTURE?
TYPES OF CULTURE

TYPE 3

DISJUNCTIVE CULTURE

An explosive break-up of a culture into individual cultural units through civil unrest, war, colonialism and cultural incompatibility

Disjunctive Culture
explosive - 'destructive culture'



DISEASE, FAMINE & CHAOS
(BROKEN COMMUNITIES)

WHAT IS COMMUNITY CULTURE?
TYPES OF CULTURE

TYPE 4

SUPERORDINATE CULTURE

A culture of cooperative sub-cultures,
each with their own beliefs and points of
view, working towards a shared vision and
agreed cultural objectives

Superordinate Diverse Multiculture
cooperative – ‘being culture’



SHARED VALUES & PURPOSE
(HEALTHY COMMUNITIES)

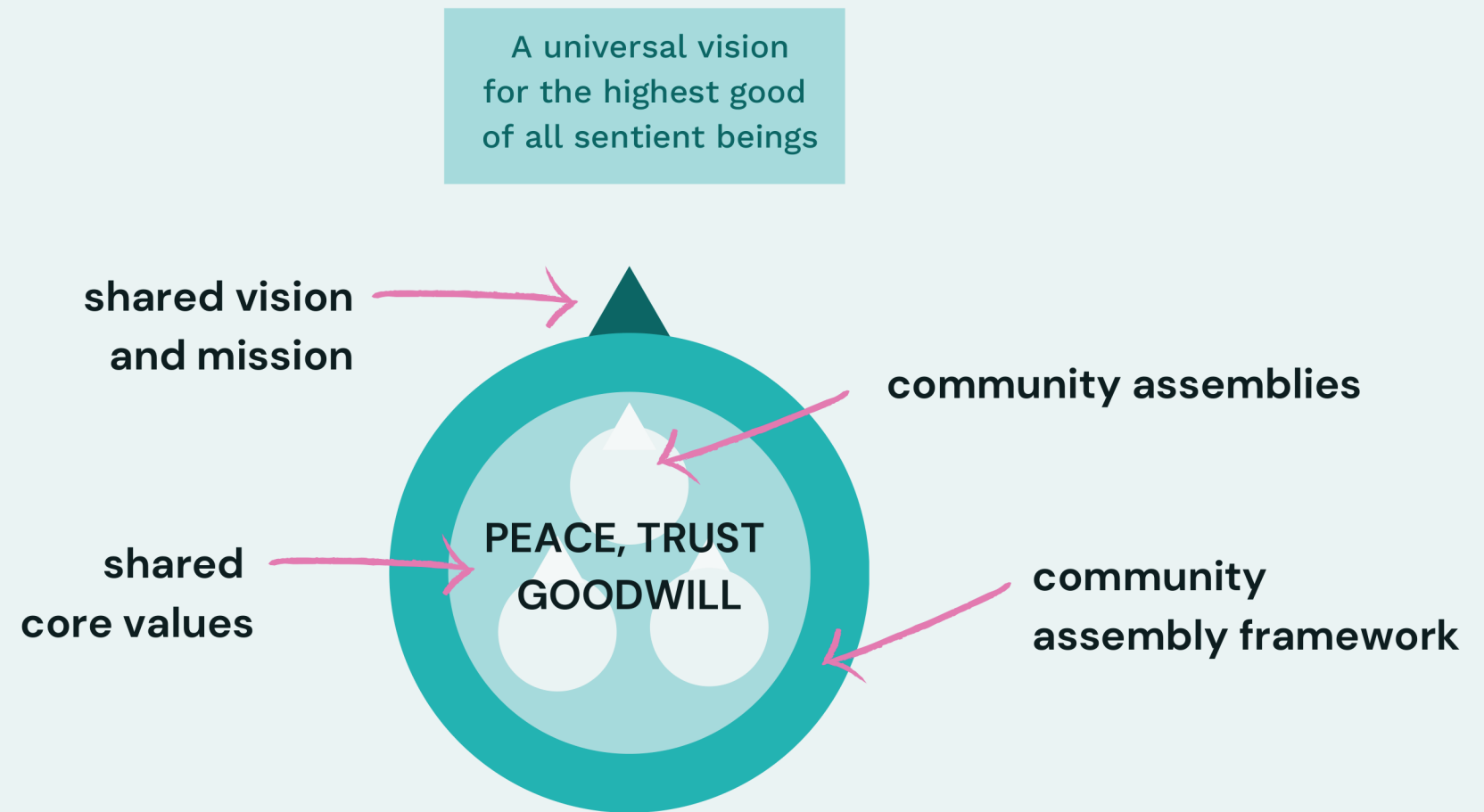
WHAT IS COMMUNITY CULTURE?
TYPES OF CULTURE

TYPE 4

AN IDEAL COMMUNITY CULTURE

Connected communities with their own beliefs and points of view, working towards agreed objectives with a shared vision to create *'a beautiful life on Earth for all people in harmony with Nature'*

Sue Cartwright, Community Assembly of Devon



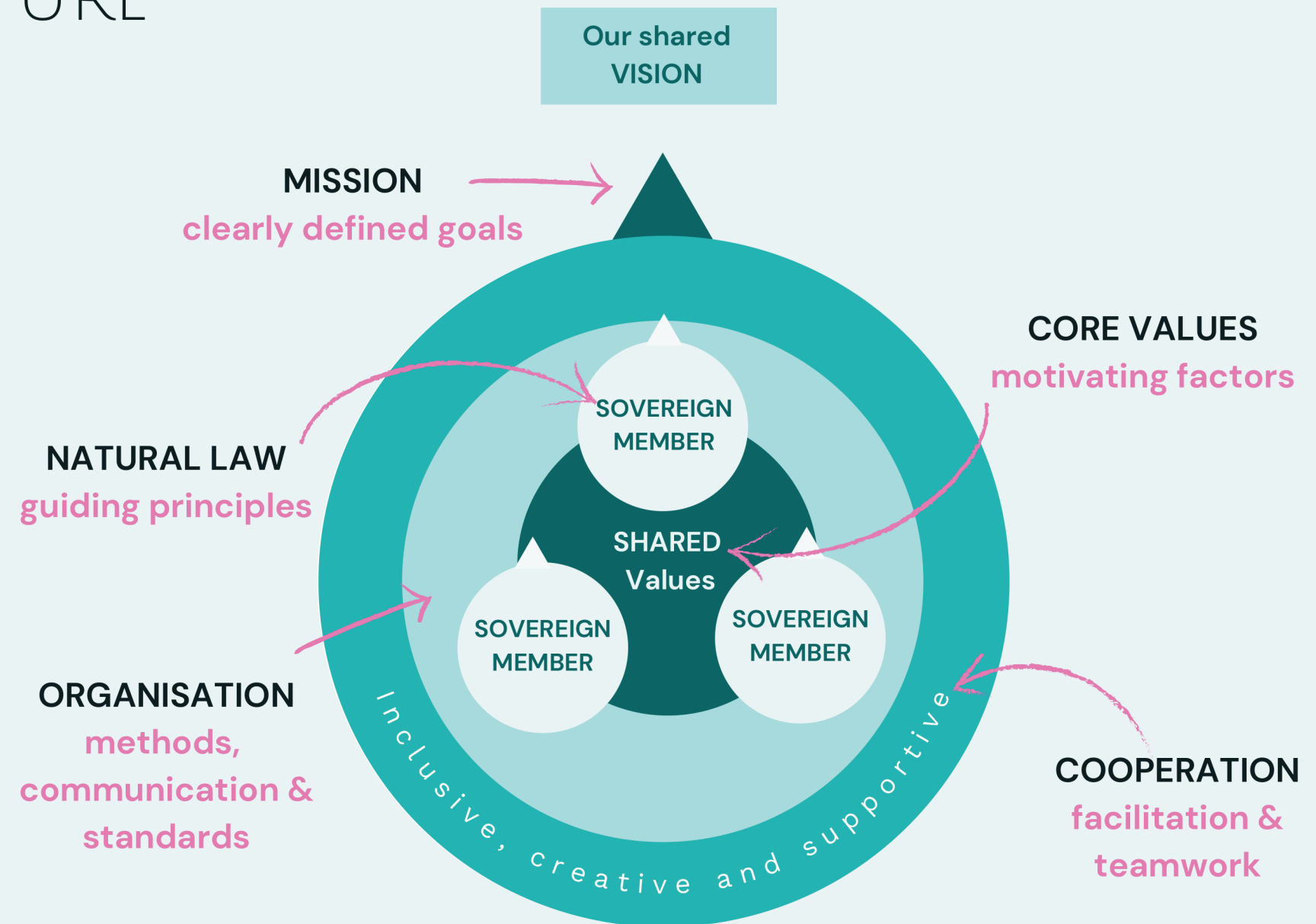
SOVERSIGN SOULS GUIDED BY NATURAL LAW
WITH A SHARED VISION, VALUES & PURPOSE
TO CO-CREATE COOPERATIVE COMMUNITIES

WHAT IS COMMUNITY CULTURE?

AN IDEAL COMMUNITY CULTURE

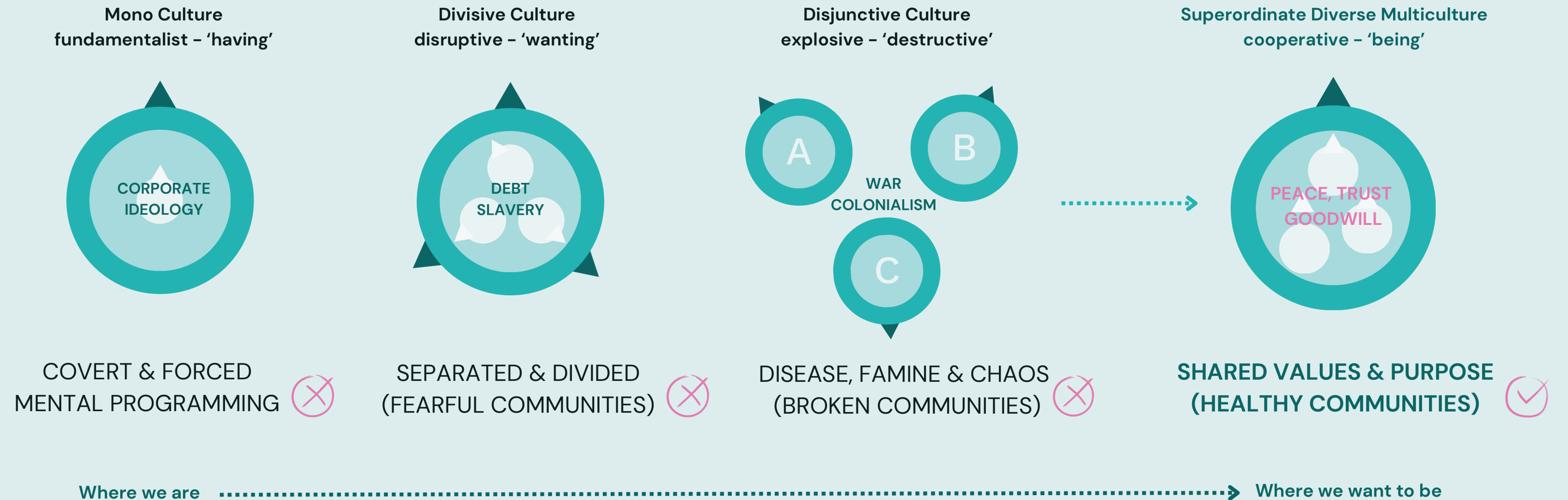
Cultural harmony requires understanding, tolerance and flexibility

Jeff Cartwright



WHAT IS COMMUNITY CULTURE?

TRANSITIONING TO AN IDEAL CULTURE



THE GREATER THE NEED FOR CHANGE THE MORE IT
WILL BE RESISTED.

THE BEST APPROACH IS TO CREATE 'ISLAND CULTURES'
WITHIN THE HOSTILE ENVIRONMENT.

SUCCESS IS THE SHARED EXPERIENCE THAT CONFIRMS
BELIEF AND REINFORCES INTENTIONS.

JEFF CARTWRIGHT, CULTURAL TRANSFORMATION, 1999





Thank you for watching!

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CULTURAL TRANSFORMATION

The 'Nine Key Motivating Factors' research and model for *improving the soul of your business* was published in July 1999.



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